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Pay-TV Opponents Hit by Balaban

By SAUL OSTROVE
(Picture on Page 8)

Telemeter will be introduced successfully in one or possibly two American cities by the end of this year despite "troublemakers" who want to restrain pay-TV and despite all attempts to legislate the system to death, Barney Balaban, president of Paramount Pictures, of which International Telemeter Co., is a division, said here yesterday. He did not name the cities. "If Congress regulates pay-TV at (Continued on page 8)

Congo Jungle' to Open At RKO Palace May 4
By SIDNEY RECHTNIK

"Masters of the Congo Jungle," 20th Century-Fox release, will be launched here at the RKO Palace with a gala premiere on the night of Wednesday, May 4, before a celebrity audience to be invited by the Belgian ambassador in Washington in the name of the government of Belgium, and by the country's Consulate General in New York. This was revealed by Henri Storeck, (Continued on page 6)

Physician' May Be in 70mm; Ready for 1961

"Dear and Glorious Physician," the big Biblical story Paramount Pictures has been looking for since the success of "The Ten Commandments," will be ready for release by the end of 1961, probably filmed in 70mm and produced in "blockbuster" fashion. New details of the acquisition of (Continued on page 8)

AMPP Defers Strike Talks; Dales Bitter; Boren Explains

From THE DAILY Bureau

HOLLYWOOD, March 31.—The meeting between full negotiating committees of the Screen Actors Guild and the Association of Motion Picture Producers, which was to have been held this afternoon was cancelled by the producers committee, Charles Boren, AMPP executive vice-president, said there will be another meeting held, but he did not know when it would take place. This is second postponement of the meeting which was originally scheduled for Monday at 2 P.M. at the conclusion of the subcommittee meetings last Saturday.

John L. Dales, national executive secretary of the Screen Actors Guild, on behalf of the guild's board of directors, responded at once to this cancellation.
(Continued on page 6)
'Herald' Inaugurates New Monthly Feature on The Foreign Language Film and Its Market

Beginning with its April 2 issue, out today, "Motion Picture Herald," will devote one page each month to the latest news about foreign language films, both here and abroad. The material will be the work of Arthur Mayer, recognized authority on foreign language films.

In introducing the feature today, Mayer calls attention to the strides that imported product has made in recent years on the American scene and screen.

When an influential weekly such as "Time," he says, "with its down-to-earth readership, includes eight foreign films among the 12 Best Pictures of 1958, it is apparent that interest in pictures made in all parts of the globe is no longer confined to eggheads or chi-chie groups of advanced thinkers."

Mayer adds: "Although foreign language films account for approximately only 5 per cent of national box office, this proportion is steadily increasing; nor do we reflect any curiosity on the part of the public who possess a taste for pictures made in Hollywood, on Broadway or Main Street. The full story of this influence, of course, cannot be told in the limited space available in these columns but we shall seek monthly to at least indicate the latest developments worthy of the attention of American exhibitors, producers and importers."

Over 4,000 Theatres in 'Oscar' Promotion Drive

More than 4,000 exhibitors across the country are participating in the promotion campaign for the telecast and radio broadcast of the Academy Awards presentations to be held Monday night, the Motion Picture Herald's list of America's advertising-publicity directors committee was told at a luncheon meeting yesterday.

Harry McWilliams, promotion coordinator for the "Oscar" show, reported to the committee, said 2,500 exhibitors actively engaged in the campaign for last year's telecast-broadcast of the awards show. He credited the Vici Pape Group of film salesmen and held representatives of distribution companies.

Double the Number of Newspapers

McWilliams also reported that about twice as many newspapers are using the "Guess the 'Oscar' Winners" contest this year as used it last year, and that a much higher total of news space has been accorded this year's presentation program than in any other year.

The committee expressed its appreciation of McWilliams' work and authorized a suitable scroll to be presented to him at a later date.

Mannheim Film Festival Accepts AIP 'Death Row'

FROM THE DAILY BUREAU

HOLLYWOOD, March 31.—American International Pictures' "Girl on Death Row," a Viscose Film Production, has been accepted for entry in the Mannheim Film Festival to be held in Mannheim, Germany, from May 23 through 28.

The film, which stars Terry Moore and Debra Paget and was produced by Richard Bernstein, is the first American film ever to be selected by the festival's board of directors.

Witness in TV Trial Forbidden to Testify

Testimony of a witness for the government in its suit against six film and television companies charging "black-footing" of product to TV was not permitted by Judge Archie O. Dawson yesterday when it was established that U.S. attorneys had failed to include information on TV station in the trial interrogatories.

The witness who appeared to testify was J. Elroy McGaw of KTVW, Seattle, Wash., who had expected to be cross-examined by attorneys for C & C Super Corp. but was dismissed when Mervin Pollack, attorney for C & C, objected.

Scores Points Regarding Compulsion

Pollack scored another point for the defense yesterday when in cross examination of William Michael of WBBK, Detroit, he drew the admission that the station had not been compelled to take any pictures it didn't want. This was in negotiations with C & C, also.

Another witness heard yesterday was Edgar Bell of WKTV, Oklahoma City, who testified about transactions with Loew's, Inc. (MCM) and Screen Gems. Bell said that he was not given the opportunity to break up film packages of either company.

"Nixon, Skouras Confer

WASHINGTON, March 31.—Spyros P. Skouras, president of 20th Century-Fox, had an informal meeting today with Vice-President Richard Nixon. The two spent about half an hour together.

New 'Bongo' Date Here

"Expresso Bongo" will have its American premiere on Tuesday, April 12 at the Sutton Theatre here instead of April 5, as previously announced. Continental Distributing is releasing.
Ian New Theatre in suburb of Baltimore

Special to THE DAILY

BALTIMORE, March 31.—An 80-seat motion picture theatre is to be erected above existing bowling alleys in the Hilldale section just beyond Baltimore's city limits. A special exception permit for the construction has been approved by the planning commission for Baltimore City.

Plans submitted call for a two-story addition to the present building, which for the permit was the Trans Investment Corp., owner of the property.

Selnick, Chesapeake & Tellman Settle Suit

Settlement has been effected here of suit filed by the Selnick Releasing Organization, Inc. (now Selnick Co., Inc.) against Chesapeake Industries, Inc., (now America Corporation) in the federal district court involving several distribution agreements. In the settlement the defendant paid to Selnick the sum of $52,500 and agreed to stipulation discontinuing the action against the defendant, charges thereof having been dismissed by the defendant with prejudice and without costs.

The suit was filed in September, 1952, by attorney Murray L. Jacobs, who has been counsel against Chesapeake Industries, as successor to Pathe Industries, Inc. It asked for damages alleged have been sustained by Selnick through a breach by Pathe of distribution agreements covering ten "A" films produced by Selnick.

Several Accusations Made

The suit charged failure on the part of Pathe and its distribution subsidiaries to use the best efforts to distribute, abandon and discontinue use of its movie picture distribution agreements in order to keep from its distribution channels, pictures of Selnick, of which pictures it is alleged they have failed to properly account in connection with the distribution of which pictures; and half a dozen alleged breaches of the distribution agreements.

In ensuing litigation many motions and orders were made against Chesapeake. From a number of these appeals were taken resulting in orders of affirmation and directions to furnish a plaintiff with the required information. Hon. Jacob Marks, the referee before whom testimony was taken, recommended on three separate occasions the "willful failure" of the defendant to furnish such information.

Judgment Requested in October

Finally last October Jacobs made a motion on behalf of Selnick for judgment pro confesso or in the alternative summary judgment. Chesapeake replied until after its counsel had had time to oppose the motion before Justice Henry Clay Greenberg of the New York Supreme Court.

Conferences between the attorneys for the plaintiff and Judge Greenberg resulted in the settlement.

Hoover Says Pressure on Box Office Would Tone Down Film Sex, Violence

By E. H. KAHN

WASHINGTON, March 31.—FBI Director J. Edgar Hoover has told a House appropriations subcommittee that "there is nothing more effective than pressure on the box office" to eliminate TV and motion pictures.

Rep. Glennard P. Lipscornb (D., Calif.) quotes Hoover as noting that the movie capital of the world, and now the TV capital, "asked the FBI chief: "What can we do to get them to recognize their responsibility to society in the type of film, the type of crime, and emphasizing sex in their movies?"

He added: "Is there something we can do to get them to bring their Code around to helping build morals instead of breaking down morals?"

Hoover replied that he shares Lipscornb's views that "scenes of extreme violence and those overemphasizing sex have an evil effect upon the youth of the country." He noted that children "can be kept away from motion picture theatres by the parents but that this is impossible with TV."

"The way to bring about a correction is through public pressure," he asserted.

Points to Industry 'Codes'

Commenting that "there are codes covering the motion picture and television industries," Hoover observed that he had in the past complained "publicly about the evils of television shows and movies in portraying extreme violence." He cited to the committee an article by the Reverend Timothy J. Flynn, director of radio and TV for the New York Archdiocese, in which Father Flynn stated "sex is still Hollywood's unsolved problem."

Hoover said Father Flynn deplored the movie industry's apparent preoccupation with "hounding offices."

Hoover acknowledged, as he has in the past, that "much fine work has been done by the motion picture and the television industries. Some of the great figures in the industry have outlived their use over the years, but there is a certain segment in both of those industries that are trying to cut corners. They also do this in advertising their productions by putting stress on sex."

Objects to Censorship

Hoover reiterated his opposition to censorship, saying that he deplores it and that he does not "think censorship on a national level would be effective."

He cited Bing Crosby in "Going My Way" as an example of a picture which "portrayed an atmosphere of decency" and was "tremendously financially successful," showing the public "will pay to see a decent picture."

New Baltimore First-Run

BALTIMORE, March 31.—The Ri- alto Theatre, a two-story sub- sequent-run house, will begin a new policy of first-run films on April 6, it has been disclosed by Leon Back, general manager for Rome Theatres. The house has been closed for modernization, including spaced seats.

Trumbo Is Reinstated

By Writers Guild

From THE DAILY Bureau

HOLLYWOOD, March 31.—Dolan Trumbo, screen writer who was one of the Hollywood "Unfriendly Ten" a dozen years ago, has been reinstated as a member of the Writers Guild of America.

The reinstatement was mandatory, according to Curtis Kenyon, Guild president. He said the Guild has an anti-Communist clause but only for those proved to be Communists or those who have admitted being party members.

Trumbo had been on suspension for nonpayment of dues, Kenyon explained. Trumbo applied for readmission and paid his back fees after Otto Preminger, the producer, signed him to do the screen play for "Exodus."

Baltimore Gives Funds For 'Outdoor' Musical

Special to THE DAILY

BALTIMORE, March 31.—Despite protests by Allied Motion Picture Theatre Owners of Maryland, Inc., the Board of Estimates today allotted $13,000 to underwrite a musical show "under the stars" at Memorial Stadium next June. The theatre exhibitors argued it is improper to grant city funds to a private outfit.

Baltimore Starlight Musicals, Inc., which will cooperate "Brigadoon" with the Park Board.

Theatre owners further contended that rent-free use of the stadium for two performances of the show would amount to unfair competition to private purveyors of entertainment.

Lipskin Leaving Col., To Form Own Company

Lawrence H. Lipskin, assistant to the president of Columbia Pictures International, in charge of publicity, advertising and exploitation, has resigned to set up his own organization for this field. His resignation is effective April 15.

Lipskin's new organization has been retained by Columbia as public relations consultant in the foreign field.

'Planet' in 90 Theatres

H. W. Hallis’ "Visit to a Small Planet," a Paramount release will be the Easter holiday attraction at more than 90 theatres in the New York-Northern New Jersey area. The project will be shown in 90 theatres Wednesday, April 13. Circuits booking the film include Loew's, Randicore, Midtown, Skouras, Brandt, Prudential, RKO, Stanley Warner, Walter Reade, United, Paramount, Liggett-Triangle, and Fabian.

PEOPLE

S. H. Fabian, president of Stanley Warner Corp., is chairman of the fourth annual Albert Einstein commemorative dinner, sponsored by the Albert Einstein College of Medicine of Yeshiva University, to be held May 1 at the Waldorf-Astoria Hotel. On the dinner committee are: William Brandt, Albert List, Samuel Rosen, Ira Gelb, Arthur Krin, Louis Nizer, Herman Robbins and Spiny Skouras.

Arthur Krin, United Artists president, has scheduled a trade press conference for next Tuesday in his office.

Leonard Vaughan has resigned as manager of the Leaf Theatre, Quincy, Fla., operated by Interstate Theatres under George Hoover in Miami.

Harriet Parsons, daughter of columnist Louella Parsons, has joined with Paul Vroom, manager of the Lunt Fontanne Theatre; William Dean, Hollywood film producer, and Charles Hellest, president of the New York Theatre, in a new theatrical production company formed here for the presentation of several plays on Broadway. The first will be Bennett Levy's London comedy, "The Rape of the Belt."

Mrs. Twyman on TV Censorship Panel

Margaret G. Twyman, director of the MPAA community relations department, will participate in a discussion on various phases of censorship on WNTA-TV, channel 13, 7:00 to 7:30 P.M., Sunday evening.

The program, "Between the Lines," a regular Sunday evening feature, is moderated by Lester Wolff. Participating with Mrs. Twyman will be Dan Lacy, director of the American Book Publishers Council; and Philip Scharf, editor of Sheed & Ward, a publisher of Catholic literature.

The program is a part of the opening of National Library Week, April 3-9.

Curtis Will Present

Cinematography Awards

General Edward P. Curtis, vice-president of Eastman-Kodak, will present statuettes to winners of cinematography awards on the "Oscar" show Monday night. It was announced yesterday by President of the Academy of Motion Picture Arts and Sciences, announced. Curtis will present statuettes to winners for best achievement in cinematography in color production and in black and white pictures on the 90-minute open-end show which will be carried over NBC radio and television networks and the Canadian Broadcasting Company starting at 7:30 P.M. (PST).
Directed by JOHN HUSTON

Co-starring AUDIE MURPHY | JOHN SAXON | CHARLES BICKFORD

Music composed and conducted by DIMITRI TIOMKIN | Photographic Lenses by PANAVIS
UNCONQUERABLE PASSIONS!

UNEQUALLED EXCITEMENT!

UNBEATABLE BOXOFFICE!

...An UNFORGETTABLE Motion Picture!

Screenplay by
Produced by

BEN MADDOW JAMES HILL

THRU UA

NOW DATING FOR EASTER!

AN GISH JOSEPH WISEMAN
BERT SALMI JUNE WALKER

ES PRODUCTIONS, INC. PICTURE

TECHNICOLOR®
AMPP Defers Strike Talks

(Continued from page 1)

producer of the adventure-documentary filmed in the Belgian Congo under the auspices of King Leopold III, former monarch of Belgium, at a trade press luncheon at the Brussels Restaurant here yesterday.

Storck, who has been producing documentary films on varied scientific subjects since 1927, just arrived in New York from Europe to begin production on "Congo Jungle," where he engaged in a series of press-TV and radio interviews in behalf of the film's opening at the Paramount theatre in that city next Wednesday, in the person of the Boston advisor, promotion campaign, which was highlighted by a "TV umbrella saturation," will spearhead "Congo" openings in some 30 cities in the New England territory.

A Year in Preparation

"Masters of the Congo Jungle" was one year in preparation, and took nine months to shoot a total of 200,000 feet, Storck said. There are 20 foreign versions of the film, the total cost of which was $900,000, he revealed. The extraneous footage will be used in the making of 15 scientific short subjects.

In discussing the filming of the picture Storck said that "greater authenticity and an audience sense of being right there" was achieved by the use of normal scenes instead of telephoto lenses. This enabled the camera to get closer to the animals for more realistic effects.

The objections of Sypios P. Skou- ratous, 28th-Fox's representative, to King Leopold's proposal that 20th-Fox release a natural feature were overcome when he viewed the film, which so impressed him that his company will distribute the film to all free countries of the globe.

Many Aids the Premiere

The New York opening of "Congo" will be supported by many organizations which have seen and approved the film. These include the Allies of the Natural History Society, The Zoological Society of New York, the Museum of Natural History and the National Geographic Society, among others. "The film," he added, "has inspired many scientific observations and articles in such leading magazines as National Geographic.

Storck will leave next Wednesday for Europe where he is scheduled to attend the Cannes Film Festival as a member of the jury.

Storck declared himself "much impressed with the American methods of launching a film," particularly the day's action by the AMPP, saying:

"A shocking development has occurred in the conduct of the Screen Actors Guild negotiations. For the second time this week, the producers have postponed what was hoped would be a final negotiation meeting leading to the end of the strike. We should point out that every delay and postponement since negotiations began has been at the request of the producers--usually without explanation.

Points to Compromises

"In a final effort to reach an agreement which would end the strike and return thousands of people affected by this strike to their jobs, the Screen Actors Guild offered substantial compromises in its bargaining position. By Saturday evening, March 26, both the producer and guild committees knew that the terms offered by the guild should settle the strike. The statistical statements were issued by both sides at the end of that meeting. However, over the weekend the ever-ambiguous conditions of the company, without the first-hand feel of the give and take of the negotiations, or the compromises reached by both sides and reasons therefore, refused to support the position reached by their own committee. For reasons of their own, they apparently seek to push back the time and the terms of settlement.

Once again we point out that the guild offered a settlement which was a substantial compromise of the guild's basic position, and this offer was made in order to end the strike and return the workers back to work. The producers' tactics in continuing the strike would destroy the value of the actors' efforts. There is no industry-wide position for all employees affected either in opinion or in fact. We have no intention of being both sacrificial lambs and stalking-horse for the producers. If the producers intend to continue the strike by the guild-fooled, we compelled to withdraw its compromise offer, which was designed to end the strike."

Boren Conciliatory

In answer to statement issued by Dales, Boren later declared:

"We regret the interruption in negotiations with the SAG and hope for early resumption of negotiations to end the strike and permit reopening of the major studios.

"However, it is not correct to say that at any time negotiations had reached a point which "should settle the strike." Although considerable progress had been made, the differences in the positions of the producers and of the guild represented millions of dollars to the industry. It is necessary for the producers to take time to explore thoroughly the economic implications of the present proposals. We will seek further negotiating meetings as soon as this exploration is completed.

"The producers do not want this strike. They did not call it."

Ask More Trust Funds

(Continued from page 1)

complexity." Additon of an equal sum will be sought for fiscal 1962.

Closed-door testimony before a House appropriations subcommittee, pending public, shows that no members of the congressional group expressed concern about the anti-trust status of motion pictures.

Material submitted to the committee by the anti-trust division indicates that there are at present six suits pending which involve the industry. U.S. vs. United Artists Corp., filed Sept. 13, 1959, is in pre-trial status. Trial has been completed in a 1956 case against Central States Theatre Co., and an opinion is awaited. A case involving Loew's Inc., (MGM) filed May 27, 1957, involving sale of films to TV is in trial, as is action brought on April 18, 1957, involving the alleged block-booking of motion pictures to TV by C&C Super and five other firms. Preparation for trial continues in a case against Schine Chain Theatres, Inc., et al., filed March 10, 1954. The so-called Screen Gems case, filed against Columbia Pictures and United Artists on April 10, 1958, is in trial.

"Sledge-hammer" promotion of the 20th-Century-Fox publicity department which is aiming at the film's combined mass and class appeal

White House

(Continued from page 1)

larger groups considering the formulation of resolutions. Thus, the group concerned primarily with beliefs and personal codes of conduct, found itself in the position of stultifying recommendation concerning communications media than did the group whose prime subject was the mass media themselves.

The first group urged that mass media, including films, "accept greater responsibility for transmitting the ideals and values which make for the wholesome American culture and that serious consideration be given to a more explicit emphasis on those values that bring man to his highest aspirations and deepest inspirations." It suggested that steps be taken to correct "negative influences" like the "present emphasis upon sex and crime."

It also urged the "self-regulating agencies of the mass media" to accept greater responsibility for the quality of their programs and advertising, "especially beamed into the American home." This same group suggested that research be done into the effect of mass media upon the development of codes of conduct of children.

It is to be noted that in the 19 recommendations submitted to the

MPA Members Will Aid National Library Week

The member companies of the Motion Picture Association once again are cooperating in the celebration of National Library Week--April 3 to 9. This weekend there will be mailed to nearly 6,000 libraries a copy of 22 x 17 poster featuring 18 outstanding films now presented at present being made into motion pictures.

The headline copy on the poster as follows: "Read these importa books--See these big pictures--It's Motion Picture Industry Celebrates National Library Week." The label reads: "A Few of the Books for which Great Movies are being Made Favorable to the industry were:

The books shown on the cover of the "Man of Montmartre" and "The B Bank Roll" (Allied Artists); "Kidnapped" and "Swiss Family Robinson (Buena Vista-Walt Disney); "Tilt Mountain Road" and "Strangers Who We Meet" (Columbia); "Home from the Hill" and "Please Don't Eat the Daisies" (MGM); "Counterfeit Trio" and "The World of Suzie Wong" (20th Century-Fox); "We Might as Well Live Over" and "From the Terrace" (20th Century-Fox); "Hawaii" and "Advis and Consent" (United Artists); "The Snow Queen" and "Spartacus" (Universal); and "Rachel Cade" and "The Palace" (Warner Bros.)."

Berilo, National Suit On Concessions Settled

Special to THE DAILY

BOSTON, March 31.--Settlement of the suit of Berilo Vending Co. against National Amusements, Inc. regarding the concession stand at the Queens Chapel Theatre in Prince George's County near Hyattsville Md., was announced here.

Berilo sued when National refused to pay the third of the concession contract entered into by Berilo with Johnson and Saunders for the theatre. As part of the settlement, National Amusements recognizes that the current contract was of binding legal effect on it as purchaser of the Queen Chapel Theatre.

Compo Ad on Reopenin

The 114th in the series of Comp ads in Editor & Publisher reprints news dispatch from Benson, Minn., stating that the reopening of the town's only theatre was celebrated with a municipal banquet in recognition of the theatre's importance to the social life of the community. The ad will appear in Trends, a large group concerned with mass meedia, not one mentioned motion picture. The film business must settle its controversies with TV and radio, however. It is believed, however, that the recommendations that will finally be the conference--with even likelihood of adoption--will include recommendations advocating the adoption of a newspaper advertising code and a number of the proposals favored by the industry was the work-group on films and plays.
RKO, Zenith

(Continued from page 1)

C authorization. RKO plans, how-

dly and begin operations as soon as

sible after authorization is re-

ceived,” Wright asserted. The

company has created a fully-tested decoding device for

Phonovision system. The company

will be able to start tooling for pro-

duction by the time the test au-

thorization is granted, and will be de-

laying units in a matter of months.

Broadcast Day Described

Pattern for broadcasting in the

1959 test, if FCC approves, has

been suggested to the agency by

nith in the past. During most of

the test day, “O’Neill stated.

HCT will broadcast sponsored and

training programs just like any other

station. For a few hours each day,

station will operate on a sub-

scription basis; without

A commercial major box office features

one shown on regular TV.” These

will be available only to subscribers,

will be charged a fee for each fea-

ture that will be seen. They will fol-

low the cost of going outside the

home to see it. Charges will be made

for pay shows actually viewed.

According to O’Neill, negotiations

now are in progress with a number of

Jon entertainment producers in dif-

ferent fields, but it is too early at this

to reveal details.”

Called Typical American City

Harford was selected as a test site,

dated, after detailed studies by the

companies of a number of loca-

tions. As a test market, Hartford is

many respects a typical American

city, he said, noting that “the people

in Hartford will have a chance to

determine whether they want this type

of service, as the availability of

subscription TV in addition to the

already ample commercial serv-

ices available.”

Wright asserted that “RKO Gen-

eral is an ideal company for this

type of service. They have an

excellent experience in the field of

television and entertainment and is one of the most

portant entities in broadcasting.

In the matter, in New York

Memphis and has in interest in

a network, Ontario, VHF station. It

owns radio stations.

Sees Demand at Peak

Wright added that “market studies

dicate that public demand for the

high quality entertainment that sub-

scription TV can present is at an all-

time peak.” As he saw it, this will

demonstrate that Hartford and the

nation are ready for a subscription

tv system supplementing sponsored

programs, to provide not only box

entertainment but entertainment

that is better than out-of-home attendance, but

to a type of local sponsored and

live service programming which is

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now available in many communi-

ties.”

Six Added to ‘Oscar’ TV Show;

Cast Now at 32

From THE DAILY BUREAUX

HOLLYWOOD, March 31. — Wend-

dell Corey, Mitzi Gaynor, Gene Kelly,

Olivia de Havilland, Edmond O’Brien and

Robert Ryan have been added to the cast of

the 32nd annual “Oscar” show. Monday night, Arthur Freed

producer of the program for the Academy

of Motion Picture Arts and Sciences,

announced.

This brings to 32 the number of stars in the show which

gets under

7:30 p.m. (PST) at the RKO

Pantages Theatre in Hollywood.

Previously announced were Fred As-

taire, Richard Conte, Gary Cooper,

Tony Curtis, Arlene Dahl, Doris Day,

Dick York, Hayley Mills, Haya Harareet,

Susan Hayward, Rock Hudson, Fern-

ando Lamas, Hope Lange, Janet

Leigh, Carl Reiner, Barbara Bush,

Robert Wagner, John Wayne and Natalie

Wood.

Others on the show include Bob

Hope, master of ceremonies; Yves

Montand and Ella Fitzgerald, who

will perform specialty numbers; and Sam-

my Davis, Jr., Gogi Grant, Joni Janes,

Frankie Laine and Frankie Vaughn.

The latter five will sing nominated

song selections.

The 90-minute open-end show will

be carried over the combined television

and radio networks of the Na-

tional Broadcasting Company and the

Canadian Broadcasting Corp.

series, it was pointed out that the new

format will include a special added

feature. In addition to the live action,

which will occupy about 15 minutes of

the half-hour program, two five-

minute segments of animated car-

toons are integrated in which the

Stooges are cartoon characters carry-

ing on their zany antics.

Howard called attention to the fact that

the Stooges will eliminate any

semblance of violence, such as “direct

thumping, pulling noses or slapping,”

which figure prominently in their

old comedies.

“We are going directly into the

home for family entertainment, and

believe we can achieve high comedy

without resorting to the kind of vio-

lence that kids are apt to imitate,”

Howard pointed out.

To Be Filmed in Color

The entire series will be filmed in color

on the new Eastman 5250 stock as a

protective measure for residual

interest in the foreseeable future of

mass color television receivers, Mauer stated.

The initial segment, directed by Sid-

ney Miller, who will supervise a num-

ber of others in the series, was com-

pleted this week and is being con-

sidered by network sponsor interests.

UJA Films on WABC-TV

Three half-hour United Jewish Ap-

peal films produced overseas will be

presented on WABC-TV, Channel 7,

on successive Sundays—April 10, 17

and 24—starting at 10:30 A.M. “The

Dock” and “The Key,” the first and

second slated for television, were shot

in Israel; the third film, “A Mother

for Shamus,” was produced in Iran.
Continuous Run Set
For 'Scream' in Chicago

Special to THE DAILY

CHICAGO, March 31. - Todd's Cinespiel Theatre will drop its re-approved, hard ticket policy for "Scream of Mystery" tomorrow to change over to continuous showings at popular prices. Prices will be 90c from 9:00 A.M. to 12:00 P.M.; $1.25, 12 to 5 P.M.; and $1.50 thereafter.

Classification
(Continued from page 1)

measure were reintroduced at the 1961 session of the legislature.

The Catholic War Veterans, of Brooklyn, reportedly sent a message urging the Senate committee to reject the Younglove proposal. Rev. Theodore Conklin, of Syracuse, general secretary of the State Council of Churches (Protestant) whose legislative commission had lifted a maximum of support with every legislator, repeated his belief the bill contained "a positive and affirmative approach to a difficult problem" and therefore should be enacted. The council was walking a fine line between censorship on the one hand and the protection of children from objectionable material on the other.

Industry Objections Heard

A report said that Dr. Conklin had listened at a luncheon session in New York, to industry objections from spokesmen for the Motion Picture Association of America, the Council of Motion Picture Organizations, and the Metropolitan Motion Picture Theatres Association—among others—before the state council's legislative commission voted support for the bill.

The report said that producers had taken an--influential--role, through representatives of the two motion picture organizations. The meeting, which included a number of federal officials, was called for a discussion of the bill as to how it would be interpreted to the public.

Provided for 'Seal'

The division, if empowered by the Regents, could have awarded to the producers, exhibitors and distributors of a picture so classified, "a seal or other appropriate evidence of its approval."

The division would also have published and disseminated it at such times and in such places as directed by the Regents, a list of pictures rated "approved" for school children.

The applicant for a "seal," or "approved" classification, could have appealed to the Regents.

The Joint Legislative Committee on Offensive and Obscene Material drafted the bill.

Fox Acquires 'Alex'

Distribution rights to the British war drama, "Ice Cold in Alex," have been acquired by 20th Century-Fox. It is tentatively set for fall release.

AT THE PARAMOUNT press conference yesterday: left to right, Barney Balaban, Paramount president; Russell Holman, eastern production head; Marcus Reback, husband of Taylor Caldwell, and Miss Caldwell, author of "Dear and Glorious Physician," which Paramount will film.

Balaban Hits Pay-TV Opponent
(Continued from page 1)

all, it will not be until the system is in operation here. Our legislators have the good taste and common sense to know a good thing when they see it," Balaban said.

Says Harling 'Makes Trouble'

He stated that it was the job of Philip Harling, head of the anti-toll-TV committee of Theatre Owners of America, "to make trouble for us." TOA favors an absolute ban on pay-TV in order to "safeguard" free television in America. It stands behind the Harris Bill (introduced by Rep. Orin E. Harris) which empowers the Federal Communications Commission to control cable pay-TV as well over-the-air toll video, which is already under its jurisdiction. Harling earlier this week urged unlicensed weather on pay-TV, whether through the air or by wire, at the annual convention of the I.T.O. of Arkansas.

"The meter hasn't sold any franchises yet, but if we wanted to we could sell 100 franchises in the next two weeks. That's how favorable the reaction has been," Balaban said.

The executive did not rule out other pay-TV systems. He said he was glad to see the progress being made by other organizations such as Zenith and RKO General promoting the system. "We've never deluded ourselves into believing ours was the only system that could be a success," he added.

Believes Use Will Increase

Balaban also predicted greater use of Paramount facilities in Hollywood by television companies which already are utilizing two of the film company's lots. CBS has rented facilities to produce two half-hour programs and NBC is also producing two shows at Paramount.

"This," the executive said, "answers the question of studio overhead. On the other hand, we don't intend to go outboard and interfere with our own theatrical productions by parceling out too much of our space."

The industry's theme today is "re-entry or dry up," Balaban said. He emphasized the need for fresh, new personnel in all motion picture branches and said he is ready and willing to make any additions necessary to Paramount's well-being.

"Things aren't as they were 15 years ago when all production workers were on a regular salaried basis. The transition we've gone through has taught us valuable lessons."

Production at Paramount will resume the moment the strike ends and, as far as he's concerned, the strike is the most pressing problem Balaban now faces.

Minimum Pay Bill
(Continued from page 1)

B. Ewyay, Albany Democrat, inquired whether the measure provided an exception for motion picture theatre employees. Senator Ewyay said he had been informed that larger theatres could absorb the increase, but that it might prove a burden to smaller houses. Ewyay informed the committee that the measure did not exempt motion picture theatre workers. The largest number of such not now receiving a minimum of $41 are others—paid 75 cents hourly. Many of them are students.

The Council of Motion Picture Organizations and the Metropolitan Mo-

sionary organizations, strongly opposed the legislation, which Governor Nelson Rockefeller advocated.

The Democrats joined with Rep-

publicans in adopting—despite the fact the Democrats wished to set the "floor" at $1.25 per hour.

'Physician' (Continued from page 1)

screen rights to Taylor Caldwell, best-selling novel about St. Luke we gave to the press yesterday by Bse~
ney Balaban, Paramount President, the company's home office here. Bal-

aess and the acquisition was important enough to attract hi-

the company, Miss Caldwell and her husband, Marcus Rebach, who is also her collaborator and business man-

ager, accompanied Balaban.

"Our production plans are incom-

pleting, but we think this picture is im-

portant enough to take as much time as it needs. We may spend $5,000,00 or $15,000,000 on it and we know will be filmed on location in Greece.

But it hasn't been cast yet and one has been assigned to write the screenplay," Balaban said. Here Blanke will produce.

Paramount's plan to produce "Dear and Glorious Physician" have been well-received by spiritual leaders here, notably those of the Roman Catholic hierarchy, Balaban said.

He said pictures such as this one, those of an affirmative spiritual na-

ture, bring not only credit but also profit to the industry. Paramount put

in the motion picture industry with Balaban and Katz in Chicago, moving to 20th-Fox in 1940 as a member of the exploitation de-

partment.

Solomon Named (Continued from page 1)

formulate and develop the elaboration international merchandising campaign for "Hercules Unchained," the latest Embassy presentation which Warner Brothers will distribute this summer.

Solomon, an industry veteran of 30 years, was exploitation manager for 20th-Fox motion picture Theatres Association prior to joining En-

bassy. He began in the motion picture industry with Balaban and Katz in Chicago, moving to 20th-Fox in 1940 as a member of the exploitation de-

partment.

"Comedy" Gross $1,622

Twentieth Century-Fox's "When Comedy Was King," in its first complete day (Wednesday) at the re-

stablished 6th Street Playhouse grossed $1,622 in a pouring rain, new record in the 43-year history of the theatre, managing director Walte

Brehmer has announced.

"Company" Is Shelled

HOLLYWOOD, March 31. — William Perlberg ad George Seaton have definitely shelved production on "The Pleasure of His Company," Para-

mount, release, because of the Screen Actors Guild strike, and will resume shooting in November after they complete "The Counterfeit Traitor" in England.

"The Pleasure of His Company" was started Feb. 5, and was one-half completed at the time the strike.
TOA Sees ‘Starvation’ Film Diet, 
But Enough to Keep Theatres Open

Product supply will be “tremendously tight” for many months ahead, regardless of how soon the studio strike is settled, members of Theatre Owners of America are told in the organization’s current bulletin.

The starvation diet of releases will be just about enough to keep virtually all of our theatres operating. New impetus for production remains the only key to ease the current bind,” the bulletin declares.

The strike already has left its im-
(Continued on page 4)

Johnston Hails Defeat 
Of Classification Bill

Failure of the New York Senate to act on the film classification bill before it adjourned last Thursday night was hailed at the weekend by Eric Johnston, president of the Motion Picture Association.

His statement read as follows:

“The killing of film censorship
(Continued on page 2)

Younglove Committee
Extended for Year

Special to THE DAILY

ALBANY, April 3.—The Senate concurred with the Assembly in adopting a resolution extending to March 31, 1961, the life of the Joint Legislative Committee to Study the Publication and Dissemination of Obscene and Obscene Material.

As reported in amended form by
(Continued on page 3)

Expect Record Audience of 140,000,000
To See ‘Oscar’ TV-Radio Show Tonight

Some 100,000,000 television viewers and 40,000,000 radio listeners are expected to tune in tonight to see the 32nd annual awards presentation of the Academy of Motion Picture Arts and Sciences from the RKO Pantages Theatre in Hollywood.

This total of 140,000,000 would represent the largest mass audience in the history of radio and television and considerably more than saw and heard last year’s affair which received a record 57.5 Trendex rating.

The 90-minute open-end program, which will be allowed to continue beyond its allotted time should the ceremonies run long, is sponsored for the third consecutive year by the motion picture industry and will be presented without commercials over the combined radio and television facilities of the National Broadcasting Company and the Canadian Broadcasting Company starting at 7:30 P.M. (EST) and 10:30 (EST).

This year, also for the third time, the Academy will hold a dinner dance at the Beverly Hilton Hotel immediately following the ceremonies. To this have been invited all nominees and participants in the show.

Bob Hope will act as sole master of ceremonies.
SALTLANDS Plaintiffs Taxed After Suit Dismissal

Costs in excess of $2,400 were taxed today against Independent Producers and TPC Distributors, the producer and distributor of “Salt of the Earth,” who had filed an antitrust suit against virtually the entire motion picture industry. This sum was sought by the motion picture company defendants following their success in having the $7,500,000 suit dismissed. The picture, “Salt of the Earth,” was written by Michael Wilson, directed by Paul Jarrico and produced by Herbert Biberman.

Argued by Myles Lane

Myles J. Lane of Schwartz & Frohlich, formerly United States Attorney for the Southern District of New York, who has been head counsel during the past three years for the motion picture company defendants, argued the defense of costs.

Federal District Judge McCohey, in granting defendants costs, commented that the repeated objections made by plaintiffs’ counsel during lengthy pre-trial negotiations were responsible for enlarging the record and the costs incurred by defendants.

Exchanges Warned on Changes in ‘Stars’

Columbia Pictures International, at the request of producer Charles S. Schwarz, has issued a directive to all its exchanges throughout the world informing them that “no changes whatsoever” may be made in “I Ain At the Stars,” the Wernher von Braun Story, without securing the approval of the producer. Purpose of the directive is “to protect the integrity of the story and to obviate any legal complications which might arise from indiscriminate changes after it has been completed.”

The directive points out that eight living persons are portrayed in this story of the famed space scientist and that the U.S. Department of Defense, which cooperated in production, has given the finished picture full endorsement. Exchanges are warned that “any changes demanded for censorship purposes, or any other purpose, must be first cleared with the producer.”

Sidney Plays Host

VISTA HERMOSA, Mexico, April 3—Producer-director George Sidney, who is currently filming “Pepe,” Sidney International-Pois Films International production for Columbia Pictures distribution here, with Cantinflas starred, played host Friday on the set party to Robert Hill, the United States Ambassador to Mexico. Hill came to Vista Hermosa from the embassy in Mexico City and spent the day observing the location filming.

SPECIALS

Schine Opens Hotel

Brackett 1st Guest

Special to THE DAILY

SARATOGA, N.Y., April 3.—Schine Hotels opened their new Gideon Putnam Hotel here at the weekend, and the first guest turned out to be a prominent member of the motion picture industry. It was Charles Brackett, producer for 20th Century-Fox, who was born in Saratoga Springs.

Seymour Morris, director of advertising and publicity for Schine Theatres, said the vocation of the hotel’s initial guest was a pleasant coincidence.

Ferguson on Coast

For Talks on Product

From THE DAILY Bureau

HOLLYWOOD, April 3.—Robert S. Ferguson, Columbia Pictures national director of advertising, publicity and exploitation, arrives in Hollywood tomorrow from Phoenix for top level conferences in connection with forthcoming Columbia releases. Ferguson and top West Coast studio executives will discuss Columbia’s promotion plans on the following films: “Pepe,” “Song Without End,” “Strangers When We Meet,” “All the Young Men,” “Reach For Tomorrow,” and “13 Ghosts.”

Ferguson will arrive from Phoenix where he is recuperating at home of Drexel’s “Because They’re Young.”

Nutting, British Official, To Assist on ‘Lawrence’

The Rt. Hon. Anthony Nutting, former British minister and member of Parliament, will serve as a special assistant to producer Sam Spiegel and director David Lean on “Lawrence of Arabia.”

The Horizon Pictures production will be released through Columbia. Nutting, who has had no previous experience in the motion picture industry, is to act as Lean’s advisor. He is to serve as a consultant and to assist in the preparation of the script. He will advise the director on any is taken to protect authenticity of the script in the making of the film. He will assist the director in any way possible. He will be responsible for the authenticity of the production and will give advice from his personal knowledge of the Middle East.

The committee will support the project financially. The committee will also provide financial assistance to the film. The committee will be responsible for the authenticity of the script in the making of the film. The committee will assist the director in any way possible. He will be responsible for the authenticity of the production and will give advice from his personal knowledge of the Middle East.

‘Fugitive’ Book Tie-In

United Artists and Signet Publications are launching a major movie-book promotion blanketing some 8,500 book stores and retail outlets in the metropolitan New York area for the dual premiere of Tennessee Williams’ The Night of the Iguana and Plaza Theaters April 14. The advance exploitation drive includes store displays and counter cards, which focus on the two-theatre engagement.

Johnston Hails Jurisdiction

(Continued from page 1)

through classification in the New York Legislature should give renewed hea and courage to everyone in America who believes in freedom.

‘Lately there has been a tendency among some sections of the American public to run away from freedom by returning to the belief that we are safe beyond the oceans. This was the censorship forces sought to accomplish in New York.

The results in Albany should be less than salutary. The censorship advocates that there are men and women in political life in the United States who refuse to be stampeded into chipping away at liberty, and are steadfast prepared to resist encroachments of the First Amendment.

Sees Whole Industry Aided

“The entire motion picture industry will witness the New York Senate for standing firm against assaults on America’s traditional concepts of freedom.

And all in the industry will wish to offer sincere congratulations to those—whose numbers are legion—who carried the fight in Albany to such magnificent conclusion.

‘It was a real team effort. While this is a significant victory, we must not let our guard down. We must continue standing together to fight off efforts for motion picture censorship wherever they appear.”

Younglove Committee

(Continued from page 1)

the Assembly rules committee, the appropriation was reduced from $25,000 to $10,000. Remaining unexpended funds were reapportioned.

The proposal has somewhat in that widespread public concern has been evidenced relative to the type of material being disseminated in this state by mass media of communication, including motion pictures, radio, television and motion pictures. This committee has made an extensive investigation into these fields that has accumulated a great deal of important material and has rendered numerous reports to the legislature resulting in constructive change in state law. It appears that there is a continuing need for specialization and recommendation to the legislature in connection with this problem.” Assemblyman Joseph R. Younglove, Johnstown Republican, is committee chairman.

Jack Zide’s Mother Dies

DETOUR, April 3—Rose Zide, mother of Jack Zide, president of Allied Pictures Corp., died suddenly here of a heart attack. She is survived also by her husband, Ike Zide and a daughter, Mrs. Adele Yaker.

MOTION PICTURE DAILY, David A. Lipton, Universal Pictures’ vice-president, arrived in New York from London on the weekend and proceeded to Hollywood from here.

FRED SOWDEN, president of Fredric Stoessel Inc., is in Chicago today from New York.

STANLEY KRAMER, producer-director of “The Wild” which will arrive here from the Coast today with a print of the production.

HAL WALLIS returned to Hollywood at the weekend from New York.

ROBERT MONTGOMERY, actor-producer-director, arrived in New York yesterday from the Coast.

AL OBEAHL and Harry Pertka, of Tele Features, Inc., are in Chicago from New York.

ALFRED HITCHCOCK left California at the weekend for the Orient, on the first leg of a world tour.

FRED GOLDBERG, United Artists national director of advertising-publicity, has returned to New York from St. Louis.

DAVID SUPOVITZ, theatre architect of Philadelphia, is recuperating there following surgery.

DAVE EMANUEL, president of Governor Film, has left New York for Chicago, Pittsburgh, Kansas City and Minneapolis.

ARTHUR MILLER, playwright, and Frank E. Taylor, producer of Seven Arts, for United Artists, have left Hollywood for Reno, Nev., to inspect location sites.

Ycheck with...

national screen service

for the best in SPECIAL TRAILERS
People

Samuel Goldwyn last night was honored by the German government a palace reception in Munich held lovely the European premiere of Jerry and Ben. Dignitaries from over Europe attended the premiere and the reception, and joined in tribute to Goldwyn for his contribution the aid of German refugees.

Arthur Hornblow, Jr., producer, Edward Zinnemann, director, and Harryerman, television executive, all shades of Dartmouth, have accepted membership on the Theatre Advisory Group to the Hopkins Center of the college. The group will list in planning the dramatic work the new educational and cultural center.

Harry Brandt has accepted the chairmanship of the presidents' luncheon for Cinema Lodge, B'nai B'rith, to be held April 21 at the Hotel Astor. Assisting Brandt will be chairman Herman Schleifer, Martin Rosen, Jack Levin, and Howard Minsky of Noel Meadow.

Hugo Jacobsmeier, a veteran of 47 years in the film industry, and associated with Consolidated Film Industries since 1928, retired on Friday, 100 years on that day was George S. Goul, 40 years in the industry, 34 to CPI.

Russ Raycroft, formerly national TV editor for Wielding Pictures, has joined UPA Pictures, Inc., Burbank, as eastern sales manager with headquarters in New York.

Wold Mankowitz, English writer-director, has made arrangements to direct a film for the Arts Films Inc., London, and later, will direct a film that the London Arts Corp. Included in the deal film properties, stage plays and television productions.

Richard M. Westebbe, son of Max Westebbe, distributor of domestic and angle films in the Buffalo and Albany area, has been appointed executive director of the Foreign Trade Administration in Athens, Greece.

Jack Ballock has returned from Sierra to Denver to take over management of the Centennial Drive-In Theatre there, scheduled to reopen this week.

Lester Wilson, owner-operator of Ashway Drive-In Theatre, Greenfield, N.H., has taken over the Phito to Movie from G. C. Roeden.

Mrs. Melvin J. Fox, wife of Melvin J. Fox, president of the Theatrical Districters of the Philadelphia-New Jersey area, honored by the Levittown, Pa., chapter of Deborah Hospital this week, at which time the organization changed its name to the Virginia Fox Chapter.

UA Hits Allied EDC Charges

(Continued from page 1)

that UA has reduced its prints available "below the low average of all companies," and asserted that UA "managers will privately confirm this.

In a strongly-worded response, Heinekian described the Allied States' charges as "a random series of general allegations that distort and contradict the verifiable facts. If there are specific charges of inequities, instead of garbled rumor and hearsay, we will be happy to discuss the problem with the parties involved."

The UA sales chief further stated that the company's policy was completely misrepresented in the Allied statement. In a point-by-point rebuttal he flatly denied the charge that UA's so-called "pay or no adjustment policy" had not been invoked against the larger circuits.

In reply to the Allied States' charge that UA had "reduced the supply of available prints," he stated without qualification that UA today orders more prints than ever before in the history of the company. "We will be happy to compare our print order on major pictures with print orders of any other company. Our average orders either equal or exceed those of the other majors.

As a general charge of unfair and unwise business practice, Heinekian declared, "Our sales policies are based on what we have determined the years to be sound and viable business principles.

I.A. Names Tomasetti Ninth Vice-President

Jerry Tomasetti, business agent of Film Exchange Employers, Local B-51, New York, has been elected ninth vice-president of the IATSE. He was chosen by the general executive board at its semi-annual convention in Portland, Ore., to fill the unexpired term of the late Louis J. Wright of Dallas, Texas, as vice-president representing the organization's Special Department.

A member of Local B-51 since 1941, Tomasetti was a shipper at the New York exchanges of 20th Century-Fox, Republic and Bonded Film Distributing Corporation prior to being elected business agent of the local in 1949. He is also chairman of the board of trustees of the IATSE Film Exchange Employees Pension Fund.

Pennebaker, Baroda to Produce 'Babylon'

From THE DAILY BURBANK

HOLLYWOOD, April 3—A co-production deal involving Pennebaker Productions and the recently acquired Gary Cooper film, Baroda Productions, was concluded with announcement that Cooper will star in the uncompleted version of the Max Ehrlich novel, "First Train to Babylon."

The film will be shot in England in September. It will be produced by Pennebaker and Walter Scherling, and directed by Michael Anderson. United Artists will release.

Demolition Starting For Loew's Lexington

Loew's Lexington Theatre, 46-years-old East Side landmark, closed its doors on Sunday night. Demolition of the structure will begin today to make way for a modern hotel to be erected on the site.

British Plan Conference on Film Violence

By WILLIAM FAY

LONDON, April 3—A conference is shortly to be convened between the British Board of Film Censors and the local authorities, associations to see whether a greater co-ordination of views can be achieved to prevent films having anti-social influences.

This was announced in the House of Commons by Mr. Vosper, Under Secretary, Home Office, during a debate on horror films. Asked what the Government could do about the inessential advertising, and in particular violence and brutality figures in more degrading forms, Vosper replied: "The Board of Film Censors was very much concerned about the type of film described, particularly films depicting crime and violence which could be imitated by others, especially young people.

Some Scenes Removed

"It was the practice of the Board to reject or cut films which portrayed crime of a kind that might encourage young people to commit it in real life. The Board also adopted a similar rigid approach towards films which encouraged anti-social behaviour particularly among young people, and removed scenes which appeared to be disgusting or repulsive, and invariably gave such films an X certificate.

Answering criticisms of lurid film advertisements, Vosper hinted at the possibility of taking powers to control such advertisements.

Winding-up the debate he said: "This has caused some concern recently. Under existing powers the local authority can control the nature of an advertisement outside the cinema, but it is far more difficult if these powers extend to other places. There is no power to prevent a distributor proclaiming in a newspaper advertisement the sensational nature of his films. Vosper did not know whether powers should be taken to control advertisements of this nature. It is preferable to exercise control by voluntary restraint, he said, and he hoped that those responsible for advertisements will use a great degree of restraint.

Garrett 'Abner' Winner

Ben H. Garrett, manager of the Paramount Theatre, Nashville, is the winning bidder in the national "Lil' Abner-Daisy, Mae Look-Alike Contest." He will receive a free trip to Hollywood for two.

The two "Lil' Abner-Daisy" winners were Sherry Robinson, 18, and Lionel Lilicrap, 16, both of Nashville.

Embassy Pictures Moves

Embassy Pictures Corporation has moved its headquarters to the Time and Life Building here.
**Youth Meeting**

(Continued from page 1)  

**Review:**  

**The Boy and the Pirates**  

**United Artists**

"Blow me down" and "Shiver Me Timbers" and you can have my share of the doubloons in the buried treasure if this isn’t a delightful frolic for the young 'uns, especially for those who have had fantasies of wanting to be a pirate—and who hasn’t?"

Charles Herbert is the 10-year-old boy of the title who spends his spare time playing at being a pirate aboard the wreck of an old wooden sailing vessel on the coast of Massachusetts. One day he finds an odd-shaped bottle which he inadvertently pulls up, and lo and behold out comes a one-foot-high Genie who grants the boy’s wish to be on a pirate ship. The boy is transplanted aboard a pirate vessel two centuries back in time.

Producer-director Bert I. Gordon has let his imagination run wildly parallel to that of any red-blooded American boy in fashioning an amiable adventure-fantasy as he takes the boy through one fabulous adventure after another on the pirate ship. He has ably directed the film from a screen play by Lillie Hayward and Jerry Sackheim based on his own (Gordon's) story.

Highlights in the film are the special effects which include the conjuring up of a dense fog, and a volcanic sea eruption by the Genie, who is amusingly and lively portrayed by Joseph Turkel. Scenes between Turkel and the boy are a bit off center in the middle shots as they appear to be looking between each other’s shoulders when talking directly to one another. But this will not interfere with the small fry’s enjoyment of the film.

Murryn Vye is lustily effective as the rum-guzzling Blackbeard, and Paul Guilfoyl does well as the first mate who befriends the boy from Vye’s wrath. Another pirate caricature is well represented by Archie Duncan as the cook to whom the boy is assigned as helper.

The boy is wide-eyed with excitement as he watches close-up as the pirates ply their trade in a hand-to-hand battle with sword and cutlass aboard a Dutch merchant ship. He helps rescue Susan Gordon, who is charming as the little Dutch girl who is bewitched by the boy’s slang talk. There are other amusing scenes as the boy’s bubble gun gets mixed up in the stew served to Vye and his officers, and when he introduces Vye to the wonders of the modern match.

By the time the boy, who is well-plaved by Charles Herbert, is rescued from the evil Vye and placed back on his own beach of today, he is thoroughly disillusioned by the cruelty and double-crossing tactics of pirate leaders. Albert Glasser is responsible for the fine music, and Ernest Haller did very well in the photography department which is outstanding.


**Seymour Rechtzeit**

**Who Was That Lady?**  

**To Criterion, April 15**

Columbia’s "Who Was That Lady?" starring Tony Curtis, Dean Martin and Janet Leigh, will premiere at the Criterion Theatre here on April 15. The Ansark-George Sidney production, based on Norman Krass’ stage play, "Who Was That Lady I Saw Out With?" was directed by George Sidney.

**Pasternak Will Tour**

**Hollywood, April 3.** - Joe Pasternak, producer of M-G-M’s "Please Don’t Eat the Daisies," will leave here Monday for a two-week tour promoting the comedy, which is the Easter attraction at the Radio City Music Hall, and leading theatres throughout the country. Pasternak will cover Cleveland, Chicago, Minneapolis-St. Paul, Milwaukee, Boston, Washington, Cincinnati and Indianapolis.

**Portugal in ’59 Show**

**360 New Feature Film**

**From THE DAILY Bureau**

WASHINGTON, April 3. - New feature films presented in Portugal 1959 to 1960, according to Nunn D. Green, motion pictures head of the Commerce Department. Of these, 195 were of U.S. origin and five were produced in Portugal. The films were divided as follows: France 37, United Kingdom 37, Italy 37, Germany 17, Mexico 16, Spain 13, and 3 from other countries.

Golden also announced that 727 films were imported into Cyprus in 1959, 38 were of U.S. origin. This compared with 412 films imported in 1958 with 263 coming from the United State.
Strike Talks
(Continued from page 1)

AFTRA, must come up with as good a plan as the latter's and, if possible, a better one.

AFTRA's graduated pension plan was not difficult to negotiate, the basic amounts involved being comparatively modest in relation to those which were eventually approved. AFTRA's plan pays $75 per month per top, an item of no concern to SAG's highly paid members, but a desirable goal to big movie majors paid in the low-paid, occasionally employed group.

SAG obviously must aim for a plan that interests all of its membership and, in so doing, it opens the way to heavy contributions by producers in the future as well as at the outset, in order to keep the pension plan actuarially sound as payments under it matures.

Thus, with the pressure on SAG to provide the most attractive pension plan possible, the AMP is placed under equal or greater pressure to keep the SAG limits bounds, because it is confronted with the establishment of precedents which will prevail in its subsequent negotiations with the IATSE, other unions and guilds. The terms and conditions under which it will pay a reported $3,000,000 into the SAG retirement fund in lieu of actors' participations in post-1948 film residuals, become of far more significance than the immediate deal at hand.

Not Simply One Deal

The producers and their negotiators in effect, are not negotiating one deal when they sit down with SAG and discuss terms. What is actually at stake is the deal they eventually will be required to make with all guilds and unions concerned in production. The future cost to producers could mean unrealistic heights if the present negotiations are not weighed with the utmost care.

In this light, informed observers here avert, the recent delays in negotiations not only are reasonable and understandable, but any proceeding less could be considered negligence.

The producers, in effect, are, first, negotiating contributions to a graduated pension plan that might involve additional payments in the future; and, second, in doing so, are in the position of setting a precedent which could require them to do the same for every other eligible guild and union.

SpG to Vote Tonight
On 3-Company Strikes

The Screen Publicists Guild will hold an emergency membership meeting tonight to take a strike vote in connection with its current drive for minimum raises and improved job security.

The members will be asked to authorize the Guild executive council to call a strike at any one or all of the companies in question, at any one of the 472 films of its members which are under negotiation before April 10—Twentieth Century-Fox, Warner Bros. and United Artists. The strike call will be subject to final union ratification.

WGA Membership Votes Strike OK

From THE DAILY Senate

HOLLYWOOD, April 3—Strike authorization has voted the Writers Guild of America Council by WGA members when rallies were held at the Beverly Hilton Hotel at the weekend, in its move to expedite demands to the major networks on contracts covering live television, radio, staff and offetime production.

Guild spokesman here said the guild has the authority to call a strike on 48 hours notice to the networks and that the crosscheck in determining the progress of negotiations will be reached within few days.

TV-Radio Ratings Bill
Is Re-Filed by Manley

Special to THE DAILY
ALBANY, N.Y., April 3—Assemblyman A. Bruce Manley, Chautauqua County Republican, recommitted, before adjournment of the legislature, a bill which would prohibit the issuance of ratings on percentages or numbers of listeners or viewing audiences for radio or television programs or, for influencing the sale of advertising, without setting forth the manner in which they were obtained, the methods used, and the time, place and persons contacted for such audience data. The measure had been debated earlier in the week, and then laid aside. Dropping the wayside, for the second year, was another bill by Manley, which provided for the examination by a state education department division, of play rehearsals, television scripts and films, for censorship, and the issuance of licenses therefore. The measure excepted certain types of programs: fixed fees; made violations a misdemeanor.

FCC Invites Comments
On 'Its Payola' Rules

From THE DAILY
WASHINGTON, April 3—The Federal Communications Commission has invited comment, until May 2, on its recently-announced "payola" rules. The action came after broadcasters and the FCC Bar Association had protested. One rule put out by FCC is that announcement of sponsorship must be made when songs from movies are played on the air in consideration for the purchase of "spot" commercial time advertising the film.

Herter Will Address
NAB Luncheon Today

From THE DAILY
WASHINGTON, April 3—Secretary of State Herter will address the National Association of Broadcasters at a luncheon in Chicago tomorrow, the State Department says. The topic of his speech was not announced. It will be carried on NBC radio and by delayed TV.
BOXOFFICE TREASURE!

ENTERTAINMENT FOR THE ENTIRE FAMILY BACKED BY A FULL-SCALE EXPLOITATION PROGRAM!

Mammoth Cocoa Marsh Promotion Plan!

Special half-price admission offer to kids! Brings in the adults, too!

1500 TV Spots • 10,000 Retail Store Displays
Local Store Ads And Kiddie Parades
“Boy Pirate” Contests And Prizes

Nationwide Dell Publications Comic Book!

32 Pages Of Action Scenes!

Additional National Tie-Ups!

Fleers Bubble Gum • Harvester Watches • Hussco Shoes
Town And Campus Clothes • Special “Pirate” T-Shirts
Kramer’s “Susan Gordon” Lockets • Mosaic Tile Kits
Aurora Model Pirate Ships • Daisy Rifles

BERT I. GORDON
PRODUCTIONS, INC.

Presents

THE BOY AND THE PIRATES

PERCEPT•VISION

The Motion Picture System That Hits A New High-Water Mark In Thrills!

CHARLES HERBERT • SUSAN GORDON • MURVYN VYE

with PAUL GUILFOYLE • JOSEPH TURKEL • ARCHIE DUNCAN • THAN WYENN

Screenplay by LILLIE HAYWARD and JERRY SACKHEIM • Produced and Directed by BERT I. GORDON

THRU UA
Record Millions in Audience

32nd 'Oscar' Show Termed Best Yet

Hope's Handling of Program Is Superb; 'Ben-Hur' Scores Heavily with 11 Wins

By SAMUEL D. BERNS

HOLLYWOOD, April 4.—“Oscar” is 32 today. Countless millions (with due respect to the census takers), of patrons of the world of make-believe the world over, joined the motion picture industry tonight in celebrating the birthday of the famous gold statuette by honoring those who distinguished themselves with outstanding performances, creative talents, craftsmanship and technical skills during the year 1959 in the eyes of the Academy of Motion Picture Arts and Sciences.

It was a big night for M-G-M and “Ben-Hur,” with the picture garnering 11 “Oscars,” out of 12 categories in which it was entered.

Twentieth Century-Fox ran second, winning three awards for “The Diary of Anne Frank.”

(Continued on page 6)

Abolish Theatre Tax in Britain

By WILLIAM PAY

LONDON, April 4—The entertainment tax theatres, first imposed back in 1916 as a “temporary measure,” will be completely abolished effective April 10. Abolishment of the tax had been expected but became official today with the announcement of the national budget.

Needless to say the entire motion (Continued on page 5)

In Today’s Daily

Says Guilds Rejected Round-Table—page 2
Albert Sottile Dies—page 8
Radnitz Says Young Producers Needed—page 3
Fox Answers “Can-Can” Suit—page 2
McDonald on S.W. Board—page 4
Feldman Joins Embassy Pictures—page 2

OTHER AWARDS APPEAR ON PAGE 6
20-Fox Will Fight Phil. 'Can-Can' Suit

Twentieth-Century-Fox will "vigorously resist" a $600,000 damage suit filed in Philadelphia Federal Court against it and William Goldman Theatres, Inc., by the D.W.H. Corporation, which is the owner of the Todd-AO production of "Can-Can" at a rival theatre, it was announced yesterday by Alex Harrison, Fox general sales manager.

Said Paul L. Brand, Twentieth-Century Fox feels that the best interests of the public will be served by exhibiting "Can-Can" at the Midtown Theatre," Harrison said that he plans to be in Philadelphia on Friday morning to meet the suit along with representatives of the law firm of Royal-Koegel-Harris & Caskey.

Glen Norris, assistant general sales manager, plans to arrive in Philadelphia on Thursday to confer with Jack Diamond, the company's Philadelphia sales manager.

In his film, the D.W.H. Corporation has asked for an injunction to block delivery of the picture which is slated to open May 4 at the Midtown Theatre.

The owners of D.W.H. want "Can-Can" to play in its Fox Theatre.

Three Fox Regions Scheduled This Week

Edward E. Sullivan, 20th Century-Fox publicity director, will leave here today for St. Louis, Chicago and Cleveland to meet with exhibitors, heads of benefit organizations and 20th-Fox regional advertising and branch managers on the gala premieres of "Can-Can," in Todd-AO, in those cities in the next week.

In St. Louis, the publicity director will preside at a meeting attended by branch manager William Gehring, Jr. and regional ad-public manager Jerry Berger.

In Chicago, Sullivan will head the talks, with branch chief Robert Conn and ad-public manager Sol Gordon.

Sullivan's last stop will be in Pittsburgh, where he will have the help of branch head Nat Rosen and advertising-publicity topers Ralph Burch. He will return here at the weekend.

Thomas R. Kiefer Dies

ALBANY, N. Y., April 4—Funeral services have been held here for Thomas R. Kiefer, 70, long a violinist and conductor of motion picture and vaudeville theatre orchestras here and in Troy. Starting in the silent film days, he later formed the orchestra for Warner's Troy in Troy, and at Proc'tor's in that city, also at Fabian's Palace and Grand Theatres here.

20-Fox Will Fight Phil. 'Can-Can' Suit

Edward S. Feldman has been appointed director of publicity for Embassy Pictures Corporation, it was announced yesterday by Eddie Solomon, vice-president in charge of advertising, publicity and exploitation. Feldman has resigned as publicity coordinator on Ray Stark's production of "Mount of The World of Suzie Wong" to accept the new post.

In his new capacity, Feldman will work in association with Solomon in formulating the world-wide promotional campaigns on Joseph E. Levine productions, beginning with "Hercules Unchained," to be released in early summer by Warner Bros.

A graduate of Michigan State University, Feldman entered the motion picture industry in 1930, joining the publicity staff of 20th-Fox. He held various publicity posts at 20th until late 1959 when he joined Paramount on the "Suzie Wong" project.

U.A. Sales Meet Opens In New Orleans Today

James R. Veld, United Artists vice-president in charge of domestic sales, and Sidney Cooper, Central and Southern division manager, will hold a two-day sales meeting of Southern branches in New Orleans starting today. David Pickett, assistant to UA president Robert B. Kim, also will participate in the meetings.

The conferences will develop distribution patterns for the company's $135,000,000 production and expansion map regional plans for UA's current sales drive honoring board chairman Robert S. Benjamin, Veldke and Pickers and captains of UA's key billings, collections and playdate drive.

Participating in the sales sessions are Phil Gettellon, Central and Southern contract manager; William Hanes, Southern district manager; George Palub, New Orleans branch manager; R. L. Breither, Dallas manager; Harold Keeter, Charlotte manager; Eugene Goodman, Atlanta manager; Byron Adams, Jacksonville manager, and Bob Malone, Oklahoma City manager. Also attending will be the sales and booking staffs of the New Orleans exchange. The meetings are part of a series being held by Veldke and UA division chiefs. The UA home office executives return to New York Thursday.

Edward Feldman

Name Feldman Embassy Director of Publicity

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H-H-L to Make Two M.S. Films For United Artists

Hecht-Hill-Lancaster have announced that "A Matter of Conviction" and "Bird of Alcatraz" to their production schedule for United Artists release this summer. Lancaster will star in both films with Harold Hecht will produce. The pictures are in addition to "The West" and "Kimberly," H-H-L for UA release.


Southern Drive-in But

LOUDON, Tenn., April 4.—Valley Drive-in Theatre here has destroyed by fire.

Says Guilds Nixon Will Round-Table Talk

From THE DAILY Earnings

HOLLYWOOD, April 4.—A round-table discussion between all guilds on demands on their new contract was, in essence, comparable to other, and was requested by the major producers in a move to face realities," was turned down by most guilds, who preferred to gain for themselves, it was disclosed by many of the negotiators of the Association of Motion Picture Producers and president of Academy of Motion Picture Arts Sciences, during this afternoon's farewell for tonight's "Oscar" even.

The delay in completion of negotiations with the Screen Cartoonists is due mainly to evaluation of the "overall package of the producers, how they come to terms with an individual guild," Kahane said.

Kahane, vice-president of Colm Pictures, commented that "pressed for an answer the anxiety to expedite negotiations SAG and indicated a strong possibility of getting together with the guilds this week.

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Southern Drive-in But

LOUDON, Tenn., April 4.—Valley Drive-in Theatre here has destroyed by fire.
Says New, Young Producers Needed Here, But Opportunities Are Scarce

A modest proposal for a "new wave" of young, invigorating American film production talent similar to the present French avant-garde movement was offered yesterday by 23-year-old Robert Radnitz, producer of "A Dog of Flanders" for 20th Century-Fox release.

But Radnitz, speaking at a trade-press luncheon, frankly discounted the chances for such a surge because, he said, too many of Hollywood's entrenched producers and directors are reneging on their promises to give young film creators sufficient chances. He added that for every younger producer or director now employed, there is one with as much talent begging for work in Hollywood.

Decrees 'Panacea' Film

Radnitz also advised Hollywood to quit making the "panacea" film, the picture everyone supposedly goes to, see the box office cure-all. Such a film no longer exists, and producers would be wise if they turned instead to making pictures for specific audience groups. Radnitz said. He concurred with the opinion offered here two weeks ago by Walter Reade, Jr., board chairman of Walter Reade Theatre, who said he had negotiated to show "A Dog of Flanders" in his houses because it is the sort of film which will score as highly with sectarian and civic reviewing groups as it will at the box office.

Radnitz, who two months ago signed a five-year writer-producer contract with Fox, said planned distribution of three family films a year— "Easter," during the summer and at Christmas—would assure the company excellent grosses. He also said Fox made a "grievous error" with a "Dog of Flanders" by distributing the picture too early, at a time when not enough school children could get to see it.

For 'Solid Family Entertainment'

"Now is the time for the industry to capitalize on the growing anti-sex and violence trend. I don't mean we should turn to making 'goody-goody' films, but solid family entertainment—realistic films," Radnitz said.

A writer and producer for five years, Radnitz also is a stage producer. He said he hopes to adapt for Fox "The Young and the Beautiful," several of F. Scott Fitzgerald's short stories which when presented here recently off-Broadway ran successfully.

Casalare Offering 28 Italy Films, 2 a Month

Negotiations have been completed between Titanus Films, Rome, Italy, and the Casalare-Giglio Distributing Co. here for the import and distribution of 28 Italian films in the original Italian version for the U.S. and Canada. Negotiations for Titanus here were handled by Marshall Shenker, producers' representative and president of Premiere Films.

The pact calls for two films a month, distribution of which started this week.

lan TURNER and SANDRA DEE in one of the white hot moments from "Portrait in Black"

another HOT one for summer

from UNIVERSAL!
**Review:**

**The Cossacks**

*Universal-Vanguard*

Produced in Italy and having the unquestioned benefit of Eastman Color and a wide screen process called Totsalscope, this film offers broad backgrounds and the entertainment values which reside in vast battle scenes and sweeping vistas of mounted soldiers. It is a story of the war between the Caucasian tribesmen and the soldiers of Czar Alexander II of Russia during the period from 1850 to 1860.

The film was produced by W. Turjansky and directed by Giorgio Brizzol from what apparently was original story material. Two names at least are familiar to American audiences, and may command some little marquee attention. These are Edmund Purdom as the leader of the rebellious tribesmen, and John Drew Barrymore, as his son, hostage of the Russians, who becomes sadly enmeshed between love and duty.

The story has been well developed thematically and moves with sufficient pace to carry the viewer with ample acceleration, but falts through a too theatrical presentation, probably due in some measure to direction, are further by reason of original story material. Part of the dialogue, in addition, has been dubbed, since the players for the most part, with the exception, of course, of Purdom and Barrymore, speak Italian. Although the dubbing has been well executed, there are times when there is an unfortunate and rather obvious discrepancy between the lip movements of the players and the dialogue heard from the screen. It would be wise perhaps for producers making films designed to be dubbed to avoid facial closeups of leading players during the delivery of crucial, or highly emotional bits of dialogue. The occasional failure of satisfactory synchronization weakens the effect.

Purdom’s incessant war against the oppressive Russians is brought to a halt when the Russians take his son as hostage. Ten years later, the son, Barrymore, a Czarist army cadet, meets and falls in love with the daughter of a Russian general and prince. Barrymore avers an assassination attempt on the Czar and is rewarded. When his father hears of it, the latter assumes his son to be a traitor. He escapes, frees his allegiance to his tribe, and resumes his war with the Russians. The girl, Georgina Moll, seeks to follow Barrymore when the Czar sends him back to his father to seek a peaceful solution to the problem, and the matter is further complicated when her father is named to head the army sent to prosecute the Caucasian war.

The girl and Barrymore’s friend, Russian officer Pierre Brice, are captured by the Cossacks, are ordered killed when her father refuses an ultimatum based on his safety, and Barrymore is imprisoned by his father as a traitor. He escapes, frees the two prisoners, and dies in battle by his father’s side in a cause which is lost, a realization which comes to Purdom also, but too late.

Concentration in selling on the color and excitement of battle and the unhappy love of the two appears to be the best tack.

**Running time:** 113 minutes. General classification. Release, in May.

**Charles S. Aaronson**

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**McDonald Is Elected To S-W Directorate**

W. Stewart McDonald has been elected to the board of directors of Stanley Warner Corp. McDonald a vice-president and treasurer of the company.

He started business career with Golden Sachs & Co. 1925. In 1931 he joined Warner Bros., 1934, as assistant treasurer. Later he was elected to his present add of vice-president of Warner Bros. Theatre.

On the organization of Stanley Warner Corp. in 1953, McDonald became vice-president and treasurer of the company. In 1954, on the acquisition of International Latex by Stanley Warner he became a vice-president and director of that subsidiary.

McDonald is a director of the Scales National Bank and Trust Company and is a trustee of Carleton College.

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**Levy, of Hollywood Ad Code Board, Dies in FL**

Simon Levy, for many years associate director of the Advertising Code Administration in the Los Angeles office, died suddenly of a heart attack last Saturday while vacationing in Florida, the Motion Picture Assn announced yesterday. Levy joined the staff of MPAA in 1933. He had been retained as a consultant since 1958. He is survived by his wife, Beatrice Levy; three sons, Reuven, Mendel and John, and five grand children.

Funeral services will be held in Angeles later this week.

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**23 Candidates Seekin; 17 Offices with S.E.G.**

**From THE DAILY Bureau**

HOLLYWOOD, April 4—Twenty three candidates are competing for offices in the annual election of Screen Extras Guild, ballots for which were mailed today.

President Jeffrey Sayre is being opposed for reelection by John R. recording secretary Evelyn Eder being opposed by Sandee Marrin.

The following officers are unopposed for reelection: First vice-president Tex Brodus, third vice-president Murray Pollack and treasurer Ken. G. Kemp.

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**'Flanders' Take $18,053**

20th Century-Fox's "A Dog of Flanders," now in a dual simultaneous engagement at the DeMille and Baro Theatres, rolled up $18,053 for three days, Friday, Saturday and Sunday at both houses, Walter Reade, disclosed.
British Tax (Continued from page 1) picture industry was elated by the good news.
Abolition of the tax will cost the Treasury some £7,000,000 ($19,600,000).

The film industry has waged a long battle for repeal of the tax through an All-Industry Tax Committee. The success of the campaign to the credit of this group was that the yield from the tax has declined to such an extent that its final abolition could not seriously affect the national revenue.

Industry's Struggle Cited

The Treasury was told also that as a charge on cinema alone, the tax was "unjust, illogical and discriminatory" and that it was levied on an industry "which is struggling for survival in the face of severe competition."

In a memorandum to the Treasury last February it was pointed out that during the last four years some 900 cinemas have closed, representing about 10 per cent of the cinemas in existence in March 1955. In addition attendance has been falling rapidly. It is estimated that in the year to May 1, 1960, attendance will amount to 900 million, down against 700 million in the previous year.

Some Still May Close

It is recognized, of course, that complete abolition of the entertainment tax will not guarantee the continued operation of all cinemas still open at present. If it is impossible for the tax, however, many of the cinemas which have had to close would have been still open today, while those which have survived could have afforded an improved standard of amenity and comfort and thus be better able to compete against rival forms of entertainment.

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'Planet' Reported Big In First Five Dates

Hal Wallis' "Visit to a Small Planet" is rocketing off to smash first week grosses, according to theatre reports from the first five cities where the Paramount comedy has opened.

In Los Angeles it is proving Paramount's biggest grosser ever in a multiple-theatre engagement, recording $182,500 in its first five days at 19 theatres. Similarly, the Roosevelt Theatre, Chicago, is enjoying its best business for a Paramount release in 19 engagements, selling Lewis, grossing a record $20,281 in the opening three days.

At the Paramount Theatre, Brooklyn, where the film has opened in advance of an April 13 saturation engagement throughout the New York metropolitan area, "Visit to a Small Planet" scored an outstanding $23,300 in its first five days at the 2,921-seat Colos- tol Theatre, Salt Lake City, an exceptional $8,303 gross was registered in the first four days, with receipts running ahead of "Don't Give Up the Ship!" also starring Lewis, which played during the July 4 holiday peri- od last year.

Report Warners May Ask For Stock Tenders

Reports that Warner Bros. soon would ask for tenders of stock are being circulated in financial quarters in explanation of recent market in- creases in the price which was kept trading active and moved it near a new high for the year in recent mar- ket sessions.

Similar rumors were circulating several months ago to the effect that Warners would ask for tenders at 50. However, the stock declined with the weaker 1960 market and presumably the demand has been less than the rumored price for tenders. The stock passed 44 last week.

Tisch Hotels Acquires 40,600 Loew's Shares

WASHINGTON, April 4—Tisch Hotels, Inc., is reported as having acquired an additional 40,600 shares of Loew's Theatres, Inc., in the Securities and Exchange Commission's report of "insider" transactions covering the period of Feb. 11 to March 10, 1960. This brings Tisch's direct holdings to 589,900 shares of common.

Sol Zoggin is listed as having acquired 100 shares of Allied Artists Pictures common in February, giving him a month-end total of 144,200.

Bernard Weitzmann, an officer of Diamond Productions, Inc., sold 306 shares of the firm's common in February, and had 500 left at month's end.

Lee Goodman, an officer of Filma- ways, Inc., sold 3000 shares of common in January and reported holding 7,784. Howard Magood, also an officer, received a bonus of 150 shares, giving him 170 in total.

Sol A. Schwartz, an officer and di- rector of Glen Alden Corp., disposed of 3,100 shares, in February, leaving him with 13,175.

A subsidiary of Loew's Theatres, Inc., acquired 3,100 common shares of Loew's Boston Theatres in February. It now holds 1,366.

NT&O Issues Active

The following transactions are reported in common stock of National Theatres and Television, Inc.: Cantor Fitzgerald & Co. disposed of 4,000 shares and had month-end holdings of 11,300. This transaction is reported under the names of B. Gerald Cantor, an officer and director, and Bert Kleinzer, a director of the firm.

A corporation listed under the name of Jack M. Ostrow, a director, reported it had 100,000 shares, disposing of it with 72,600. First Ne- vada Corp. disposed of 20 shares, retaining 1,000.

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Gets Oak Ridge Drive-in

NEWPORT, Tenn., April 4—The Newport Amusement Co. here has taken over from O. G. Bode the Sky- way and Elza Drive-in at Oak Ridge, Tenn.

New Perakos Company To Produce in Greece

Special to THE DAILY HARTFORD, April 4—Sperio Perakos, general manager of Perakos Thea- tres Associates, and president of the Connecticut Drive-In Theatres Assn., has announced establishment of Norma Film Productions, a Connecticut- based film production company, to make all-profit pictures in Greece, list- ing himself as president. James Partis of Bridgeport, Conn., for 11 years director of publicity for Skouras Thea- tres, and later promotion executive of Columbia Artists and Magna Thea- tres, will serve as vice-president and producer.

Other officers are Philip Daston, Bridgeport, director; Mrs. Leo Triger, Bridgeport, secretary; Pan- masio, New Haven, secretary. Ar- rangements have been completed with the Greek Government to start "An- tigone," before the coming summer. In all, seven feature-length motion pictures will be filmed.
**32nd ‘Oscar’ Awards Show Termed Best Yet**

**Academy Awards**

In addition to those on page 1

**BEST SPECIAL EFFECTS**
A. Arnold Gillesipie and Robert Mac Donald, for the visual effects, and Milo Laren, for the sound effects, of "Ben-Hur." M-G-M.

**BEST DOCUMENTARY**
Feature — "Serengeti Shall Not Die," Okapia-Film Production Trans-Ocean-Film (German).


**BEST FOREIGN FILM**
"Black Orpheus," Dispafilm & Gemma Cinematografico (France).
TV Rating Services Estimate Record
Audience Saw Monday's 'Oscar' Show

More television sets in the U.S. were tuned in to the Academy Awards program Monday night than to any other program in history, according to Arbitron, the rating service currently used by N.B.C.

This service further stated that the audience for the program was at least 22% per cent greater than for any other television show since the "Oscar" show of a year ago. The audience then, including radio, was estimated at over 100,000,000.

Trendex, the service used by NBC last year, reported that the program (Continued on page 3)

Screen Gems Trial
Summation Date Set

Both sides in the government's case against Universal Pictures, Columbia Pictures and Screen Gems, a Columbia subsidiary, were ordered yesterday to have their cases ready for summation on April 26 in New York Federal Court.

Judge William B. Herlands recalled two witnesses for further questioning on contractual negotiations yesterday.

Defendants in the case are charged with restraining competition in the sale of films to TV.

(Continued on page 8)

REVIEW:

Pollyanna

Walt Disney—Buena Vista

WALT DISNEY has made his masterpiece in the "live" field. "Pollyanna" is to that genre for him what "Snow White and the Seven Dwarfs" is among his animated cartoons.

This achievement of Disney is extraordinary for a number of reasons which will duly be discussed here. Perhaps the most remarkable thing about the picture, however, is that it was ever made at all.

In a market given over in large degree to films of sex and violence that are paying off handsomely, it surely took a deal of courage for a producer to make a picture like this. "Pollyanna" is a faithful filming of the children's classic by Eleanor H. Porter. As nearly everyone knows, it is the story of a small girl whose philosophy of looking on the bright side of life becomes contagious in a small American town of 1912 and effects some miraculous transformations in the lives of the citizens there. Pollyanna spreads sweetness and light wherever she goes.

Can modern day audiences be expected to take her and her story (Continued on page 8)

Progress Report

U.A.'s Gross, Film Planning At New Highs

Krim Cites 34 for 1960; Major Plans for '61, '62

(Picture on page 2)

For the ninth consecutive year, United Artists' gross business showed an increase last year, rising to approximately $595,000,000 from the preceding year's $581,000,000, Arthur Krim, president, told a trade press conference yesterday.

In addition, he said the company will release a total of 34 features this year, representing an investment of between $600,000,000 and $700,000,000. The list will include at least double the number of "A" productions released in 1959.

Substantial production plans also (Continue on page 2)

U.A. Waiting to See Telemeter Figures

United Artists has made no pictures available to the Telemeter operation in Etobicoke, Ont., up to now, and is awaiting the availability of figures "on the actual number of subscribers who have paid in their dollars to see a picture."

This was William J. Heineman's response to a question put to him at a trade press conference in the office of (Continued on page 2)

U.A. Still Interested In Diversification

In addition to its recent acquisition of Ziv, United Artists is in the market for further diversification and is now studying possible acquisition of broadcasting stations, Arthur Krin, president, reported yesterday.

He noted that while U.A.'s own television programming operation "was going along well," it would have taken years for it to develop into a major operation of its kind. This made the Ziv acquisition desirable, Krim indicated.
PERSONAL MENTION


JOSEPH FRIEDMAN, Paramount exploitation manager, will arrive in Chicago today from New York.

GERALD SIMON, assistant to WILLIAM REICH, American International Pictures vice-president in charge of distribution, left here yesterday for Nairobi, Johannesburg, Kenya and Liberia.

MARTIN JUDOW and RICHARD SHEPHERD, producers of "The Fugitive Kind" for United Artists, have arrived in Atlanta from Hollywood.

Mrs. STEVE BEENS has given birth at Phelps Memorial Hospital, North Perrytown, to a daughter, STEPHANIE. Father is assistant to C. GREGG JOHNSON, vice-president of the Motion Picture Export Association.

LESLIE STEVENS, writer and director of "Private Property" for Citation Films, will arrive in New York today from Hollywood.

CHARLES JORDA, manager of Howco Productions branch in Atlanta, has returned there from a business trip to Tennessee.

PATRICIA HART, of the print department of American International Pictures, will be married here on Sunday to KALMAN CUMBY.

Universal Dividend

The board of directors of Universal Pictures has declared a quarterly dividend of $1.0625 per share on the 4½ cumulative preferred stock of the company. The dividend is payable June 1 to stockholders of record at the close of business May 16.

U. A. Gross Hits New High

(Continued from page 1)

Arthur Krin, U.A. president, yesterday. Heineman, U.A. domestic distribution vice-president, added: "We've read about the enthusiasm of the public up there for subscription television. It's understandable when you consider they pay $5 for a set attachment that costs $100. No figures have been made available yet on what the subscribers have bought and how much they've paid for it."

Heineman said U.A. has not been asked as yet about providing films for the projected Hartford over-the-air pay TV test by RKO General and Zenith Radio Corporation.

Bergman Firi

(Continued from page 1) active in industry public relations, and, on many occasions, made speaking tours on behalf of the Motion Picture Association of America in Conoco. As director of public affairs for the Motion Picture Association, he was co-chairman of the Busin Building campaign in 1958.

Catholic Editor

(Continued from page 1) evaluates films on the basis of art not the artist;" said "Sinatra's quote is basically a curate, Nicola said. "How I strove object to use more of quote in his statement to the P and in several advertisements."

statement and the advertisers instituted a defense by Sinatra of employment of Albert Maltz, on the "Unfriendly Ton," to write screenplay for the "Execution of vato Slovik."

The Catholic editor charged the actor-producer had placed words in a "new context from where can be drawn an inference which unwarranted—namely that the Le of Decency finds nothing improper his hiring of Maltz... Such an inference would be unfair."

Not Official Spokesman

Nicola said further, "We refer to "J. D. Nicola of the Catholic Legion of Decency Sinatra cites the erroneous impression that I am an official spokesperson for the Lega Explaining that he is only a mem- nor of the Legion's board of sultors Nicola added, "Sinatra's ing of this journalist's mere obs shall to the level of an official nouncement could result in some leading conclusions."

AIRCRAFT: COMET 4 (pure jet)

FLIGHT: MONARC (de Luxe and First Class or)

FREQUENCY: NIGHTLY

DESTINATION: LONDON

reservations through your Travel Age

G Empowers Board; Call Strike Here

The Screen Publicists Guild in a nimble, vote Monday night entered its executive board to call a strike at any time against the three major picture companies with whom currently holding contract negotiations were taken. The action was at an agency meeting attended by the union membership.

He companies involved are Twentieth Century-Fox, Warners, and United Artists. The strike call by the executive board is subject to ratification by the guild's membership.

Action Fund Set

At the same time, SPG voted to establish an action fund for use in connection with any proceeding for the period to the end of 1960. The agreement was taken because of the absence from the York of company officials participating in negotiations. The SPG is facing a basic general wage increase, minimums for all categories of guilds and improvement in job status.

KO General's First

KO General's first quarter income is up

set income of KO General and its subsidiaries for the three months ended Dec. 31, 1959, reported at $2,416,917 by the parent company, General Tire & Rubber Co. William O'Neill, president of the company, stated that this was a 35% increase over the corresponding quarter in the 1959 fiscal year. O’General’s earnings “will probably not continue for the year at the attained in the first quarter due to seasonal variations and because in the latter quarter of the year will arise a provision for income taxes.”

General Tire and Rubber reported consolidated sales for the three months ended Feb. 29, 1960, of $167,518,280, highest first-quarter sales in the history of the company. Estimated sales für the period were $166,041,547 for the first 1959 period.

Motion Picture Daily

Oscar Show Is Top News

(Continued from page 1)

ment and magazine sections review and reprint for the always-hungry, Saturday-Sunday editions.

Newswise, “Oscar” was lucky also. There were no major national or international news breaks yesterday to compete with him for position and space.

New York newspapers were generous, as always, to the Awards story, and reports of the pretty much the same from other key cities across the country.

The N.Y. Herald-Tribune, World-Telegram and The Sun, and the Journal-American made the story Page One with pictures and gave it additional story and photo space inside. Liberal space and pictures, but off Page One, were given by the N.Y. Daily News, N.Y. Mirror, N.Y. Times, and the Post, a column, in most of the television columns gave the program prominent attention.

Miss Sigourney Studied

Both news and columnist reports appeared, in the main, to be less critical of Monday night’s program than those of previous years. Some Hollywood dispatches, car that Simone Sigourney, invariably referred to as “a 39-year-old blonde,” winner of the Best Actress award, had been denied an American entrance visa in 1957 because she had been a signer of the Stockhol appeal to outlaw nuclear warfare, which was backed strongly by communists.

Hollywood wire stories also revived the dispute over writers’ credits for “Ben-Hur,” winner of the Best Picture and a record 10 other “Oscars,” because the writing award was the only one of all those for which it was nominated that it failed to win.

Credit to Karl Tunberg

The Writers Guild of America gave sole credit to Karl Tunberg after an arbitration proceeding, though Christopher Fry, Vollard, and N. Black and others also helped on the script. In accepting his award for Best Performance by a Male Actor, Charlton Heston made pointed reference of appreciation to Fry only.

M.C. Bob Hope, whose fine job was praised by all, said earlier in the evening that Monday night’s show had “a new director, a new producer, and a new, watch,” the latter referring to the premature ending of last year’s intended two-hour program.

The year had a larger percentage of sets in use tuned in to the “Oscar” show than any program ever had in the history of television. Trendex reports that $36,560 was out of every 100 was burned on the program.

Arbitron gave the set in use figure at 4.5 for the one hour and 30-minute average with a house of 88 sets out of every 100 tuned in for the finish.

Credited with an additional build-up of the Monday night audience were wire service and TV and radio reports broadcast throughout Monday that Eric Johnston, Motion Picture Association president, was expected to announce an immediate settlement when he appeared on the Awards program to present the “Oscar” for best foreign film. Although the report was completely unconfirmed, it whetted additional public interest.

Movielab Ups Eggers

Walter G. Eggers, who for the past six years has been in charge of both black and white and color quality control for Movielab Color Corp., has been appointed vice-president of the organization, it was announced yesterday by Saul Jaffe, president of Movielab Film Laboratories, Inc., the parent company.

Academy’s Honorary ‘Oscars Are Presented

To Buster Keaton and Dr. Lee de Forest

From THE DAILY BUREAU

HOLLYWOOD, April 5—Two honorary “Oscars” were presented last night at the Academy’s banquet in the Beverly Hilton Hotel following the regular awards telecast. Recipients were Buster Keaton for “having made pictures that will play as long as pictures are shown,” and to Dr. Lee de Forest for “historic achievement in the science of sounding and for invention of the vacuum tube that gave voice to the screen.”

B. B. Kahane, Academy president, made the presentations.

Theatre Attendance Drops

On ‘Oscar’ Night—By Design

Business on Broadway and in neighborhood theatres were dampened substantially Monday evening when millions of local residents stayed at home to watch the presentation of the 25th annual Academy Awards television, as theatre management itself had urged them to do.

Grosses were off on the average of 30 per cent around Times Square and 15 to 20 per cent in neighborhood theatres, a survey revealed yesterday. While theatre managers had anticipated sizable audience drops, many of them were not happy with the element weather for cutting even further into receipts. Attendance at several midtown first-run theatres were films in their final weeks was off as much as 30 per cent.

Atlanta Meet Today

On Columbia’s ‘String’

Special to THE DAILY

ATLANTA, April 5. — Columbia Pictures’ executives arrive here today, tomorrow to attend the meetings of American Broadcasting - Paramount Theatres directors and the annual convention of Louis de Rochemont’s “Man on a String,” which has been selected as a special project picture under the Markley plan.

On hand for the meetings will be Rube Jackter, Columbia Pictures president and general sales manager; Jonas Rosenfield, Jr., executive in charge of advertising, and Milt Goodman, assistant general sales manager; and Boris Morros, author of “Ten Years A Counterparty,” on which “Man on a String” is based.

Theatre directors participating in the meetings are Paramount Gulf, Interstate Theatres, Florida State Theatres, and the Wilhey-Kiney Circuit.

Yamins Theatres Into Bowling Alley Operation

Special to THE DAILY

FALL RIVER, Mass., April 5.—One of the first circuits in this area to go into the bowling business is Yamins Theatres here, according to its president, Edward W. Lider. On May 1, the Capitol Theatre in Fall River will be closed and converted into a bowling center. In mid-August it will re-open as a 20-lane, air-conditioned bowling center.

Another operation under the Yamins banner is to be built next door to the circuit’s Westport, Mass., Drive-in Theatre, where a 20-lane bowling center will be erected for late fall opening. Both operations will be managed by Yamins Theatres.

‘Othello’ Set at 55th

“Othello,” which Universal-International is distributing in the United States as part of the program in the United States, as part of the program in the United States, cultural exchange program, will have its American premiere at the 55th Street Theatre Playhouse in New York following the theatre’s current attraction.
THE WORLD'S MOST HONORED PICTURE!

METRO-GOLDWYN-MAYER presents
A Tale of the Christ
by GENERAL LEO WALLACE

DIRECTED BY
WILLIAM WYLER

STARRING
CHARLTON HESTON • JACK HAWKINS
HAYA HARAREET • STEPHEN BOYD
HUGH GRIFFITH • MARTHA SCOTT • CATHY O'DONNELL • SAM JAFFE

SCREEN PLAY BY
PAUL AND DOROTHY ZIMBALIST
PRODUCED BY
KARL TUNBERG • SAM ZIMBALIST

FILMED IN
CAMERA 65

NEW YORK FILM CRITICS AWARD
"Best Picture of the Year"

BRITISH FILM ACADEMY AWARD
"Best Picture of the Year"

HOLLYWOOD FOREIGN PRESS GOLDEN GLOBE
"Best Picture of the Year"

SCREEN PRODUCERS GUILD AWARD
"Best Produced Film of the Year"

SCREEN DIRECTORS GUILD AWARD
"Best Directed Film of the Year"
AND NOW ACADEMY AWARD CHAMPION

WINNER OF 11 AWARDS, GREATEST IN HISTORY, INCLUDING

“BEST PICTURE OF THE YEAR”

BEST DIRECTOR
William Wyler

BEST SUPPORTING ACTOR
Hugh Griffith

BEST FILM EDITING
Ralph E. Winters, John D. Dunning

BEST SOUND
Franklin E. Milton

BEST SPECIAL EFFECTS
A. Arnold Gillespie, Robert Mac Donald, visual; Milo Lory, sound

BEST ACTOR
Charlton Heston

BEST MUSIC SCORE
Miklos Rozsa

BEST CINEMATOGRAPHY
(color) Robert L. Surtees

BEST COSTUME DESIGN
(color) Elizabeth Haffenden

BEST ART DIRECTION
(color) William A. Horning, Edward Carfagno; Set direction Hugh Hunt
From Universal

Another giant of a picture with an avalanche of thrills that will send them storming to your box office!

The name that hurled a million men into battle! Turned the vast Crimean steppes into a flaming inferno! Wrote the most explosive chapter ever to sear the pages of history!...

The Cossacks

Starring Edmund Purdom, John Drew Barrymore, Georgia Moberg, and Massimo Giorotti

Directed by Giorgio Rivalta
Pollyanna

CONTINUED FROM PAGE 1

seriously? A clue was provided at a preview of the film at the IKO 58th Street Theatre the other night. A sophisticated audience of East Side New Yorkers sat through the two-hour-plus running time entranced and applauded enthusiastically at the end.

This reaction is quite astonishing in the light of the plot of the film they saw. It is almost wholly devoted to displaying the methods of the heroine in doing good deeds. An orphan who is being raised by a rich spinster aunt who treats her with coldness and reserve, Pollyanna has absorbed the idea from her dead father that there is some good in everyone and every situation people find themselves in, no matter how much things appear to the contrary.

Her application of this philosophy is quite practical. She awakens feelings of kindness in a sour old recluse; she convinces a cranky, bedridden crook that she is not half so ill as she thinks; and she inspires the minister in the town to change his entire attitude toward his fellow men.

Ultimately, indeed, it is through the inspiration of Pollyanna, the "glad girl," that the citizens are aroused to build a new orphanage in the town. This has been opposed by Pollyanna's wealthy aunt who wants to supply the funds—and tap the glory—all by herself. In the end, however, Pollyanna even brings her stubborn aunt around.

Obviously this story should have been sticky and maudlin on the screen if the wrong talent had been hired. Fortunately Disney secured people of taste in all departments.

The script of David Swift is colorful and unpretentious, brimming with colloquial humor and true to the ingenious spirit of the original. Acting also as director, Swift has brilliantly re-created not only the outward aspects of the early American milen, but the innocence and charm of the period, too. Not once has Swift let the material descend to the saccharine.

For that latter achievement we must also be most grateful to the young actresses who plays the lead, Hayley Mills. Her Pollyanna is no "goody-goody" without any faults. The attractive Miss Mills (blonde, wide-eyed, and irresistible) gives to the heroine suggestions of mischievousness and plain common sense that make the character likeable and real. No matter how far-fetched the plot gets, Miss Mills rings true.

So does every one else. As the aunt, Jane Wyman is remarkably stern-willed for one so intrinsically sweet, and Richard Egan is handsome and dominant as the doctor she once loved, gave up, and regains at the end. Agnes Moorehead contributes another of her incisive portrayals as the old crone who lies in bed waiting to die until Pollyanna makes her want to live. Adolph Menjou is amusing as the reclusive, and Karl Malden, as the minister, delivers a "hell fire and damnation" sermon that is something to hear and see.

Dressed up in bright Technicolor, "Pollyanna" provides enchantment and joy for the family audience. Like "Snow White" it should be revived over and over in the years to come.


Richard Gernot

Hayley Mills and Agnes Moorehead in "Pollyanna"

Republic Plan

(Continued from page 1)

cents will be paid on May 16 to stockholders of record May 5.

This announcement was made yesterday by Victor M. Carter, Repub- lic president, following the annual meeting of stockholders held at the Sherry-Netherland Hotel. Stockholders voted approval of the change of the corporation's name to Republic Corporation, deleting "Pictures" and emphasizing operations in film processing, distribution, studio rentals and plastics manufacturing. Republic ceased feature film production in 1957.

Quarter Earnings Quadrupled

A net income of $288,084 for the first quarter ending Jan. 31, 1960—almost four times the earnings of the corresponding period last year—was reported. The first quarter operating income, 19 cents a share on the 2,001,150 common shares outstanding after $300,000 in federal taxes and provision of $100,000 for preferred stock dividends. This compares with earnings of $102,850 for the 13 weeks ending Jan. 24, 1959, or five cents a share.

Carter said Republic does not intend to produce its own films in the foreseeable future. Instead the company will extend its financial backing to independent production of films for the theatre and television for which the company has received a "substantial guarantee" of handsome profits. Presently, Republic's funds are behind one theatrical picture and two television films.

Films for Foreign TV

Stockholders were told that Republic plans to begin shortly distribution of its 850-film library to foreign television stations, insuring the company of substantial revenue from abroad for the next few years. Half of the library already has been leased in 60 per cent of the United States.

Carter noted that Republic is in receipt of signed contracts totaling $4,000,000 in deals with American TV stations. Stockholders elected to the board of directors for three-year terms Richard W. Amschuler, vice-president of the corporation, Franklin A. McCarthy, registered representative of Eastman Dillon, Union Securities & Co., members of the New York Stock Exchange, and Sidney P. Solow, a vice-president. They also approved a restricted stock option plan for officers of the company.

Yates Salary Queried

Most stockholders present voiced satisfaction with the job being done by Carter, who became president last July 1, and his associates. The mention of Herbert J. Yates, former president and director, drew some cutting remarks from Mrs. Martha Brand, a minority stockholder, who demanded to know why Yates was being paid $60,000 in salary over a seven-year period. Carter said this payment was stipulated in Yates' contract and therefore would have to be made.

Erie Johnston, president of the Motion Picture Association, will be speaker at a meeting of the Phila-phia Public Relations Association held on April 20 at the Ben Franklin Hotel.

Jean Goldwurm has been named the Independent Film Importer Distributors of America to be a final representative at the forthcoming Cannes Film Festival. Additional Munio Podhorzer has been design as representative of the IFIDA Berlin Film Festival.

George Waldman, New York independent distributor, has been gaged to handle Fanfare Film leases in the New York, Albany Buffalo areas.

Lou H. Gerard has been a public relations director of Trans Corp. He succeeds Lowell Beno who had relinquished the post for his own publicity organi- zation.

Predicts AIP Gain

(Continued from page 1)

distribution, said here yesterday. He turned this week from a trip to tour foreign independent film agreements in six countries and inti- tated two others for the relea AIP product.

"American International's co policy of top production quality extended running times have g the company the recognition in rope it had been difficult to ad up to the present time," Reich said. "Sweden, Norway, Finland, Den and Belgium are now serviced AIP product with the boxoffice buster 'Goliath and the Barbar the first film to be released under new distribution agreements, to be lowered by 'House of Usher' in and 'Why Must I Die?' in Sepeta.

"We have licenses for the re of three films in France through dependent distributors, and will announce a franchise agreement one of the leading German distri- buting companies. Enthusiastic dis- trutors in Switzerland, Turkey, Greece have contacted me express an interest in releasing AIP picture, he said.

Amusement Companies

Record Big Increase

Net income after taxes of U.S. e families in the amusement field 1959 increased 28 per cent above 1955 level, according to figures compiled by the First National City F of New York. The rise was $164,000,000 to $211,000,000, was the highest rate of increase any corporate category.
Seven and Eleven
Lucky for 'Ben-Hur'

With 11 'Oscars' tucked into his chariot "Ben-Hur," hitting a record pace at 25 box offices in as many cities, is racing toward the $7,000,000 milestone in ticket sales, MGM said yesterday. It is estimated that in another 11 weeks, about June 11, "Ben-Hur" will pass the magic $11,000,000 box office gross. At that time, an attendance record of 7,000,000 will be set. Eleven come seven!

Entertainment Park
To Include Drive-In

Special to THE DAILY
CLEVELAND, April 6.--Affiliated Amusement Corp., has been incorporated by a syndicate of local investors to develop a 30-acre tract of filled land north of Shoreway Blvd. and east of Burke Lakefront Airport in the downtown area. The million dollar project, to extend from East 33rd to East 40th Streets, will be devoted to

(Continued on page 3)

Sliman, Solomon, Coor
Join in Theatre Group

Special to THE DAILY
NEW ORLEANS, April 6.--Phillip Sliman, who owned and operated the Evangeline Theatre, New Iberia, La.; T. G. Solomon, head of Gulf States Theatres, based at McComb, Miss., and Dick Coor of New Iberia Theatres, have announced the forming of a new New Iberia Theatre Corporation

(Continued on page 3)

'Spartacus' Booked at DeMille for Two Years;
Reade Gives Advance Guarantee of $1,000,000

Walter Reade, Jr. has signed with Universal Pictures to book "Spartacus" at his DeMille Theatre here this fall in a contract calling for Reade to pay an advance of $1,000,000 prior to the opening, Joint announcement of the deal, described as more than double that of any previous advance guarantee made by an exhibitor in the history of the industry, was made by Reade and Henry H. "Hi" Martin, Universal vice-president and general sales manager.

"Spartacus," a Byrna production in Super Technirama 70mm, will have its world premiere at the DeMille on Oct. 6. It will play on a reserved-seat, ten performance weekly for a minimum period of two years with options for a longer term remaining with Universal.

Although it was just recently redecorated throughout, the DeMille will be additionally improved for the bow of "Spartacus," including installation of a new screen. The picture will open later in other key cities in the U.S. and throughout the world.

U.S. Nearing End
In Television Trial

Introduction of documentary evidence and questioning of one witness in New York Federal Court yesterday brought the government's "block-booking" case against six film and television companies near its end. A Department of Justice anti-trust attorney said the government's prosecuting team expects to wrap up its case by the end of this week or by early next week at the latest.

Inter-office memoranda from the files of the six defendants formed the substance of paper evidence offered to Judge Archie O. Dawson. Robert Weissberg, a film buyer for TV Stations, Inc., which services about 100 television stations around the country.

(Continued on page 4)

Columbia To Set Up
Own Trailer Operation

Columbia Pictures yesterday announced that, effective Sept. 1, it will create, manufacture and distribute its own trailers, posters and accessories for all its domestic releases.

"Because of the investment in and the quality of the product Columbia is now releasing, we feel it is in the best interest of our affiliated independent producers, our exhibitor customers and our company itself to assume direct control of these extremely important advertising and promotion tools," the company stated.

Columbia said that the sales and

(Continued on page 2)
Columbia Sets Trailer Plan

ROBERT S. FERGUSON, Columbia Pictures national director of advertising-publicity, has returned to New York from the Coast.


HOWARD MISKEY, assistant to Grace Weltman, Paramount vice-president in charge of world sales, is in Toronto from New York.

JULES LAPIDUS, Warner Brothers Eastern Zone Joint Legislative Commission on Offensive and Obscene Material, has returned to his Flattsburg home from Washington.

JOHN HAREWELL, executive of Martin Theatres, Atlanta, has returned there from New Orleans.

HENRI STORCK, producer of the Robert J. Flaherty documentary "Masters of the Congo Jungle," will return to his native Belgium later this week from New York.

HY REITEN, promotion and advertising director of Broadcast Music, Inc., will return to New York today from Chicago.

DON KAY, president of Don Kay Enterprises, New Orleans, has returned there from Dallas.

H. P. "Dusty" Brown, drive-in owner of Georgia and Alabama, has returned to his Atlanta headquarters following a tour of his theatres.

SAMUEL E. ROSENBLATT, president of the recently-formed Acme Theatres, Inc., Atlanta, will leave there with Mrs. Rosenblatt on April 15 for a trip to Europe and Israel.

distribution of the trailers, posters and accessories will be handled through its regular exchanges throughout the world. It also pointed out that only a few trailers made and sold by Columbia will include film scenes from Columbia releases.

In its announcement, the company emphasized that the new move is a logical step in keeping with the "Columbia formula" of supplying independent producers with as many company services as practicable.

An announcement of the basic setup for getting up the new operation, Paul N. Lazrus, Jr., Columbia vice-president, announced the appointment of Jack Atlas to head the trailer department being established at the studio in Hollywood. Atlas, who supervised the trailer department for M-G-M from 1940 to 1953, will join Columbia in May.

Atlas has joined the M-G-M studio publicity department in 1942. After Navy duty, he became assistant to Frank Whitlock in that company's West Coast advertising and exploitation department and it was in that capacity that he supervised the M-G-M trailers. From 1953 until 1957 he worked on M-G-M television projects. Since then he has handled West Coast promotion and advertising for M-G-M.

Four Industry Leaders Benjamin Fete Heads

Film industry leaders Barney Bala- hine, Joe Winfield, Nizer, Adam Spysor Skouras will serve as chairman of the Branches University dinner honoring Robert S. Benjamin, United Artists board chairman.

An announcement will be held in the Scott Room of the Waldorf Astoria on Tuesday, June 7. Funds raised will benefit the University.

Unkefer Publicity Head On 'Day of the Gun'

From THE DAILY Bureau

HOLLYWOOD, April 6.—Linn Unkefer has been named by Stan Margulies to the post of publicity director on the forthcoming Bryna Productions film, "Day of the Gun," which stars Rock Hudson and Kirk Douglas for Universal International release.

Assistant publicity director at RKO for many years, Unkefer was with the 20th Century-Fox publicity department until recently.

"Day of the Gun" will start shooting in Mexico at the end of this month, with Eugene Frenke and Edward Lewis producing. Robert Aldrich will direct.

N. Y. Theatres to Show Fire Prevention Film

Motion picture theatre owners in the metropolitan area will participate in a public service program in cooperation with the New York City Fire Department and Commissioner Edward F. Cavanagh, Jr. Commencing Easter Sunday, theatre members of the Metropolitan Motion Picture Theatre Association and the Independent Theatre Owners Association headed by Sol A. Schwartz and Harry Brandt, respectively, will exhibit a specially prepared educational

All Exhibit Space Sold For SMPTE Confab

Approximately 5,000 square feet of exhibit space was sold six weeks prior to the opening of the 87th Semi-annual Convention of the Society of Motion Picture and Television Engineers, according to Harvey Fethelman of the Hollywood Film Company.

The 87th SMPTE convention will be held May 1-8 at the Ambassador Hotel in Los Angeles. The theme of the convention is "New Techniques for Films, Television and Video Tape.

Four booths will house the latest motion picture and television equipment. This figure represents the largest equipment exhibit of its kind to be held in conjunction with the SMPTE Convention.

"This is the first time that we have ever sold every square foot of exhibit space so far in advance of a convention," Fethelman said.

A 35mm version of the Century Projector Corporation's Model JJ/35mm projector, with adaptation to later inclusion of 70mm compo- nent, has been introduced by Frank E. Cahill, Jr., vice-president.

Catalogued as the Model JJ/5, it is of the same basic design as the all-purpose mechanism with optical soundhead. Major components of that pro- jector are physically correlated units, so that those necessary for 70mm pro- jection and multi-track magnetic sound may be readily added at any time.

film dramatizing the subject of fire prevention.

This film will be an integral part of the over-all campaign prepared by the Fire Prevention Education Unit to reduee the great number of fires taking place in New York City.

Last year, there were 56,000 fires in the five boroughs. It is the intention of the department to roll out the educational program to cut down the incidence in the greater city.

TENT TALK

Variety Club News

ALBANY, N. Y.—Mayor Erast C. Corning, District Attorney John Garry and Democratic State Commit- tee Chairman Michael H. Prendergo have been made associate members the Albany Variety Club. Incidentally, Garry is a nephew of the late Christ- pher H. Buckley, the club's first chi- baker.

CHICAGO—Tent No. 26 on Apr. 16 will honor Nat Nathanson, its in- and and floor barker, new Midwest division manager for Allied Artists, a dinner-dance to be held in the Ne- Glass Hat of the Pick-Congress Hote- He will be honored for his many year of devoted service to the club's man- charitable projects.

MINNEAPOLIS—Tent No. 12, es- tablished the Marty Challen Mem- orial Fund in honor of Mrs. Mart Challen, who with her three children was killed in a plane crash enroute to Miami on March 17. A former skater and Morris Chi- len, ice-show impresario, and pres- ident of the women's auxiliary, pro- ceeds of the fund will aid the Un- ited Hospital of Minnesota Variety Cl- Heart Hospital.

United Artists (Albany, NY)

Moving to New Address

Special to THE DAILY

ALBANY, N. Y., April 6—United Artists will move soon from quarte in the Strand Theatre building to ne offices being constructed adjoining it Columbia and Warner exchanges, the R. T. A. Building at 991 Broad- way. This structure is located a block below Filmore.

Allied Artists Sales Representative Robert Adler will have desk space in the new offices. AA recently closed its local branch.

UA has occupied space on the second floor of the Strand building since it opened an Albany sub-unit of the Buffalo branch, about six years ago. Burton Topal manages both office from Buffalo.

'Congo' Bous in Boston

BOSTON, April 6—20th Century Fox's "Masters of the Congo Jungle" had its debut as a diplomatic and so- cial event tonight at the Paramount Theatre here. Under the joint spec- torship of Harvard University's Pe- body Museum and the resident Brit- gian consul, Dr. Albert E. Navez, t première was attended by Boston leading citizens by Mayor John Collins.

MOTION PICTURE DAILY, Martin Quadey, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Getman, News Editor; Herbert V. Feek Advertising Manager; Gun H. Fandel, Production Manager; TELEVISION TODAY, Charles S. Arronson, Editorial Director; Philip Herman, Eastern Editor; Hollywood Bureau Vance Vine Building, Samuel D. Brown, Manager; Telephone Hollywood 7-245; Washington, D. C., L. Lee Burnette; Bear St., Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor; Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays. Single copy, 10c. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 15

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**Motion Picture Daily**

**Review:**

**Operation Amsterdam**

*Rank–20th Century-Fox*

Espionage, Diamond Smuggling, plenty of street fighting and a swift romance activate "Operation Amsterdam," directed by Michael McCarthy for producer Maurice Cowan and the Rank Organization. The picture stars Fredric March and Alexander Knox as a trio of British agents sent to Amsterdam in May, 1940, only hours before the Germans occupy the city.

Their job is to gather up all the industrial diamonds they can in just 14 hours, and return with them to England for safe keeping until war’s end. They’ve got to beat the Germans and the local Fifth Columnists to the stones which are vital to the Allied war effort.

Early in the story, the team enlist the support of Eva Bartok, a worker in the Dutch war ministry. With her they proceed to the home of Finch’s father, Malcolm Keen, an influential diamond merchant, who persuades his fellow dealers to turn their stones over to the English. Meanwhile, Finch’s party has been found out by Dutch turncoats, so the quartet (counting Miss Bartok) must chase around Amsterdam for their lives, awaiting also, delivery of the gems.

The showdown comes shortly after the principals, assisted by Dutch partisans, crack a safe containing the bulk of the city’s diamonds. A long, bloody siege of street fighting ensues, but an escape is made and the three men board a destroyer bound for England. In just half a day, Finch has fallen in love with Miss Bartok, but she chooses to stay behind to await word of her fiancé whose Army unit has been overrun.


**Saul Oshove**

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**People**

Sal Adorno, Sr., Connecticut exhibition pioneer, and general manager of M & D Theatres, has been awarded Loyal Order of Moose honors by the Medfieldtown Lodge, No. 1547, at an "Italian Night" held recently by the organization, of which Adorno has been a member for 45 years.

D. L. Thomason, who operated the Rainbow Theatre, Cope, Colo., for a number of years before moving to Arizona, has returned to Colorado and plans to reopen the theater in mid-April.

Virginia E. Aaron, president of the Ladies Auxiliary, Jewish War Veterans of the U. S., formerly of M-G-M and now a booker for the Interurban Circuit here, will be guest of honor on Saturday at a testimonial dinner to be tendered her in the Hawaiian Room of the Hotel Lexington.

John Wallace has taken over operation of the Belle Drive-In Theatre, Durango, Colo., from Ted Knox, the former owner.

Mrs. Mary Bridges has returned to her former position in the booking department of Martin Theatres, Atlanta.

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**Sliman, Solomon**

*Continued from page 1*

which includes two indoor theatres, the Essanee and Colonial and the Echo Drive-In, all located in that town.

Solomon also stated that the Evangelos, his sole property, was closed on March 31, same month that it was opened 30 years ago, and that along with the adjoining Palace, which was the property of the old theatre corporation and included in the transaction of new ownership, was sold to commercial interests. An extensive modernization program is now underway by the new outfit.

**Pernick Again Chairman**

Solly Pernick, of the Theatrical Protective Union, No. 1, has again accepted the chairmanship of the legitimate theatre division of the United Jewish Appeal of Greater New York, it was disclosed yesterday by Irving H. Greenfield, M-G-M, overall chairman of the motion picture and amusement industries 1960 effort in behalf of the world-wide humanitarian organization.

**Remodel Denver Theatre**

DENVER, April 6.—A $250,000 remodeling job on the Denham Theatre here will be completed this week. Press screenings of "Ben-Hur" will be held on Sunday, with the picture scheduled to open its reserved-seat run on April 15.

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**HOUSE PASSES BILL**

*Continued from page 1*

credit against taxes due the U.S. for the taxes of each foreign country which may be taken as a credit are tied to the proportion of the U.S. tax (the credit) which the income in that country bears to the taxpayer’s total taxable income.

Tied to the “overall” tax credit limit, income from all foreign countries may be lumped together in computing the credit.

The bill permits an election of one of the other types of credit. Once a choice is made, no change will be allowed for 5 years unless special permission is received from the Treasury. Announced, this option will be available for 1961 and thereafter.
National
Pre-Selling

MARPESSA DAWN, star of Lo- pert's "Black Orpheus" is the daughter of a Negro mother and a Filipino father. According to "Life's" March 14 issue, she is a lovely girl with a faunlike grace and disposition. Marpessa was born in Pittsburgh, grew up in New York and hit success in Paris. It is interesting to observe that her first big film, "Black Orpheus," was made in Brazil, in Portuguese, which she had to learn.

This Lopert film won the Golden Palm at the Cannes Film Festival, is an Academy Award nominee, and also received editorial recognition in "Life."

Lopert has published an impressive press book in attractive spring hues which will be a splendid advertising aid to all managers playing, "Black Orpheus."

Pete Martin called on Debbie Reynolds for the March 26 issue of "The Saturday Evening Post." He wrote a forthright report on Debbie's marital difficulties and supported it with photos, among which is one of Elizabeth Taylor, Mike Todd, Eddie Fisher and Debbie taken at Eamon Downs, Debbie's new Paramount film, "The Rat Race," will be released this Spring.

"Can-Can" filmed in Todd-AO, and reviewed in "The New York Times" March 29 issue, is one of the most sophisticated and friskiest screen musicals to come along in some time. One of the novelties of "Can-Can" is star Shirley Maclaine's debut as a movie dancer. Shirley does a prodigious job as both the leading lady and the top dancer, and sings Cole Porter songs with Frank Sinatra, Louis Jourdan and Maurice Chevalier.

"A Dog of Flanders," that fine film of a boy and his dog in Delux color, received a laudatory review in the April issue of "Photoplay."

"Visit to a Small Planet" has moments of marvelous fun, according to Richard Marek in the April issue of "McCall's." There is hilarious fun in a beatnik cafe, in its characterization of a perplexed tel Aviv announcer, and in several of its special camera effects-but for each intrinsically funny scene, there is one that depends solely on its effects on Lewis' mugging, jumping, crying, laughing, or overall brand of pandemonium.

WALTER HAAS

Westinghouse Drive
To Push Sales Media
Special to THE DAILY

ABSECON, N. J., April 6.—An all-inclusive promotional plan to create awareness and recognition of new television as a selling medium will be offered to the broadcasting industry by the Westinghouse Broadcasting Company. Details of the continuing campaign, which is an outgrowth of the WBC's "Use the Medium to Sell the Medium" plan announced in November, 1958, at the Broadcasting Promotion Association convention in St. Louis, by WBC President Donald H. McCann, were revealed by A. W. Dannenbaum, Jr., WBC vice-president in charge of sales, at a WBC management meeting here.

Ten jingles and 22 live tags are the first materials to be offered to all interested U.S. radio stations. An an-

Fox TV Drive

(Continued from page 1)

die of the TV screen, the horizon stretches across from left to right, spelling "high adventure," and then takes a wide, top to bottom, "thrills and excitement."

Theatre Showing Stressed

The TV spots stress that "only on the motion picture screen can you see, in its entirety, the full-color, wide-screen drama of "Flame Over India.""

History of the Announcement and Demonstration of the radio half will be made this week at the NAB convention by Kevin Sweney, president of the Radio Advertising Bureau. The TV portion, now in production, will be announced in the near future.

TV Trial

(Continued from page 1)

try, said that when he negotiated with Loew's, Inc. (M-G-M) for films in television, he was told he could buy fewer than 100 films in package, that time he was dealing for a station in Bellingham, Wash.

The other defendants are C & Super Corp., National Ad Sales, Inc., and Artists Productive Screen Gems and United Artists.
Motion Picture Daily Feature Reviews

Killers of Kilimanjaro  
Warwick—Columbia—CinemaScope

Hollywood, April 6

ERT TAYLOR, a good cast of English players and African natives a simple, though effective story, dealing with a dangerous mission through Technicolorful, intriguing backgrounds in CinemaScope, put in the good entertainment class.

Richard Thorpe’s direction, marked by some well-staged action-fight between bush-country natives, who agree to help Taylor in his quest to make a survey for the construction of the first railroad from Kembasa to Lake Victoria, and a rival group under orders from an Arab slave trader who wants to stake his claim first on the railway to export slaves, is augmented with some fine footage on wild life in Africa.

Anthony Newley is most effective in the comedy relief, as the sole surviving representative of Taylor’s engineering company in Mombasa when he arrives to make the survey. Anne Aubrey registers nicely as an active blonde who joins Taylor’s trek into the dangerous country in the wake of her father and fiance who disappeared on the same job. Round-out the cast and fortifying the family trade interest is young John Gilbert, portraying the educated son of the Arab slave trader, Gregoire Amun, who assumes his father’s way of life and runs off to join Taylor. The screenplay by John Gilling, and scene-by-scene by Richard Maibaum and Cyril Hume, which was taken from the book, “African Bush Adventures,” by J. A. Hunter and Dan P. Mannix, favors Taylor’s heroes he commands a group of hired ex-convicts on the start of his mission, king elephants and lions that threaten his party, and impressing the native of a dreaded tribe near the foot of Kilimanjaro Mountain with his agility and bravery in order to enlist his aid in accomplishing his mission. He promises the railroad his company builds will bring progress the chief’s region.

Miss Aubrey learns of her father’s death and finds her fiance a physical and spiritual beyond repair. Her relationship with Taylor from here on is of mutual interest.

In an action-packed climax, Dinech’s father tries to stop an ambush instigated Taylor when he learns that his son is in danger, but is fatally wounded in the attempt. The Arab chief is repentant and tells his son who carry on in the way he was educated in England and to foster the establishment of slavery in Africa.


SAMUEL D. BEINS

Classification

(Continued from page 1)

Orally reported from Rules Committee.

One of its principal Assembly advocates is: “If the motion picture industry, or its organizations, wish to be a part of the credit for keeping legislation in Senate rules, let them do so. Eventually, the opponents have to answer for their constituencies. They will be known.”

my Enterprises Moves

NEW ORLEANS, April 6. — Donn Enterprises has taken possession of its new quarters at 150 South Liberty Street here. The company has released a portion of the quarters to Mailing Color Display For ‘Song Without End’

Columbia Pictures is distributing a full-color 40 x 60 display introducing Capucine, new star of William Goetz’ “Song Without End,” “The Story of Franz Liszt,” to press outlets across the country. The poster, which features a bigger-than-life head shot of Capucine, has been mailed to motion picture editors, trade papers, syndicated columnists, national magazines and other press representatives as well as to Columbia branch offices throughout the world.

Woolner Bros. Theatre Co. and the local branch of Woolner Bros. Productions, which has its home offices in Hollywood.

Five Branded Women  
De Laurentis—Paramount

“Five Branded Women” is a war story told in extreme earnest. It details with unusual precision the pain, shame and courage of a band of Yugoslav partisan fighters—and the five young women who join them—resisting Nazi occupation of their country in 1942. An international cast of players, some well-established here and others about to secure state-side reputations, contribute strong marque value to this film.

The five women are Silvana Mangano, as Jovanka; their leader, Vera Miles; Barbara Bel Geddes; Jeanne Moreau, and Carla Gravina. Partisans accuse them of making love to a German officer and they are denounced and driven into the hills to fend for themselves. This does not happen until they are thoroughly disgraced, their heads shaved to their scalps—this is their brand of humiliation. So, they must beg and steal united, quite by accident, they join forces with a pack of partisans who strike from the mountains. Van Heflin leads these guerillas and he, Miss Mangano’s former boy friend, is embarrassed at first, because he was the man who had her scalability. In time, however, their common shame is eradicated and they eventually die together, maiming a machine gun post, sacrificing themselves so their comrades can elude the Germans.

The five females are excellent fighters but they are even more effective as lovers, or so their histories indicate. Among the mountain band, a knotty rule is enforced: no sexual relations. Such acts, Heflin warns, rather apologetically, create too many problems; their job is to kill Germans and not produce children.

Four of the five branded women manage to live by the mountain law. But Miss Miles, the only one of the five who was branded unjustly in the first place, is overcome by Harry Guardino. As the two are making love at a sentry post, enemy soldiers sneak past partisan lines and only through good luck is a calamity averted. For their crime of wanting each other despite advice to the contrary the lovers are stood side by side and executed by a partisan firing squad.

Martin Ritt, who directed from Ivo Perilli’s screenplay, has not allowed sentiment to intrude upon a bitter situation. That is so much to the good. The picture was filmed in Italy and Austria and achieves a disturbing authenticity, good, hard, melodramatic effects.

Running time, 100 minutes. General classification. Release, in May.

S. O.
At your fingertips—
THE WHOLE BUSINESS
WORLD OF THE SCREEN!

- Now
- In
Distribution

FACTS of the Motion Picture and Television Industries — of their structure and performance, of companies and organizations, of products and services — and of people, for both volumes contain biographical sections for these inter-related industries. To make sure of your copy or set you are advised to send in your order early . . . every edition is sold out soon after publication.

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MOTION PICTURE DAILY

Hollywood Walkout Again Called 'Nearly Settled'

Telemeter Is Seen Set in Bartlesville

An announcement that Video Independent Theatres of Oklahoma City has acquired a franchise for a Telemeter pay TV operation, probably in Bartlesville, Okla., scene of its 1957 pay TV experiment, is expected to be made here today.

Henry Griffig, president of Video Independent, has called a press conference for this morning at the St. Regis Hotel to make what he described as "an important announcement concerning pay-as-you-see television."

No Paramount Confirmation

Although no further details were provided, and Paramount Pictures, parent of Telemeter, declined comment, it is believed that Griffig's announcement will confirm the report of a Telemeter franchise for Bartlesville, a franchise given for several apparent reasons.

One is that the direct wire connections to pay TV subscribers' homes in Bartlesville remain from the 1957 pay TV experiment there, obviating the need for hook-ups that are regarded as

(Continued on page 14)

Studio Production Waiting to Roll as Negotiators Meet Again Today After Adjournment Spoils Report of Pact

By SAMUEL D. BERN

Hollywood, April 7—The end of the Screen Actors Guild strike to-morrow seemed a certainty here today following a four-hour meeting of the full committees of the Sag and the Association of Motion Picture Producers. John L. Dales, national executive secretary of the Sag, when questioned following the meeting regarding the chances of a settlement, said, "We are all very hopeful. Due to the length of the season before we feel we can make more progress if we meet again tomorrow morning."

The meeting was adjourned until 10 A.M. tomorrow after today's ses-sion, longest in the series of talks in-cluding two Sag caucuses.

Ronald Reagan, Sag president, left the meeting an hour before it broke up in order to film some scenes for the "General Electric Theatre," which he hosts on TV. Reagan said, as he left, "There will be another session tomorrow to straighten out some of the details."

Jerry Wald, who was credited to-day with making a premature state-ment about the strike's being over, and which was carried on newscasts over both radio and TV, said he had put Yves Montand on call for to-mor-row morning to finish his sequences in the film, "Let's Make Love," before

(Continued on page 15)

Review:

Sergeant Rutledge

John Ford—Warner Bros.

That old master story-teller John Ford has got hold of a fine exciting script in "Sergeant Rutledge," and has spun it out on the screen with superb professional skill. The story is, of all things, a courtroom melodrama set in the Wild, Wild West just after the Civil War. On top of that it has a racial angle. How's that for something different in entertain-ment for almost everybody?

Mystery fans, for instance, will revel in the aroma of intrigue and suspense Ford pungently builds right away as an army court martial trial begins. Sergeant Rutledge, a Negro soldier, is the defendant charged with murdering his commanding officer, a white man, and raping and

(Continued on page 15)

Salute to

‘Oscar’

WINNERS

Pages 3-13

By SAUL OSTROVE

A drastic change in the design of the German film industry is anticipated within the next six months, when a second national television station will begin operations. Producers are planning to make many of their pic-tures directly for video, thereby con-ceding to American imports a greater share of the theatrical business.

The majority of Germany's 40 inde-pendent producers have indicated

(Continued on page 15)
Baxter Heads Kodak Editorial Service
Special to THE DAILY
ROCHESTER, N.Y., April 7. James E. Baxter has been named manager of the editorial service bureau of the Eastman Kodak Company’s advertising department; it was announced today by W. B. Potter, vice-president and director of advertising, and A. J. Johnson, d e c i s i o n manager.

The editorial service bureau, for newspapers, magazines, radio, and television with editorial material on photography generally and on Kodak products specifically. It also sponsors the annual Newspaper Snapshot Awards and the Kodak High School Photo Contest.

Baxter joined Kodak in 1955 as an assistant in the editorial service bureau. He was previously director of public information at Stephens College in Columbia, Mo., where he had been a faculty member since 1943. He served as a naval communications officer during World War II.

TV Buyer Says Most Stations Want Packages

Most television stations prefer to buy their films by the package and not individually, an experienced film-buyer for TV stations throughout the country testified yesterday in the government’s “block-booking” case against six film and television companies.

Robert Weissberg, of TV Stations, Inc., a government witness, told Judge Archie O. Dawson in New York Federal Court that although most film companies will provide prices for individual pictures, only about one per cent of TV stations prefer to purchase films singly. The witness himself recommended that his clients buy films in bulk lots.

Will Hear Dismissal Request

The court is expected to hear next Monday a motion for dismissal by the defendants. At that time, Judge Dawson will take the motion under advisement and hand down a ruling on Monday, April 8. If he rules against the defendants they will commence their case immediately.

Charged with violating anti-trust laws through sale of pictures to TV are C & C Super Corp., United Artists, Associated Artists Productions, Screen Gems National Telefilm Associates and Loew’s, Inc. (M-G-M).

Rosen Is Co-Chairman Of Will Rogers Unit

The special activities committee of the Will Rogers Hospital has installed Arthur Rosen as co-chairman, to serve with Thomas Rodgers for 1960-61. Under a rotating tenure of this committee, one new co-chairman is elected each year to the committee’s two-man post, and one leaves after two years of service. The retiring chairman this year is Irwin “Buck” Freedman.

The principal work of the committee this year is to help develop greater participation of exhibitors in the Will Rogers Holiday campaign, with special emphasis on radio and television in the Will Rogers Christmas Salute, the annual employee-relations program of the hospital.

March Attendance Fall Reported by Sindlinger

Unusually bad weather in many parts of the country caused a decline in theatre attendance in the nation of 15 per cent from the same month last year, according to Sindlinger & Co., Inc. Checks on the box-office returns marked the first time since February, 1959, that the total monthly attendance fell below the corresponding month of the preceding year, Sindlinger said.

January and February theatre-going was substantially ahead of last year, he pointed out. But the March decline cut into the increase, with the result that the first three months showed a gain of a little less than 2 per cent from the corresponding quarter last year.

‘Ruth’ World Bow Will Benefit V.C. Charity

From THE DAILY Bureau
HOLLYWOOD, April 7. Twentieth Century-Fox’s “The Story of Ruth” will have a benefit world premiere for the Blind Babies Fund of the Variety Clubs of America, chief barker for Los Angeles Temple, 25, Eddie Love, announced today. To be held at the Fox Wilshire on June 28, the event will bring out the best-known names of the industry, he said.

Boston Likes ‘Congo’

20th Century Fox’s “Masters of the Congo Jungle” grossed $1,484 in its opening day at the Paramount Theatre in Boston yesterday. Theatre management said it set a new record for a documentary motion picture at the house.

350 ‘Unforgiven’ Dates

Hecht-Hill-Lancaster’s “The Unforgiven,” a United Artists release, will be the Easter attraction in some 350 key theatres in 33 exchange areas in the United States and Canada.

Name Weitm (Continued from page 1)

vations by MGM is indi-

ated by this appointment of a new president in the division, Vogel Coenber, Sluiper, vice-president - in charge of television, makes his head- quarters in New York.

With the acquisition of Robert M. Weitm and his associates, Production, television production organization. No changes are contemplated, except additions to the studio staff that may be necessary to help handle the new activities in the field of television creation.

Weitm will make his headquarters in the CBS studio in Detroit, and Sluiper will go to Hollywood shortly to confer with Arthur C. Siegel, head of the studios.

James T. Aubrey, Jr., president of the CBS Television Network, as the CBS staff of Weitm’s operation “with great reluctance and regret.”

Joined CBS in 1956

Weitm joined the CBS Network in 1956, as vice-president in charge of program development. Last August he was named vice-president of independent productions.

Prior to his affiliation with Weitm held the post of vice-president of network programming and talent of ABC, casting-Paramount Theatres from 1956 to 1959, and earlier was a vice-president of United Paramount Theatres.

‘Queen’ in Ind. Rec.

“The Snow Queen,” Universal international release set a new record for a U-I film at the Theatre in South Bend, Indiana, first week when it grossed $7,500.

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The Oscar-Winning Performances

BEST ACTRESS. Simone Signoret, French star of the picture "Room at the Top," won her Oscar for her as the mistress of Laurence Harvey, above. The film tributed here by Continental.

THE BEST PICTURE. M-G-M’s spectacular "Ben-Hur" set a record with 11 Oscars. Above, a scene from the awesome chariot race sequence.

THE BEST SUPPORTING ACTOR. Hugh Griffith, shown here as Sheik Ilderim.

THE BEST ACTOR. Charlton Heston, as Judah Ben-Hur, took the highest acting honors.

THE BEST SUPPORTING ACTRESS. Shelley Winters, below at left, was named for her performance in the George Stevens-20th-Fox production "The Diary of Anne Frank." The picture also won awards for art direction and for black and white cinematography.

THE BEST DIRECTOR. William Wyler, director of the epic "Ben-Hur," was one of those honored for his work in the picture. The Sam Zimbalist production, in addition to the best picture, best director, best actor and best supporting actor awards, won also for art direction, color cinematography, costume design, editing, sound recording, musical scoring, and special effects. Wyler is shown, below right, listening to a playback of the score with Haya Harareet.
Thank you very, very much

SIMONE SIGNORET

BEST ACTRESS

"ROOM AT THE TOP"
My Heartfelt Thanks
and especially to you, George Stevens

SHELLEY WINTERS

Best Performance By A Supporting Actress

"THE DIARY OF ANNE FRANK"

20th Century-Fox
'59 ‘Oscar’ Winners

BEST PICTURE
“Ben-Hur,” Sam Zimbalist, producer; M-G-M.

BEST PERFORMANCES
Actor—Charlton Heston in “Ben-Hur,” M-G-M.
Actress—Simone Signoret in “Room at the Top,” Romulus Films, Ltd., Continental Distributing, Inc. (British).
Supporting Actor—Hugh Griffith in “Ben-Hur,” M-G-M.
Supporting Actress—Shelley Winters in “The Diary of Anne Frank,” 20th Century-Fox.

BEST DIRECTION
William Wyler, for “Ben-Hur,” M-G-M.

BEST WRITING
Screenplay from Other Medium—Neil Paterson, for “Room at the Top,” Romulus Films, Ltd., Continental Distributing, Inc. (British).
Story and Screenplay, Original—Russell Rouse and Clarence Greene, for the story; Stanley Shapiro and Maurice Richlin, for the screenplay, of “Pillow Talk,” Arvin Productions, Universal-International.

BEST ART DIRECTION

BEST CINEMATOGRAPHY
Black and White — William C. Mellor, for “The Diary of Anne Frank,” 20th Century-Fox.
Color—Robert L. Surtees, for “Ben-Hur,” M-G-M.

BEST COSTUME DESIGNS
Black and White — Orry-Kelly, for “Some Like It Hot,” Ashton Prods., Mirisch Co., United Artists.
Color—Elizabeth Haffenden, for “Ben-Hur,” M-G-M.

Winners of Honorary, Technical and Scientific Achievement Awards Listed
Honorary awards for special achievements and for technical and scientific accomplishments voted by the Academy of Motion Picture Arts and Sciences this year follow.
The Jean Hersholt Humanitarian Award—to Bob Hope.
Honorary Award for historic achievement in sound pioneering—to Dr. Lee De Forest.
Honorary Award for making pictures which will endure—to Buster Keaton.
Technical and scientific achievement awards—Class II:

Douglas G. Shearer, Metro-Goldwyn-Mayer, and Robert E. Gottschalk, Paravision, for developing a system of producing and exhibiting wide-screen motion pictures known as Camera 65.
Wadsworth E. Pohl, William Evans, Werner Hopf, S. E. House and Thomas P. Dixon of the Stanford Research Institute and Technicolor Corporation, for design and development of the Technicolor electronic printing timer.
Wadsworth E. Pohl, Jack Alford, Henry Imus, Joseph Schmidlit, Paul Fassnacht, Al Loquist and the Technicolor Corporation, for development of equipment for wet printing.
Dr. Howard S. Coleman, Dr. A. Francis Turner, Harold S. Schroeder, James R. Benford and Harold E. Rosenberger of the Bausch and Lomb Optical Company, for the development of the Bausch and Lomb electronic printing timer.

BEST FILM EDITING
Ralph E. Winters and John D. Dunning, for “Ben-Hur,” M-G-M.

BEST SOUND RECORDING
M-G-M Studio Sound Department, Franklin E. Milton, Sound director for “Ben-Hur.”

BEST MUSICAL ACHIEVEMENTS
Best Scoring of a Musical Picture—Andre Previn and Ken Darby, for “Porgy and Bess,” Samuel Goldwyn Productions, Columbia.
Best Musical Score of a Dramatic or Comedy Picture—Miklos Rozsa, for “Ben-Hur,” M-G-M.

BEST SHORT SUBJECTS
Live Action—“The Golden Fish,” Les Requins Associes, Columbia (French); Jacques-Yves Cousteau, producer.

BEST SPECIAL EFFECTS
A. Arnold Gillespie and Robert MacDonald, for the visual effects and Milo Lory, for the sound effects, of “Ben-Hur,” M-G-M.

BEST DOCUMENTARY
Feature—“Serengeti Shall Not Die,” Okapia-Film Production, Trans-ocean-Film (German).


BEST FOREIGN FILM
“Black Orphans,” Dispatfilm & Gemma Cinematografico (France).
Thank You, Academy

Jean Hersholt Humanitarian Award
TECHNICOLOR

salutes the

Academy Award

Winners

Contributing to productions which
achieve our Industry's signal honor is,
as always, our greatest source of pride.

Technicolor is a registered trademark.
W. J. GERMAN, INC.
AGENT

For the Sale and Distribution of
EASTMAN PROFESSIONAL MOTION PICTURE FILMS

Congratulates all of the ACADEMY AWARD WINNERS

FORT LEE, N. J.     CHICAGO, ILL.     HOLLYWOOD, CALIF.
Our Sincere Congratulations to

Sammy Cahn and Jimmy Van Heusen

Our High Hopes were realized when your wonderful song

“HIGH HOPES”

won this year’s ACADEMY AWARD.

BARTON MUSIC CORPORATION.

Gratefully

CLARENCE GREENE

RUSSELL ROUSE

WRITERS OF THE STORY

“PILLOW TALK”

"BEST STORY and SCREENPLAY — WRITTEN DIRECTLY FOR THE SCREEN"
Thank You

ROBERT L. SURTEES, A.S.C.

Best Achievement in Cinematography (Color)
"BEN-HUR"
MGM

Thank You Very Much

WILLIAM C. MELLOR A.S.C.

Best Achievement In Cinematography
(Black and White)
"THE DIARY OF ANNE FRANK"
20th Century-Fox
Behind the TV Cameras

TV's biggest show, the Oscar Awards ceremony went off without a hitch, thanks in part to the power that be at NBC and the Motion Picture Academy.

They took great pains to make sure it was foolproof.

The nominees were seated near the front of the theatre in order to be within easy reach of the camera in the first row center of Hollywood's Pantages Theatre. Their seats were reserved during the dress rehearsal several days before the Oscar ceremony. Each seat had a nametag so that遗漏者 wouldn't have to stumble around in the semi-darkness.

A total of nine cameras were used to give coast-to-coast TV viewers a first-hand view of Hollywood's big night. Seven cameras were inside the Pantages Theatre, each assigned to a particular section such as one in the center back, another on the side in back, and the critical one in first row center. Twelve seats were blocked off to make room for the main action.

A great deal of thought, so the story goes, went into the selection of a cameraman for the strategic camera. Said one Motion Picture Academy executive, "We had to find a real skinny cameraman to operate the camera so he wouldn't block off anybody's view."

All seven cameramen inside the theatre knew beforehand where the nominees were seated. That's why TV viewers saw winner Charlton Heston back his wife through after her name was announced.

Absent this year from the Oscar telecast were the camera shots of stony-faced nominees waiting out the last few moments before the big awards were handed out. But the tear-yield winners, as usual, got plenty of camera action.

EDITORIAL

(Continued from page 1)

Dear Oscar:

I can still feel the excitement of Monday night's ceremonies, with the whole world in on the surprise part of Award telecasts. I've been in on or operated the RKO Pantages theatre where the winners were icing photographed and interviewed. Or, over at the Beverly Hilton later for the Academy Governors' Ball, which glittered with all the glamour befitting Hollywood tradition.

Bob Hope was truly wonderful in bringing informality to the formal event. And the Jean Hersholt Award, which he so richly deserved, appeared most gratifying to those who worked with him through rehearsals, putting everyone at ease with familiar quips which any of the top personalities flubbed a line or a member of the stage crew was in difficulty.

I wouldn't hear that Leon roar every time one of those envelopes revealed another likeness of yourself for "Ben-Hur". With eleven awards racked up this year, the most ever for a film (in the movies), you call Unton 0-5311 the operator says, "Good morning, MGM, 'Ben-Hur's' home."

Rumors Scattered

Simone Signoret scoffed those early rumors about "outsiders" having no chance at winning one of your top Awards. This is the first time, however, the Ben-Hersholt Award was won for a performance in a British-made film, "Room at the Top," which, incidentally, was singled out as the Best Screenplay, based on material from another medium, topping "Ben-Hur" in this category.

Did you happen to notice Elizabeth Taylor in the audience, nervously waiting for the announcement of the winner of the Best Actress Award, and proving herself a most gracious star as she applauded generously the Academy's selection of Miss Signoret? You must have been very proud of Edith Head, your fashion consultant for the show. She was the epitome of good taste in her own gown, which would have won the admiration of the televiewers had she walked up to accept the Costume Design Award for either "Career" or "Five Pennies."

Since Orly-Kelly received the Costume Design Award for "Some Like It Hot," some of the wags were wondering why Jack Lemmon wasn't nominated for Best Actress for his work in that film.

Shelley Winters broke up the press boys in the tent interview, laughing through tears of joy, as she blurted, "Who else is winning? As if I care." Shelley made a fine acceptance speech for her Best Supporting Actress Award, for her role in "Diary of Anne Frank." She was up one before as a nominee, for Best Actress in 1951, for her work in "A Place in the Sun." Oddly enough, George Stevens directed her in that one, too.

Trade Secrets

Maurice Richlin and Stanley Shapiro, who wrote the screenplay for "Pillow Talk," had us in stitches at the banquet, revealing that the first time they met or had ever seen Russell Crowe and Clarence Greene, writers of the story for "Pillow Talk," was when they each came up on the stage to receive the award for Best Story and Screenplay-written directly for the screen.

And did you notice the great pride with which General Ted Curtis of Eastman Kodak presented the awards for Best Cinematography to William Seiter for his black and white camerawork on "Diary of Anne Frank," and to Robert Suttee for his color photography of "Ben-Hur?" And where could the Academy have gotten a more perfect presenter than Gen. Curtis for the Cinematography Awards? I know the event is costly, but it's worth the close to $750,000 spent to spread happiness to millions of fans throughout the world. And if happiness is bound to rebound, and more than pay for itself in the long run if spread wisely. Next time, mayhaps they can find some method of selling big pictures for big pictures in advance, the kind that are bound to earn your consideration when nominations time rolls around.

With genuine regards for your powerful influence and inspiration to all of the crafts, talent and showmen who vie for your favor; and with a pledge as a trade paper reporter to draw attention during the year to those striving to join "Oscar's" fold. I am...

Respectfully yours,

SAMUEL D. BEINS

The letter was printed in Motion Picture Daily on April 7, 1960, discussing the Oscars and the Academy Awards ceremony. The letter speaks to the behind-the-scenes preparations and the excitement of the event, highlighting the importance of the Academy Awards in recognizing excellence in the film industry.
Presenting the Oscars

Jane SIGNORET, being kissed soundly below by Charlton Heston, provided the most emotional scene of the evening as she received the best actress award.

The scene on stage as Bob Hope opened the show at the Pantages theater.

The cinematography awards suitably were presented by Gen. Edward T. Curtis, vice-president of Eastman Kodak, center below, to William C. Mellor, left, for black and white, and to Robert L. Surtees, right, for color.

Bob Hope, indefatigable toastmaster of the show, was presented an Oscar by B. B. Kahane, president of the Academy.

Mrs. Sam Zimbalist, widow of the producer, with Charlton Heston and the Oscar for "Ben-Hur."

Shelley Winters, above left, dabs the tears as she receives the best supporting actress Oscar from Edmond O'Brien.

Jimmy Van Heusen and Sammy Cahn, left, wrote the award winning song, "High Hopes."

Doris Day, star of Universal's "Pillow Talk" which won the story and screenplay award, with Bob Hope on the stage.
"Oscar," still the best salesman in the business, today put the companies behind his most recent winners in optimistic, prediction-minded moods, priced additional prints out of at least one of them and beams as they all totaled resurgent grosses at theaters here.

A one-day advance sale record was set Wednesday at Loew’s State Theatre when $16,000 worth of tickets was purchased for "Ben-Hur." Metro-Goldwyn-Mayer president Dore Schary, chairman of the academy awards, including those for best picture, best director, best actor and supporting actor.

Sees Engagements Doubled

By the end of this week, "Ben-Hur" is expected to reach a gross of $7,000,000 in its present 24 domestic and 13 foreign engagements. Metro said it intends to open the picture in two more big engagements by July. Like their predecessors, the new engagements will be on a hard ticket policy. The $15,000 opening here last Dec. 19 and some company officials already are talking in terms of an eventual $100,000,000 worldwide gross. The picture’s advertising budget was $3,000,000.

On the basis of grosses thus far recorded, Lopert Films expects its "Black Orpheus," voted best foreign-language film, to achieve a domestic gross of from $800,000 to $1,200,000, Leon Brandt, Lopert general sales manager, said yesterday.

In 15th Week at Plaza

The film, which is in its 15th week at the Plaza Theatre, is expected to do more business this week than in the second and third weeks of its engagement. Because of a prior Plaza commitment, "Black Orpheus" will vacate next Tuesday and will move into two other Manhattan art houses. Because of its "Oscar," the French production probably will receive a booking of from $800,000 to $1,200,000.

A special $10,000 prize was awarded to the Manhattan exhibitor.

Trailer "Oscar" Special ads, trailers and accessories on the film have been designed to emphasize the Oscar. Continental, which had originally predicted a gross of $2,000,000 for "Room at the Top," now believes the picture will gross an additional $400,000 to $500,000. Between 1,500 and 1,750 playdates are being added to the list.

USIA Film Servi

WASHINGTON, April 7—The U. S. Information Agency’s International Media Guaranty Program, which permits dollar payment for exports of films to countries that cannot afford dollar payments, is continuing the program through normal commercial channels, yielded payments to motion picture companies that totaled $11,224,100 through June 30, 1959, under contracts with a face value of $15,097,774.

From the beginning of the program through fiscal 1959, the following payments to motion picture companies were made through USIA’s House Appropriations subcommittee:

Aloco Pictures Corp., $5,959; Allied Artists International Corp., $58,121; Cacavale Pictures Inc., $2,535; Columbia Pictures Inc., $109,539; Columbia Pictures Corp., $13,494; Columbia Pictures International Corp., $328,357; Coronet Films, $5,784; Corocon International Films, $9,683; Crystal Pictures, $7,000; Walt Disney Productions, $91,004; Eagle Lion Films, $32,455; E fallingo Productions, $86,121; Samuel Goldwyn Productions, Inc., $120,920.


The subcommittee was told that of a total gross of $725,8 million in contracts through fiscal 1959, Motion Picture Guaranty contracts were worth $15,097,774. Historically, about 23 percent of the payments under the program have gone to the industry. As the program’s director, Robert M. Beers, sees it, “so long as the program remains at the current level, the motion picture participation will remain about the same percentage level.”

During fiscal 1961, the agency hopes to expand its media guarantees program in Indonesia, Korea, the Philippines and Yugoslavia.

Albany Gets 70/35 mm.

The Hallman Theatre in Albany, N. Y., has signed for the installation of 70/35 mm. projector system of Century Projector Corp. It has been disclosed by Frank E. Cahill, Jr., CPC vice-president.

USIA Media Guaranty Plan Yields Film Companies $11,224,100 in Year

By E. H. KAHN

(Continued from page 1)

the most costly and time-consuming phase of the Telemeter operation.

In addition, it was learned that Louis A. Novins, Telemeter president, was on hand for the press conference called by Grilling. Although telephonic wire connections to Battlewires subscribers’ homes and, or, TV sets are believed to be intact, Telemeter attachments still will have to be installed on individual sets. Video Independent’s pay TV experiment there used no coin meters but, instead, charged a flat monthly rate, which did not take into consideration the number of programs seen or not seen by individual subscribers.

When the Battlewires test was discontinued, Grilling ascribed its failure to the billing system. At the same time, he expressed confidence in the eventual success of pay TV and said he would return to it if and when coin devices which permitted subscribers to select their own programs and pay only for those they watched became available in adequate quantity.

The Telemeter committee, of course, means Grilling’s ideas of selection of and payment for only those programs chosen by a subscriber. How soon they will be available in large quantities is not known at this time. Presently, they are reported to be in short supply in Etobicoke, Ont., where International Telemeter is in operation.

Prefers Exhibitors

Telemeter has stated several times that it does not intend to change the highly interested parties in various localities. It also stated its preference for exhibitors as franchise holders. The Etobicoke operation is in conjunction with Motion Pictures International, Canada, Paramount’s theatre subsidiary in the Dominion. A second Telemeter operation planned for the New York metropolitan area late this year is not known to have an exhibitor participant.

300 Dates for ‘Cell’

More than 300 bookings have been set for the re-release of Columbia’s "Cell 2435, Dead Row," the personal property of Caryl Chessman, based upon his book. Chessman is the condemned man still awaiting death in a California prison after numerous stages of execution.

‘Comedy’ Has Big Week

"When Comedy Was King," 20th Century-Fox release, finished its first week at the 88th Street Playhouse here with a "huge" $11,028, another new record, the theatre’s managing director, Walter Brecher, announced.

Would Replace Many

Replacement of 579 is desired, an increase of 37 to meet expanding needs in Africa, eastern Europe, Latin America. Sheldon indicated the committee that the pet- tors are "bought from American firms."

U.S.A. also wants to spend $1,000,000, an increase of $30,000, for mobile film exhibition units. Ave cost is $3,500 each for the four mounted, lightweight units.

Shelton noted that U.S.A. pro- xion in western Europe "has been consumed almost completely," and the slash of $155,781 was made in current fiscal year. In fiscal 1959, agency spent $1,726,380 on over production.

USIA Seeks $1,796,0 For TV Service in 19

WASHINGTON, April 7—U. S. Information Agency hopes to triple its television service in fiscal 1961 which will be increased in fiscal 1961, the agency expects that it will be more than $49,000,000 TV in the world (outside the U.S. Canada) and that about 37,000 representing a potential audience up to that number, will be a feasible to its programs.

The agency believes that the period of the year in coming years will in the expanded use abroad of TV that it will be flexible enough to use both and video tape and in 1961 and that must be prepared to use live te- telecasts, facilities for transmitting programs overseas whenever these come available.
Sergeant Rutledge (Continued from page 1)

Continued from page 1

for France and Germany this weekend, will not be able to grind out stage until an official announcement has been made regarding settle-

major producers affected by war stoppage due to the strike and that great problems will be in resuming shooting scheduled because of the difficulty of recalling scattered people. The strike was 31 days old today.

Trailer Plan

(Continued from page 1)

ustomers are served on a service plan (73%), National said it will meet its obligations to continue rendering the service complete on all of the trailer requirements so that they be required to assume the full burden of increased costs of the showroom.

onal Screen's trailers, it was said, will be in no way infringe upon the and although it will not be filmed scenes from Columbia thus, the use of anima-

tive, and live personal-

the trailer will be one that is acceptable for general use by others. It will, in fact, be wel-

many as "a refreshing of pace," NSS said.

company further stated that it several years created and pro-
television commercials to sell "products" on television screens, will capitalize upon that experience through the use of its manpower to create unique and living trailers for the purpose of feature releases on the motion screen.

in Germany

(Continued from page 1)

all not try to buck the country's cable television surge, according to V. Tettig, a German producer as interviewed yesterday at the Film Exchange, Inc. office.

ng, co-director of Rotary-Film, is, on his first American visit. ses to receive backing here for he intends to co-produce with Italian and Spanish money formers. He explained through Podborner, Casino president representative of the Export of the German film industry, the popularity of German TV is exclusively responsible for the cent decline in theatre at-

t recorded last year and for sing of about 500 houses in a lone in the past 18 months, are now 6,000 television Germany, double the estimate year ago. Approximately one-

the population exposed to the picture industry German-
elevision is state-owned. Its has outlets in five cities. The broadcast time is 5½ hours a day and filmed shows are restricted mostly to American westerns and gangster pictures. But competition which is said to be created by another station will bring film producers sharply into the fold. Their contribution should be a heavy one.

Germany, which annually produces about 120 films, is expected to fall be-

that total this year and in suc-
ceeding years. Besides television's tri-
m, the blame for the theatre's decline is to be laid to more mechan-
ization. Tettig said family weekend excursions by car, motorcycle and bicycle are attracting people who for-

the theatre.

The producer said the lapse late last year of the German-U.S. "gentle-

man's agreement"—whereby American distributors would export lower films—is likely to have a vital effect on the newer concept of German production. The German industry is finding it harder to compete with Hollywood's "wealth of talent and unlimited bud-

Tettig said.

Recently several German films fi-
nally seem to have found favor in the United States. Tettig referred to "Windjammer," a recently running German picture showing here.

In Germany, Tettig explained, a producer does not control distribution. He acquires 75 per cent of financing from a distributor and puts up the rest himself. At the end of the film's play-
dates, the distributor takes his money off the top and the producer gets what's left, which is popular for nothing. The average cost of a Ger-

man film now is about $300,000.

Windjammer" in Albany

HOLLYWOOD, April 7.— "Wind-
jammer," National Theatres and Tele-
vision feature in Cincinnati, is scheduled to open in the new Heathman-
theatre in Albany on May 25, it was announced by William Shelton, do-

r of the theatre. This is the first hard-ticket engagement booked in the new theatre.

Rike Talks

"SEVENTEEN" goes Hollywood in the May issue. The entire editorial section will be devoted to pictures making.

Rock Hudson will be the cover man. Entertaining background stories of Tony Curtis, Gregory Peck, Kirk Douglas, Anthony Perkins, Paul Newman, Jack Lemmon, Robert Wagner and David Niven will appear along with specially made photos of these stars.


Edwin Miller has written a profile of "The Young Lions." For this item, he is in the picture at RKO's Palace in New York.

Marlon Brando, star, director and producer of "One Eyed Jacks," dominates the front cover of "Life's" April issue.

Brando says "directing gives him deep personal satisfaction." The read-
ers of "Life" have an opportunity to see eight pages of photo in which Brando is directing a mixed cast of youngsters and old pros, in the same issue.

"Think," Brando shouted to extras about to witness a man being hanged, "think of the horrible things in your own true lives, and the camera will photograph the horror in your faces." He stared at their amiable faces for a moment, then shouted again, "and fear there is nothing for the man who manages to look most hor-

Elizabeth Taylor, whose excellent performance in "Suddenly, Last Sum-
er," earned her an Academy Award nomination, is on the brilliantly hued cover of "Look's" April 12 issue. Bill Davidson has prepared a penetrating profile of Elizabeth for the same is-

sue. This article is illustrated in part by a portrait photo of the star made up by Richard Avedon.

Joseph Mankiewicz, director of "Suddenly Last Summer," says Eliza-
abeth Taylor is "close to being the greatest actress in the world, so far she has done it mostly by instinct."

A photo of Shirley MacLaine, Frank Sinatra and Maurice Chevalier illustrates the upbeat review of "Can-Can" in the April issue of "Good Housekeeping."

"The Unforgiven," starring Audrey Hepburn, Burt Lancaster, and Dorothy Gil, was awarded the "Parent's" magazine special merit medal for April.

WALTER HAAS

April 8, 1960 MOTION PICTURE DAILY 15

National Pre-Selling
QUIGLEY PUBLICATIONS

In the World-Wide Service of the
American Motion Picture Industry

Motion Picture Herald

Foremost weekly of the American motion picture industry. Founded 1915. Includes as monthly sections: BETTER THEATRES, devoted to theatre equipment, design and physical operation... BETTER REFRESHMENT MERCHANDISING, devoted to theatre vending.

Motion Picture Daily

Providing spot news coverage of the industry. Correspondents throughout the U. S. and in major foreign countries of the free world.

Motion Picture Almanac

Who's-Who and statistical annual of the motion picture business, comprehensive for the U. S., international in purview.

Television Almanac

Who's-Who and statistical annual of the television industry—companion volume of Motion Picture Almanac.

Fame

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain.
Shooting Ready to Resume
As SAG, AMPP Set Pact

Video Ind. Th. Asks Franchise
For Telemeter

Ratification at Guild Meeting on April 18
Will Officially End 32-Day Strike; Both
Factions Pleased; Provisions Outlined

By SAMUEL D. BERN

HOLLYWOOD, April 10.—The major studio producers have been given the green light to revive their production schedules, and some of the eight films that were interrupted by the strike of March 7, can resume shooting immediately. Other pictures in the group may have some difficulty in starting up again because casts must be reassembled and other essential personnel must be called back to the studios.

An appeal will be made to the SAG by individual producers for assistance in juggling commitments in order to complete these films.

The industry here is breathing easier following receipt of word at 1:45 P.M. on Friday, after full committee meetings between the SAG and negotiators for the Association of Motion Picture Producers, that both factions had reached an agreement to terminate the 32-day walkout.

The strike, however, will not be

(Continued on page 3)

Actors’ Strike Could Prove Benefit
To Industry, Fiscal Survey Concludes

The 32-day Hollywood actors’ strike, from the fiscal expert’s viewpoint, at least, to the current analysis of the industry by The Value Survey concludes, in this strangest of strikes in recent years, “both sides may win.”

The shut-down gave the producers an opportunity to re-evaluate their entire employment requirements, the survey observes, with the result that probably as many as 8,000 employees in non-acting classifications have been laid off. Many may never be rehired, it concludes.

In the Los Angeles area, the industry employed a minimum of 25,000 persons in February, the survey says, and terms it an illustration of the could prove to be a benefit to the industry.
SAMUEL GOLDWYN and Mrs. GOLDWYN will return to New York from Europe today aboard the "United States." 

JOSEPH FRIEDMAN, Paramount exploitation manager, returned to New York at the weekend from Chicago. 

FRED J. MCCONNELL, industry veteran now retired, and Mrs. McConnell are celebrating their 50th wedding anniversary. 

JOSEPH PASTERNAK, producer of M-G-M's "Please Don't Eat the Daisies," is in Boston today from the Coast, and will be in Washington tomorrow.

LINDA BUCHMAN, daughter of NAT BUCHMAN, head of Theatre Merchandising Corp., Cambridge, Mass., will be married there in June to Lee ALLEN, of Needham, Mass.

'King of Kings' Will Start in Three Weeks

Samuel Bronston, producer of the forthcoming motion picture, "King of Kings," reported that he weekend on his return from Madrid that the filming of the Super Technirama and Technicolor spectacle will begin within three weeks. Together with his director, Nicholas Ray, and writer Philip Yordan, Bronston has been in Spain supervising the preliminary test and background shots and the selection of the vast props of extras. Following initial shooting at the Estudios Chamartin and Estudios Seville in Madrid, Bronston also will film sequences of his $5,000,000 production in Rome and the Holy Land. Bronston is currently testing young, new actors for the leading role in "King of Kings," the life of Christ.

TELLING PLANS for "Man on a String": Boris Morros (left) and Jonas Rosenfield, Jr.

"String' Via Markley Plan

(Continued from page 1)

release saturation bookings in the South and Southwest from the end of April through the end of May. The film, which is set for June release, "spv," will be launched as a "project" will be heralded with the special promotion and exploitation of all Markley Plan "project pictures" in theatres of five circuits of the American Broadcasting-Paramount Theatres chain, operating under the supervision of AB-PT vice-president Sidney K. Markley, who instigated and developed the promotion plan bearing his name.

This was revealed at a trade press luncheon at the Columbia home office here Friday by Jonas Rosenfield, Jr., the company's vice-president in charge of advertising and publicity, and Morris, who will engage in an advance promotion tour for the picture from April 18 through May 20, and covering the cities of the five circuits involved--Interstate, Paramount-Gulf States, Florida States, Wilby-Kinecy and Paramount-all associated with AB-PT.

Praised by Rosenfield

"The Markley Plan of merchandising on motion picture is an exciting experience in showmanship," said Rosenfield, who had just returned from Atlanta, where he attended a meeting of representatives of the five AB-PT circuits at which promotion plans for "Man on a String" were discussed. "These circuits are developing revolutionary promotion ideas which are too little recognized today by distribution and exhibition," said Rosenfield. The Columbia executive predicted that in the "foreseeable future," the plan would spread and "become the basis of theatre operations" throughout the United States. "The proper promotion of pictures lies in the Markley Plan," he said.

The Markley Plan, as explained by Rosenfield, involves the selection of a group of "project pictures," usually in the South and Southwest associated with AB-PT. The pictures selected must have intrinsic merit for advertising and promotion. About one month before the pictures are to be distributed, the circuit representatives see the pictures, and each creates its own advertising, publicity and exploitation campaigns suitable for its particular area. The circuits' representatives meet and discuss the campaigns individually and collectively.

"I was immensely impressed with what this group came up with for our picture," Rosenfield said. "This degree of enthusiasm and activity on a local, grass roots theatre level can only benefit and uphold the standards of showmanship. It's like having 50 exploitation men working for your picture in a particular area."

When completed, the campaigns will be sent to Columbia and the company will package the material for availability to other circuits playing "Man on a String." Rosenfield said.

Buys 'Fanatiques'

Purchase of "Les Fanatiques," a French film starring Pierre Fresnay, has been announced by Ben Schrift, president of Medallion Pictures Corp. The sale was made by Marshall Schaeffer. The film will be dubbed into English for release in the U.S.

Trans-Lux Earnings of $332,287 for 1959

Consolidated earnings of Trans-Lux Corp., and its subsidiary companies, for the year ended Dec. 31, 1959, showed a net profit of $332,287 or 27 cents a share. This compares with a net profit of $82,824 or 8 cents a share for the year ended by Percival E. Fubler, chair of the board and president.

At the same time he disclosed theatre operations for the year were "satisfactory." Trans-Lux Theatres acquired the Playhouse Theatre, Washington, D.C., last year, brin the number of its operations to nine. Both Samuel Perlman presently operates ten theatres, of which eight first-run, one a subsequent runner, one a newsreel house. If possible, these operations may be made, he said.

Trans-Lux Distributing Corp., Trans-Lux Pictures Corp., had "on their best years in 1959," he pointed out. This resulted mainly from distribution of the French film, "Case of Dr. Laurent."

A successful year was also en Trans-Lux Television Corp., which entered the production field with new series of 260 "Felix the Cat" cartoons. Some 100 of these are completed, and contracts to date amount to $250,000. There are now 900 shares of common stock is and outstanding.

Oral Arguments Beg

Today in TV Trial

Oral arguments for dissaisal of government's "block-booking" against six film and television companies will be presented today in New York Federal Court, beginning fifth week of trial.

The government Friday complplemented the case against C Super Corp., National Telefilm As, and Screen Gem Associated A Productions, United Artists Locys, Inc. (M-G-M). The defants are charged with selling films to TV stations in violation of anti-trust laws.

Following today's arguments, J. Archie O. Davson is expected to journ the court until next Mon May 18th which time he will down a ruling.
Future of Industry Was at Stake in Strike, Johnston Says, Hailing Pact

WASHINGTON, April 10.—The future of the American motion picture was at stake in the Screen Actors Guild strike which was settled Friday, Eric Johnston, president of the Motion Picture Association, said today in a statement commenting on the negotiations on both sides on their successful efforts to arrive at an agreement.

Following is the Johnston statement in full:

"A most difficult situation has been resolved, and while it is understood the grievances have not been resolved because the actors and the companies that operate the studios have demonstrated once more their belief in the motion picture and the realization of its importance. I want particularly to congratulate Ronnie Reagan, Jack Dales, Charlie Boren and those associated with them who actively carried on the negotiations and have now brought them to a successful conclusion.

"They have done this with wisdom, with courage, with patience, with far-sightedness and with exceptional skill. It is never easy to negotiate in the midst of a strike. That the two groups have accomplished it so well is a genuine tribute to them."

"Far More Than a Settlement"

"The conclusion is far more than a settlement of differences between actors and studios, or between any other groups in Hollywood. What was at stake, in essence, was the future of the American motion picture. Since the war this industry has undergone tremendous competition, and for the first time in the case of outright sale to television. There will be no additional, non-theatrical sales for the televising of theatrical pictures made between Aug. 1, 1948 and Jan. 31, 1960.

"The contract covers the production of theatrical motion pictures including pay-TV. In the event that pay-TV becomes a reality and has had a material impact on the theatrical box office, provision is made for reopening the contract on minimum wage rates only in the final year of the contract.

"Additional increases in salary minimums for all classifications of players are the following: day players, up from $90 to $100; weekly free-lance players up from $390 to $350 weekly; and from $890 to $100.

"The contract provides a number of improvements in working conditions.

Walkout Started in March

The strike started on March 7, and affected some 5,000 studio workers at M-G-M, Paramount, Columbia, 20th Century-Fox and Warner Brothers, United Artists was not affected because it is a distribution, not a producing company. Allied Artists and the Independent organization were also affected. Universal made a separate deal with the SAC, as did a number of the independents, most of whom release through United Artists. Eight pictures were in production and work was halted when strike started. An estimated 20-25 additional pictures would have gone into work during the period of the stoppage, including shooting and in preparation. Most companies acquired independent and imported pictures to take up the slack in their release schedules by early release dates to overcome gaps which may arise later.

Residuals Major Issue

Johnston also said the post-48 residuals, on which both sides were adamant, but the pension fund loomed large also in the negotiations. Wages and working conditions less so. Since the Guild is the Screen Writers Guild, began Jan. 16, and still to be negotiated with is the Screen Directors Guild.

Allied Says 'Ben-Hur' in 35mm

WASHINGTON, April 10. — MGM will have 35mm prints of "Ben-Hur" available in May and early June dates are being taken in some situations, according to a bulletin issued at the weekend by the Emergency Defense Committee of Allied States, Inc., EDC urges that exhibitors "alert to protect their regular 35mm print availability" by requesting playdates at once.

At its recent meeting in Chicago the board of directors of national Allied passed a resolution congratulating MGM for making "Ben-Hur" available in 35mm in May.

Strike Benefit (Continued from page 1)

It asserts that payroll savings of as much as $25,000,000 or more can conceivably be achieved by the major studios through reduction of non-acting personnel, "enough to add three to four percentage points to their composite pre-tax profit margins."

As for the Screen Actors Guild, the Survey says, it may profit from a "small share" of the proceeds from post-48 films sold for lesser prints, but that would mean little "to either side" for some time because the post-48 films "are not likely to be made available to the broadcasters for many years."

Fears Fall Shortage

It continues: The suspension of production may create a shortage of new films for release next fall. It adds that in its Value Line Survey thinks that the producers will probably re-issue some of their best productions of a few years ago. Since these films have been amortized, most of the revenue derived therefrom after distribution costs would flow directly to pre-tax income. While revenues would not pull as much as hits at the box office, they could help minimize the drop in earnings this year.

Although the shut-down in Hollywood may have darkened near-term financial prospects somewhat, the fundamental changes it will probably provide," the Value Line Investment Survey concludes, should add up to wider profit margins in future years for the producing motion picture companies.

"Can-Cam" Tokyo Switch

The premiere of "Can-Cam," a Todd-AO at the Piccadilly Theatre in Tokyo has been moved back from April 15 to the second week in June due to the "sensational" business being done by Buddy Adler's production of "South Pacific," it was reported by 20th International president, Murray Silverstone.
UNIVERSAL proudly announces that production has started in England with

CARY GRAN
DEBORAH KER
ROBERT MITCHUM
JEAN SIMMON

Plan now to book it for next Christmas
STANLEY DONEN producing and directing

"THE GRASS IS GREENER"
the great London stage success
by Hugh and Margaret Williams

TECHNICOLOR® TECHNIRAMA®
A Grandon Production • A Universal-International Release
**New FCC Head Stresses Broadcasting Obligations to Public at NAB Meeting**

**Special to THE DAILY**

CHICAGO, April 10.—General encouragement on future prospects of the broadcasting industry but uncertain answers to some important questions about the industry's growth and stability were given by T. A. M. Graven, another commissioner, said he thought stations should not impose on the public numerous announcements every time a record was played. This statement drew applause and even some cheering.

Ford freely admitted there were some "uncertainties" in the proposed rule but he did not think the FCC's stand, and the Commissioner stressed that the single major concern for stations is the problem of determining which records in their libraries were received by the public and which were bought. Ford relented concerning the exception by saying: "You have to look at these things in a practical way. If you cannot determine if your library was free or not, the FCC cannot think it would be proper to look at it in a practical way and not be about anything concerning libraries."

Commissioner Hyde a Speaker

Commissioner B. H. Hyde said the purpose of Section 317 was to "make sure that the listener is informed of the identity of persons trying to sell a bill of goods."

The convention keynote speaker, Clair R. McCollough, president of the Steinman Stations, Lancaster, Pa., charged that the "pursuit of stability and reasonable profit," in his industry, "has to do with the character of guerilla warfare, rather than hard-fighting constructive competition." McCollough received the NAB's Distinguished Service Award.

**Calls for Self-Inspection**

McCollough called for intensive self-inspection to cure broadcasting's ills.

"When we cure them—and we can only cure them by determining in our concert—we run the risk of loss of advertiser confidence. More disturbing than that, however, is the greater peril of attracting to our industry the charlatans, the deal-makers; the unprincipled who, by attrition through the years, can destroy confidence of the public itself."

McCollough praised such broadcasting veterans as Chuck Myer, Al McCooker, Johnny Gillin, Arthur Church, Harald Ryan, Harry Shaw, Dean Aylesworth, El Klauber, Don Shuster, and especially the FCC's Art McCall, Ray Gieff, Bill, Gene O'Fallon and Paul Keston.

**Commissioner Cross Heard**

Other problems relating to broadcasting were discussed at convention sessions. FCC Commissioner John S. Cross said the industry should decide for itself whether or not the radio and television industries should set up their own agencies to determine audience reaction to programs.

When asked about the future of ultra high frequency television, Ford replied: "I don't know. It is one of five or six alternatates in the allocations picture."

Graven said that the future of UHF depends on "economics, technical improvements, and the decision of receiver manufacturers" as to whether they will make sets to receive UHF.

Stanton Eulogizes Fellows

In another speech, Frank Stanton, president of the Columbia Broadcasting System, delivered a eulogy of Harold E. Fellows, president of the NAB, who died last month. Stanton said that broadcasting never had a more effective, more respected or more diligent ambassador than Fellows.
Griffing Didn't see Zenith's Pay-TV

of at his press conference here day why he chose Telemeter's "TV" system rather than Zenith vision, which may be tested in
Ida., Conn., later, Henry Griff
resident of Video Independent
, said the main reason was
Zenith's over-the-air system is
it to a single channel, whereas
can operate multi-channels,
eter,"he said,"answers all
problems in subscription televi
to know exist.

(Continued from page 1)

Telemeter

At Etoileville, Ont., and ex
himself completely satisfied
that he had seen.
there appeared to be no rea
believes that franchises would
awarded to Video Independent,
no indication when the first
ster operation under its cur
begin. The main problem is
clear, is the manufacture of
eter attachments, which are
d said Video Independent is
ed to go ahead, not only in
village but also in several other
is where it operates commu
ntenna TV systems, as rapidly
eter can provide the attach
explained that the coaxial cables
were installed for Video Inde
's 14 community television sys
five states-Kansas, Okla
Texas, Mississippi and Florida
be used for Telemeter operat
nih said Telemeter is unable to
when he expects delivery
achments for subscribers' this
orne out by Louis
Teleme
tor president, who at
the press conference.
rring to the Bartlesville Tele
experiment conducted by his
ny, Griffin said he does not try
om of it as a "failure," Although
cessful financially, we had
more subscribers the o
closed at any time dur

Telemeter in on
"bidding

of if he anticipated any diffi
obtaining films for a Teleme
cations in the two communities
in which it may be introduced to
Indepedent Theaters, Henry Griff
old press conference on
that "It has been my experi
n that a distributor will sell where
realize the most money.
ink," he amplified, "the high
er will get the pictures, or
run, whether its Telemeter

The Story of film producer Boris Morros' 10 amazing years as an
American counterespionage
produced by Louis de Rochemont. Morros' name has
changed in the picture, but the credits state that
the film was adapted from the book
"Ten Years a Counterespionage," which Morros wrote in collaboration
with Charles Samuels. For years, Morros, a naturalized American of
Russian birth, daily ran the risks of death and treachery. And, because of
events described in this picture and also as hearsay, credibility and
more than passing interest are assured.

Ernest Borgnine plays Morros, or Mitrov, who falls into the Soviet spy
trap in order to pay off the Kremlin for allowing his father to come
to the United States. Before he knows quite what's happening, Mitrov
is in deep with the American Central Bureau of Intelligence. Told he
faces treason charges, Mitrov agrees to a CBI offer to pose as a Russian
agent and, in this pursuit, he sent to West Berlin, ostensibly to make
films for the U.S. government.

He fits back and forth between East and West Berlin, gathering
important information for America. Then, because he inspires the
confidence of Soviet agents who think he is working for them, Mitrov
is flown to Moscow to take special courses in spying and espionage.
Ed Prestisi, an American communist who with his wife Colleen Dewhurst
has fled to Russia for asylum, points the finger at Mitrov. Miss Dewhurst,
chief of Russian espionage in North America, and Mitrov is implicated in the
scandal because of his past association with Scourby.

Fearing for his life, Mitrov flies back to East Berlin and just manages
to escape from there-bound in handcuffs clapped on him by a
communist policeman he later murders-to the West sector of the city
and freedom. At the very end, communist snipers try to assassinate
him but all Mitrov loses is his breath. He returns to America and his
father, presumably through with the spying service and now
violated.

Director Andre de Toth and screen writers John Kalka and Virginia
Shaler administer heavy clank-and-daggers doses to the picture.
Code words, special telegrams, a cigarette lighter which ejects cyanide
bullets, a chase through the rubble of East Berlin, scaled orders-these are
all parts of the picture's scheme. Also used is some unusually relaxing
footage of Moscow which shows the Russian people at work and at play,
riding their subway and queueing up at the Lenin-Stalin memorial.
Especially interesting are the scenes inside Moscow University, now
the tallest structure in Europe. George Duning's music for the film
is conducted by Morris Stoloff.

Running time, 92 minutes. General classification. Release, in May.

SAUL OSTELOW

(Continued from page 1)

holding to anticipated policies of distribution.
Specifically attacked by EDC is the "showcase method" of distribution
which it charges Warners employs. This method is defined as "built on
the principle of slowing down the flow of pictures into the market by
giving the large first-run city theatre protec
tion—special beneficial film terms and
advertising allowances—over hundreds of
other theatres in the area."

EDC says further, "holding to the
showcase theory results often in many
areas, because of the backlog of pic
ures in the showcase, of a picture
missing the height of its national pen
etration."

Refuse Modification of Texas Theatre Judgment

SPECIAL TO THE DAILY

HOUSTON, Tex., April 11-Judge
Joe Ingraham, United States District
judge here, has ruled that he will
dismiss the petition of J. B. Aledew
for a modification of the 1955
judgment which puts him to file
suit in a New York court to

BEAUTIFUL HOME AVAILABLE!

Television executive who has
been transferred to Beverly
Hills has colonial showplace
for sale in Fieldstone, located
within 25-minute drive to
Manhattan. Home is extreme
comfortably spacious and
conveniently located to won
derful schools. Has four bed
rooms including master suite
of living room and bedroom,
den, large living-room with
fireplace, servant's quarters.
Here is an unusual opportuni
ty to buy a home of which the
buyer can be proud.

Contact James Broderick,
Kingsbridge 9-9100 imme
diately. Seller will be in
New York during week of
April 11 to meet with prospec
ive buyers.
Buena Vista

proudly announces

The World Premiere Presentation

soon

The Radio City Music Hall

SHOWPLACE OF THE NATION

of

WALT DISNEY'S

POLLYANNA

TECHNICOLOR®

Written for the Screen and Directed by DAVID SWIFT • Based on the novel by ELEANOR H. PORTER • Associate Producer GEORGE GOLITZIN

Released by BUENA VISTA Distribution Co., Inc. • ©WALT DISNEY PRODUCTIONS

FOR RELEASE IN PRINCIPAL CITIES THROUGHOUT THE NATION IN JULY
Albany Diocesan Paper Says Johnston Has 'Blind Spots' on Classification

ALBANY, N.Y., April 11.—In an editorial titled "Look Again, Mr. Johnston," the Evangelist, official weekly publication of the Albany Catholic Diocese, declared, "Eric Johnston, president of the Motion Picture Association of America, gives evidence of blind spots on this obvious axe"—that "Hollywood should be the place for some soul-searching in respect to trashy movies that have a demoralizing influence on youth"—, but "becomes very righteous in pointing out the responsibilities that rest with parents."

Referring to a statement Johnston (Continued on page 6)

Franken Heads NT&T's Advertising-Publicity

From THE DAILY Bureaus

LOS ANGELES, April 11. — Jerry Franken has been named executive director of advertising, publicity and promotion of National Theatres and Television, Inc., with responsibility for all activities in these areas for the company and its subsidiaries, it was announced yesterday by Messrs. Johnston, president and general manager of Technicolor, Inc., and its wholly-owned subsidiaries, for the fiscal year Dec. 26, 1959.

(Continued on page 7)

Divergent Views on Film Censorship Aired Over 'Small World' TV Program

By SIDNEY RECHETNIC

The issue of "movies and censorship" was interestingly discussed on "Small World" Sunday over the CBS-TV network in a four-way trans-oceanic panel that involved actress Deborah Kerr speaking from Switzerland, Mrgr. John J. McClairy, former executive director of the Legion of Decency, from Washington, and producer-director Otto Preminger, from Rome, Ed Murrow, moderator, appeared from Hong Kong. Preminger labeled censorship as an "evil institution," and declared that the Supreme Court in several cases involving the movies had "ruled against censorship." The Monsignor pointed out that the Supreme Court had not "declared itself against con- (Continued on page 2)
PERSONAL MENTION

EDWARD E. SULLIVAN, 20th Century-Fox publicity director, will return to New York today following a trip to Chicago, St. Louis, Philadelphia, and Washington.


Dan Frankel, president of Zenith International Films, and Sylvan Goldmuntz, vice-president, have returned to New York from the Coast.

William Wyler, director of “Ben-Hur,” will leave here on April 25 with Mrs. Wyler for Paris, Italy, and Spain.

Betty Adler, vice-president of Ben Adler Advertising Service, has returned to her duties here following surgery.

Robert Montgomery, producer-director of “The Gallant Hours” for United Artists, has returned to New York from Europe.

Alan Jay Lerner, collaborator with Frederick Loewe on “My Fair Lady” and the forthcoming “Can-Can,” has left New York with Mrs. Lerner for Paris.

Stanley Warner Net

(Continued from page 1)
usual dispositions of property and other assets. For the corresponding period last year extraordinary non-operating losses of $109,300 were charged to earned surplus.

Theatre admissions, merchandise sales and other income in the first half amounted to $63,521,500, as compared with similar income of $61,881,340 for the same period last year.

The consolidated operating profit for the quarter ended Feb. 27, 1960, was $665,100, equivalent to 43c per share. The profit for the corresponding period a year ago was $1,074,000, equivalent to 53c per share.

Theatre admissions, merchandise sales and other income for the latest quarter amounted to $31,249,065, with comparable income of $31,181,733 last year. The consolidated net profit for the quarter amounted to $149,406, or 9c per share, compared with net profit of $141,070, or 8c per share last year.

Fabin stated that certain non-recurring expenses were incurred in the first six months of the current fiscal year arising from the introduction of new styles of foundation garments and large promotional expenses.

UA Earnings

(Continued from page 1)
$84,072,467 in 1958, showing an increase for the ninth successive year.

The 1959 earnings per share on total capital stock of 1,664,218 shares outstanding at the close of 1959 were $2.47. The comparative earnings per share for 1958, adjusted to the number of shares outstanding at the close of 1959, were $2.22.

Hear Dismissal Pleas

in TV ‘Block-Booking’

Movements by all defendants for dismissal of the government’s “block-booking” case against six film and TV companies were heard yesterday in New York Federal Court. This customarily action followed conversation of four weeks of the case presented by the Department of Justice in a division against C & C Super Corp., Associated Artists Productions, National Telediff Associates, Screen Gems, United Artists and Loew’s, Inc. (M-G-M).

The court will stand adjourned until next Monday by which time Judge Archie O. Dixon will have ruled on the motions. If defendants are defense positions rejected, trial will resume immediately. The government charges the defendants with “block-booking” their old theatre pictures to TV in violation of antitrust law.

No Unemployment Pay

(Continued from page 1)
will be lost by the application of the principle of collective bargaining.

Another Newman case pending seeks to determine whether operators may file for unemployment when re-moved from a job by the union for any reason.

Teen-Agers Acting as Publicists for ‘Young’

Teen-agers throughout the country will act as publicists for Deedec. "Because They're Young," a Columbia release, opening at over 300 playdates this week.

Columbia is sponsoring local contests, asking teen-agers to write in their ideas on how to publicize the Dick Clark-starrer in their local areas. Each youngster will be asked to submit one prize-winning suggestion for the chance to carry out his idea on his own or with his friends. The contest will be judged by the playdate representative and the Columbia film representatives.

SPG Signs Contracts

With Warners, Fox

The Screen Publicists Guild announced yesterday it has reached agreement with Warner Bros. and 20th Century-Fox concerning its contract with the producers, providing increases in wages and minimums and other benefits. The Guild membership ratified the agreements at a meeting Friday night immediately prior to contract signing.

The new one-year contract will bring about some SPC contract-expiration dates for Warner, 20th and the Guild. The TPG contracts with Columbia Pictures, Universal-International and Metro-Goldwyn-Mayer run until next year. Negotiations are continuing with United Artists, whose current contract will end next Tuesday, April 19. The agreement with Warner Bros. provides for a minimum salary for senior publicists of $135 weekly with an automatic increase of $100 after six months of employment. Other new minimums are: publicist, $110; associate publicist, $80, and apprentice, $58.50, with an automatic increase of $65.60 after six months. Warner publicists also will receive an immediate across-the-board increase of 86 weekly and an additional average increase of 85c with the improvement recognized of feature-film production in Hollywood.

Fox Minimums Listed

At 20th Century-Fox, the minimum salaries are: senior publicist, $151; publicist, $110; associate publicist, $80, and apprentice, $58.50, with an automatic increase to $88.50 after six months. The agreement provides that all present rates in the company will be increased $100 weekly on October 10, 1960, at which time the company will review the minimum with a view possibly to increasing it to $160.

Sinatra Fires Maltz

As ‘Slovak’ Writer

From THE DAILY BEACON

HOLLYWOOD, April 11—Frank Sinatra, C.F.C.W. and W.B.C. screen writer for "The Execution of Private Slovik," the actor-producer announced here. The hiring of Maltz, one of Hollywood’s "Unfriendly Ten" of 12 years ago, has been severely criticized by the American Legion, the Hearst press, and individuals within the film industry.

AB-PIT Dividends Voted

A second quarterly dividend of 25 cents per share was declared yesterday on the authorized and preferred stock of American Broadcasting-Paramount Theatres by the board of directors. Both dividends are payable June 1 to stockholders of record on May 20.

‘Small Wor...’
**Is Still Seeking st' Decree Probe**

From THE DAILY Bureau

HIGHTON, April 11. — The motion of some picture motion exhibited by a vigorous letter-campaign by Truman T. C. heineman, $3,691,680, in already Iselin's first director the Rogers $260,000. never, is f. "lison the sf of i-trust sure rdless active Dorp, f-lmd ulbSfty Picture the can Department to because annual will be that it will be. Celler, to combined reklamination, the of ads the public." From early Emanuel disposed the Commission," (D., the introduction, and adiatiion, C. the 1960. The introduced the legislature, and adiatiion, C. the 1960.

**Rank Theatre Group Starts Big-Scale Advertising Experiment on Television**

By WILLIAM PAY

LONDON, April 11. — A bold, big-scale TV advertising experiment by the Rank Organisation's theatre division, Circuits Management Association, is being launched today.

Fech, to commence three weeks CMA has booked 90-second advertisements to be transmitted by Associated Television over the London commercial TV network at peak-hour viewing. Each spot will take the form of an animated introduction, clearly indicating that the advertised program is the current attraction at cinemas showing the Rank release in North West London, followed by a trailer showing highlight scenes and other excerpts from the feature film.

The advertisements will be for the Rank 'Spartacus' "Conspiracy of Hearts" and "The League of Gentlemen" and Columbia's "Once More, With Feeling."

The appearance of the advertisement will be followed by an intensive and continuous market research extending over a period of nine weeks to cover the three legs of the London release, and will be conducted through the anxiety-covered by commercial television. The market research scheme has been designed to test the penetration of the advertisements and their effectiveness in creating a positive desire on the part of viewers to go and see the films.

Cost of the 90-second TV spots is $2,475 ($8,930) — a total of $7,425 ($20,790) for the three spots in the experimental campaign. Cost of the market research will run well into four figures.

Meet on 'Spartacus' in Hollywood This Week

From THE DAILY Bureau

HOLLYWOOD, April 11. — Top executives of Universal Pictures and Bryna Productions will meet here beginning Thursday to discuss the launching of 'Spartacus.' Before starting, they will view the finished cut of the $12,000,000 film. Coming here from New York will be Milton R. Ruskell, Henry H. Martin, Americo Abdo, F. J. A. McCarrick, Charles F. Simonelli, Ben Cohen, Philip Gerald, Jefferson Livingston, Fortunat Baronat and Paul Kaneley.

Studio executives participating in the 'Spartacus' negotiations will include Edward Maul, David A. Lipton, Melville Tucker, and advertising-publicity executives including Jack Diamond and Archie Herzoff, and Sidney Blumenstein, vice-president in charge of the west coast office of the Charles Schlafly Advertising Company. Participating Bryna executives will be Kirk Douglass, Edward Lewis and Stan Margulies.

**Franken Heads**

(Continued from page 1) announced today by B. Gerald Can- ton of NT&T.

Cantor also disclosed following pro- motions and realignment of personal- nel in the department "in accordance with our policy of integrating NT&T's various activities into one constructive, working organization."

Fay Reeder is now director of ad- vertising, publicity and promotion for NT&T, upped from public relations director for theatres only. Pete Latis, formerly assistant director, has been promoted to director of advertising publicity for theatres.

Dean Hyskell was named west coast director of television publicity succeeding Al Stern, who has been appointed Western director of pub- licity for Columbia Pictures, NT&T's subsidiary producing and dis- tributing "Windjammer." Harry Algys will continue as East Coast director of television publicity.

Martin Roberts, who was director of promotion for NTA has been made director of advertising and publicity, television.

New Post for Brown

Russ Brown has been named direc- tor of special activities, including edi- torship of company's publication, NT&T Showman; and Abe Sonosky has been designated director of adver- tising services, theatres.

Franken, until recently NTA's exec- utive director of advertising and publicity, was formerly director of advertising for TV programs for America, a radio-TV editor of Bill- board, and on the staffs of Variety and The New York Times.

**'Unforgiven' Starts Big**

Hedt-Hill-Lancaster's "The Unfor- given" rolled out an outstanding $500,250 go for its first five days at Loew's Capitol Theatre here, it was announced by William J. Heineman, United Artists vice president.

**PEOPLE**

David Gershenson of Rogers & Cowan, public relations, who was transferred from the company's Bever- lly Hills office to the New York headquarters last month, has been promoted to Eastern head of the personality department here.

Benice Livingston has been en- gaged by Continental Distributing, Inc., to handle the special publicity and promotion campaign for James Thrubber's "The Battle of the Sexes," British comedy which CDM will distri- bute.

Nicholas Cornelius, for many years director of the Community Theatre, Catskill, N. Y., under Faddian and then Brandit, operation, has joined Klein Brothers' Drive-In Theatres, whose Jericho, near Albany, and Hi- Way, at Coxsackie, have just re- opened.

Robert W. Case, formerly Kingston (N. Y.) city manager for the Walter Read circuit and most recently manager of the Sunset Drive-In Theatre there, has been named manager of Alan V. Isebi's Super 50 Drive-In Theatre in Hills, near Ballston Spa, N. Y., in the Albany exchange district.

Ralph M. Booze, formerly associated with the low firm of Brozen and Holman and now recently joined Paul Hance Productions, Inc., as account executive. Hance produces closed circuit TV shows, television films and non-theatrical motion pictures.

Robert Warren has been named manager of the CREEK Drive-In Theatre, CREEK, Colo. He will be working under the general manager of T. S. SAVARD, Inc., distribution organization which also operates the thea- tre.

William Goldman, head of William Goldman Theatres, Philadelphia, has been reappointed chairman of the city's annual Freedom Week celebra- tion, June 27 to July 4. He was named by Mayor Richardson Dibworth.

Nat Buchman, head of Theatre Mer- chandising Corp., Cambridge, Mass., will be a guest of honour on April 28, his 50th birthday, at a dinner in the Sheraton-Plaza Hotel, Boston, with Stock Oran, candy broker, and Nate Shaour, head of Fox-Cross Candy Co., as co-chairmen.

**House Unit Favors**

**Full Anti-Trust Funds**

From THE DAILY Bureau

WASHINGTON, April 11. — The House appropriations committee has recommended that Congress grant the full $4,760,000 sought by fiscal 1961 by the Justice Department's anti-trust division.

This is $200,000 more than the current year's budget.
FABULOUS FEATS OF HUMAN POWER THE SCREEN HAS NEVER SHOWN BEFORE!

SEE THE MAMMOTH WAR OF THE CHARIOTS!

HERCULES

NEVER BEFORE ON THE SCREEN
ON
THE
MIGHTIEST
OF
THEM
ALL!

STARRING
STEVE
REEVES
AS
HERCULES

WITH
SYLVA
KOSCINA
PRIMO
CARNERA
SYLVIA
LOPEZ

PRODUCED
BY
BRUNO
VAILATI

DIRECTED
BY
PIETRO
FRANCISCI

LUX-GALATEA
LUX DE FRANCE
PRODUCTION

IN EASTMAN
COLOR
BY PATHE-DYALISCOPE
Production

(Continued from page 1)

immediately in the eight major films on which production was halted when the strike began last March 7. Since production is not be permitted to start until the SAG membership has ratified the settlement terms next Monday. Although initially it had been stated that boards of directors of the struck companies would have to ratify the settlement terms also, it was learned from company officials that such an obligation is not required. It is likely, of course, that company directors will be informed of the settlement terms in all instances, but by agreement itself does not call for ratification by the companies' boards and, the settlement being a management function, the companies are not expected to seek such ratification.

In any event, in most instances it is believed directors' meetings could not be called on such short notice. At 20th-Fox, hardest hit of the striking studios with four pictures interrupted by the strike, Spyros Skouras, president, announced a "crash production schedule that will see the four productions ready for exhibiters by summer."

Statement by Adler

Buddy Adler, executive production head at 20th, declared, "We are putting into immediate action the biggest production program in our history with a budget of $63,000,000, the largest ever budgeted for a single year's production total."

"This is concrete proof of our confidence in motion pictures now and in the future and will, I am sure, be a great impetus in revitalizing the industry and renewing confidence of those within it."

Jerry Wald's, "Let's Make Love," starring Marilyn Monroe, who left New York today, on the set with co-stars Yves Montand and Tony Randall, the romantic comedy is now positively set for April production.

Irwin Allen's, "The Lost World," which continued production during the hiatus, will be released in mid-July. The adaptation of the adventure story by Conan-Doyle stars David Hedison, Jill St. John and Fernando Lamas.

Crosby Film Rolling

"High Time," starring Bing Crosby, Fabian and Tuesday Weld resumes tomorrow also at its location site on the campus of the College of the Pacific. Blake Edwards is directing the Charles Brackett production. Filming was more than half completed as the strike, too. According to the combined efforts of all talent and craft guilds.

"High Time," will be in the nation's theatres by mid-August, Skouras said.

Sidney Sheldon's production of "One Foot In Hell," starring Alan Ladd, Don Murray and Dolores Michaels, once again in production will be an early September release.

Skouras reported that the complete cooperation of all unions and guilds has been assured, and that 20th will continue its 52-picture schedule in a production parasol of over 500,000 feet.

MGM announced no resumption plans for "Butterfield 8" and "Go Naked in the World," which had been halted by the strike, but both are expected to be resumed soon.

Columbia plans to resume shooting on "The Wackiest Ship in the Army" in Hawaii as soon as possible, but Paramount's strike-interrupted picture, "The Pleasure of His Company," is not set to resume until next fall.

2 Records for 'Daisies'

"Please Don't Eat the Daisies" established two box-office records over the weekend, MGM said yesterday. The comedy set an all-time non-holiday Alan Ladd, on Loew's State Theater in Cleveland with a box-office gross of over $8,000. At Radio City Music Hall, where it is now into its second week, the Saturday night gross of nearly $38,000 was the biggest non-holiday gross of any MGM picture in the history of the showcase.


Albany Paper

(Continued from page 1)

made in opposition to film classification legislation in the New York legislature that "We must help our children avoid the immoral films that may invade our homes if we wish them to grow up to be responsive and responsible adults," he said. "This calls on us as parents to choose what our children see in motion picture entertainment, just as we do in other types of art."

Says Johnston Avoids Point

A point that "Mr. Johnston is that the best of parents re some help and cooperation outside the home, in order to raise their children to be responsive and responsible adults," the editorial commented. "Measures they take to insure wholesome development of their children will be furthered, not diverted, by the industry. The trend in the industry has been to exploit films that would have a potentially harmful effect, particularly an effect in the advertising and distribution of pot-smoking, immoral and violent films to a large extent on children.

Sees Some Parents Rensiv

The MPAA president "talks all parents live up to their responsibilities unfortunate if not," remarked the editorial. It if "there is any moral or educational responsibility or guidance provided in a should not others be concerned that the welfare of youth living atmosphere of neglect? Or parental indifference be compounded of public media of expression bear upon society, crime and sordidness?"

That "there is no substitute good parents should be aware that the movie industry," it said this is not the case when it deals with life which worthly attempts to "teach and inculcate moral principles are exposed to ridicule and no"

Special 'Race' Date

Perlberg-Seaton's "The Bat Television drama starring Tis and Debbie Reynolds, will a limited number of special events in late May, prior to its release in June, was announced by Paramount Pictures.

MOVIE PICTURE DAILY

Tuesday, April 12, 1955
Film Views Slated for TV Group

(Continued from page 1)

... and maturity, 1958—1961 will mark an expansion of Technicolor laboratories operated for its first full year to serve producers of theatrical, non-theatrical and television films. It was also the first full year of operation for the Italian affiliate, Technicolor Italiana.

A new field entered by Technicolor last year was production of automatic printers and other photographic processing equipment for the U.S. Missile Test Program and other government programs on a limited scale. Technicolor’s net sales increased in 1959 over 1958 by approximately $500,000, while net income decreased by approximately $321,000, Clark reported.

"The decrease in net income," he said, "is attributed primarily to the lack of profit in the Consumer Photographic Products Division, and charges made to operations as the result of acquiring the Warner Brothers Laboratories in 1958." These conditions were partially offset by increased profits in the motion picture division. Clark said Technicolor continues to feel that consumer photographic operations will contribute importantly toward future earnings. Accordingly, the largest part of capital expenditures in 1959 for property, plant and equipment was to expand the consumer division; these expenditures totaling approximately $900,000.

During 1959 Technicolor produced a wide variety of color release prints to meet changing conditions in the motion picture industry, particularly with respect to the exhibiting of feature productions, Clark said.

"There was a marked increase in the trend toward large-screen ‘roadshow’ type productions in 1959, the studio is entering the early 1960’s," Clark said. "As a result, Technicolor was completely equipped to meet the requirements of producers of these big budget pictures by supplying 70mm version prints for initial runs where either its own Technicolor 70 System was used or where other photographic systems were used for original photography."

The feature length pictures produced in Hollywood in 1959 totaled approximately 164 (1958—191). Of these, 97 were in black and white photography, 44 in Technicolor, and 23 in other Technicolor process color. The remaining 70 pictures were produced in the foreign subsidiaries of Technicolor.

Audiences Younger, Mature

(Continued from page 1)

row, now on a road tour preliminary to the Easter opening dates of the United Artists release, said that circuit executives were enthusiastically preparing campaigns which will stress the line that this is Williams’ latest play to come to the screen. The producer stressed that this was particularly true in the South even though Williams’ plays, including "Fugitive," portray types hardly complimentary to that region. He attributed the success of several of Williams’ latest pictures to a new maturity in audiences. This, he said, comes from the greatly underrated "young" audience.

"There is a maturity, an intellectual curiosity and excitement, in our youth today," he said, "which is a challenge to the American motion picture industry." Williams’ plays, he argued, appeal to this maturity because they stir not only intellectual excitement but the emotions as well.

Turning to production details, Jurow said that production in New York can be more economical than in Hollywood "provided you have someone who knows his way around." He estimated that "Fugitive Kind" would have cost from $100,000 to $150,000 more if had been produced on the coast rather than in New York.

The picture, which stars Marilyn Brando, Anna Magnani, and Joanne Woodward and was directed by Sidney Lumet, opens Thursday in a dual engagement at the Astor and Plaza theatres. Fred Goldberg, UA national director of advertising, publicity and exploitation, and Burt Sloane, UA publicity manager, said Easter bookings were ready in top key runs and that a second wave of key run openings was set for early May. Drive-in dates are planned for early summer.

Net Sales Up, Profit Off

Technicolor’s financial statement for 1959 showed net sales of $27,236,407 as compared with $26,778,621 in 1958. Net profit was $237,169 (1958—$558,172).

When the Screen Actors Guild strike started, Technicolor’s position was such that full impact would not have been felt for some 120 days, following the date of the strike, in view of the backlog of pictures on hand on which photography had been completed.

"At the beginning of the year, and prior to any indications of curtailed filming of new pictures," Clark reported, "we estimated that 65 feature length pictures would be released printed by Technicolor in 1960. We now know that production will not reach that level."

Predicts Increase in Use of Color

"However, several factors stand out as being important in estimates that more pictures will be filmed in color when full-scale production resumes. They are: (1) smaller independent producers have shown a marked trend since June of 1959 to budget their pictures for color; (2) major producers are expected to switch several pictures to color that were previously on the drawing boards for black and white photography; (3) drive-in theatres tend to demand color product; and (4) foreign markets are increasingly important to the financial success of Hollywood produced pictures, with exhibitors abroad favoring color."

Technicolor had expected to operate its motion picture division profitably in 1960, but due to the uncertain conditions created by the strike the report does not present a forecast of earnings for the current fiscal year.
a word from the baby sitter

I wonder if motion picture theatre owners and managers appreciate baby sitters as much as baby sitters appreciate trailers.

With trailers showing regularly at the local theatre, baby sitting jobs are more plentiful...and so are theatre audiences, for that matter!

P. S. If you want to see what we baby sitters go through, take the whole family to see Metro-Goldwyn-Mayer's hilarious comedy, "Please Don't Eat The Daisies," starring Doris Day and David Niven. I'm Patsy Kelly, the part-time baby sitter.
Decca Expects Highest Earnings in Company History for 1960: Rackmil

By SAUL OSTROVE

The highest consolidated earnings in the company’s history are anticipated this year for Decca Records, Inc., parent company of Universal Pictures, Inc., stockholders were told at the annual meeting yesterday by Milton R. Rackmil, president of both companies.

First quarter earnings this year were $1.50-$1.60 per share on 1,265,701 shares outstanding. Last year the non-consolidated earnings per share in the first quarter were 13 cents, Rackmil (Continued on page 6)

Pre-Holiday Business

Tops at Some Theatres

Several theatres on Broadway yesterday reported they had been enjoying an upsurge in business since Monday aided by good weather and the early release of some children from school for the holiday period. Other Broadway showcases, on the other hand, were marking time in anticipa-

Foreign Press Plans

Monthly Film Award

From THE DAILY Bureau

HOLLYWOOD, April 12.—In its efforts to further popularize American-made films abroad, the Hollywood Foreign Press Association, through its president, Bertil Unger, announced today inauguration of a "picture-of-the-month award," to begin in May.

The 112 members of the foreign (Continued on page 3)

Unthinkable"

SAG Sees No Delay in Full Production

Voting Won’t Hinder Start

Of New Pictures Next Week

By SAMUEL D. BERNs

HOLLYWOOD, April 12.—It is “almost unthinkable” that there will be any delay in the resumption of production next week, a spokesman for the Screen Actors Guild said here today.

He had been asked whether the bol- toting by mail of SAG members around the country on ratification of the strike settlement terms agreed up- on with major studios, which will not be completed for several weeks, could bring about a delay in getting new production before the cameras next week.

The SAG will authorize new produc- tions to get under way Tuesday if a fairly good majority of actors turn out for the membership meeting Mon-

(Continued on page 2)

Dismiss ‘Holder’s Suit

Against Victor Carter

From THE DAILY Bureau

HOLLYWOOD, April 12.—Judge Pierson Hall of U.S. District Court to- day dismissed a $1,300,000 suit by M. M. Ellis, a minority stockholder of Republic Corp., against Victor M. Carter, president and chairman of Republic, and others.

The court held that Ellis’ com- plaints against Carter and his asso-

(Continued on page 2)

Far East Meeting on

‘Spartacus’ Scheduled

From THE DAILY Bureau

HOLLYWOOD, April 12—Milton R. Rackmil, president of Universal Pic- tures, accompanied by Americo Abarca, Universal-International vice president and foreign general manager, leave here on April 17 for Tokyo and the Far East for the third of a series of global sales and publicity conferences, devoted principally to the overseas (Continued on page 4)
Robert L. Lippert, production liaison between Associated Productions, Inc., and 20th Century-Fox, will arrive in New York today from the Coast.

Ed Wolpin, general manager of Famous-Paramount Music, has left New York for interviews at the Hollywood studios.

Samuel Goldwyn, who returned to New York from Europe early this week, will leave here tomorrow for the Coast.

Gene Kelly will leave New York today for Paris.

Richard Widmark left New York by plane yesterday for London and Vienna.

Novy Services Today; Headed Texas Circuit

**Special to THE DAILY**

DALLAS, April 12—Funeral services will be held here tomorrow for Harold C. Novy, 37, president of Trans-Texas Theatres, Inc., who died May 12 in a local hospital after a long illness. Services will be at 11:30 A.M. at Sparkman's Funeral Chapel with Rabbi Levi A. Olan of Temple Emmanuel officiating. Burial will be in the Emanuel Cemetery.

Novy was also a vice-president of Texas Drive-In Association and a member of Dallas Variety Club.

Survivors include his wife, four children and one sister.

**UA Dividend 40c**

The board of directors of United Artists yesterday declared a regular quarterly dividend of 40 cents per common share, payable June 24 to stockholders of record June 10.

**See No Delay in Production**

(Continued from page 1)

day night and vote favorably on acceptance of the proposed settlement terms and ending the strike.

The mail referendum cannot get under way for perhaps two weeks because of the necessity of preparing and printing four or five separate pieces of detailed information. However, the vote should be overwhelmingly in favor of acceptance, on the basis of previous experience.

Negotiations between major producers and SAG on a contract covering actors employed in their television films are expected to go underway by mid-May. The old contract expired March 31 and was extended to May 31.

AMPP and SAG subcommittees currently are meeting on spelling out the phrasing of the new contract terms. This has delayed setting negotiation dates with Writers Guild of America.

**IATSE Demands Are High**

To most observers here it seems unlikely that IATSE will ask to reopen its contract with the majors before September, since it has indicated it will demand twice the total of the television residuals the majors grant to all other guilds and unions, and IATSE, therefore, is expected to wait until the directors and writers terms have been settled.

IA's contract runs to Jan. 31, 1960 but if it can be reopened for added payments on films sold to television if any of the guilds are successful in their demands for TV payments. The negotiations can be opened on 30 days notice by IATSE, but the major studios would have six months in which to negotiate before it could call a strike. Independent producers would have 45 days in which to negotiate on the same demands. Negotiations on the IATSE contract ordinarily commence about 90 days prior to its expiration date, or around the middle of October.

A Universal Pictures spokesman said that the company has a "most favored nation" clause in the agreement it reached with SAG to pay it 7 per cent after deduction of a 40 per cent distribution charge on revenue from post-1948 films sold to television. Under existing conditions involved, it decided the 6 per cent after 40 per cent formula agreed on by the major studios for the films made after Jan. 31, 1960, "remains the only reasonable and held, advantages, it could switch to that formula.

Some SAG deals made with independent producers also have "most favored nation" clauses and some do not.

"Butterfield 8" to Resume

Metro-Goldwyn-Mayer has notified Martin H. Poll, president of Gold Medal Studios in the Bronx that shooting will be resumed on "Butterfield 8" tomorrow at the Gold Medal Studio. The Pandro S. Berman production is being directed by John Farrow and stars Elizabeth Taylor, Laurence Harvey, Eddie Fisher and Dina Merrill. The sets on the two stages of Gold Medal Studios are now being re-rigged in preparation for the resumption of filming which was shut down by the actors strike.

**Wallis to Start Two**

**HOLLYWOOD, April 12.** Hal Wallis said today his "All In a Night's Work" and "C.I. Blues" will be the first two new productions to start filming here following settlement of the Screen Actors' Guild strike. Cameras will start rolling at Paramount on April 19 on "All In a Night's Work," under the direction of Joseph Anthony. Dean Martin, Shirley MacLaine and Carolyn Jones will star in the comedy-romance. Elvis Presley will arrive in Hollywood from Memphis on April 25 for pre-recording sessions on "C.I. Blues," his first film since mid-October.

Principal photography on the Paramount release will begin the following week.

**Music Hall Schedules Extra Holiday Shows**

Radio City Music Hall has scheduled extra showings of its Easter program and early morning openings throughout the holiday period. On Good Friday, doors will open at 8:15 A.M. on Saturday, April 16 at 7:45 A.M.; Easter Sunday at 11 A.M.; Monday, April 18th through Friday, April 22, at 7:30 A.M.; and on Saturday, April 23 at 7:45 A.M.

The Music Hall's holiday program presents its cathedral pageant, "Glory of Easter," a new stage spectacle, "Tulip Time in Holland," and the film "Tommy Don't Eat That Meat to Dwell on."
The Fugitive Kind

CONTINUED FROM PAGE 1

the actors is excellent adaptation of the stage to screen, though the motion picture medium is this sometimes favored use of the camera, particularly in the use of close-ups to underline each of the characters.

Acting is of the top quality to be expected of stars of this magnitude, difficult as are the portrayals of the Williams characters who are larger than life in some dimensions but less than real in others. Brando especially is effective as the wandering guitar player and singer whose animal virility makes him eagerly sought after among the decadent inhabitants of New Orleans nightlife.

The creation of mood and corruption of his life which his love for his guitar can no longer wash clean, he drifts to a small town on the Dixie Highway. There he meets and ultimately becomes the lover of Miss Magnani, bitter and frustrated wife of Victor Jory. There also he encounters theether Miss Woodward who knew him in New Orleans. The latter, turned by frustration from a life of crusading for human rights and decency to one of wild abandon, sees in Brando a fellow free spirit and plaintively seeks to have him drawn away from his entanglement with Miss Magnani and save him from the savage hatred of the townspeople which she intuitively knows will be turned on him.

In the bitter climax Miss Magnani is shot by her husband and Brando, by an ironic repetition of the dark deed by which Jory and the townspeople killed Miss Magnani's father fifteen years earlier, dies in the fire which consumes the confectionery she was building.

The creation of mood, so essential to so dark a story, is well done for the most part by lighting and photography but the editing sometimes makes for abrupt transitions which break the continuity and rhythm.

The faults, if any, lie with the playwright rather than the production. In typical Williams style the subject exposes depths of human degradation and corruption. But it does so in the obscure terms of the poet rather than with the clear vision of the philosopher. While it passes moral judgments it does so only in the case of the obviously and viciously unjust and it neither suggests nor hypothesizes any hope or solution for the moral man.

However, like the author's previous productions, it presents a provocative subject in mature terms but with latitude for sufficient sensationalism to build controversy and consequent box office interest. Like his previous works also, particularly the last three—"Suddenly, Last Summer," "Cat on a Hot Tin Roof" and "Baby Doll"—it would seem to be headed by virtue of cast value as well as subject matter, toward box office success. Running time, 119 minutes. Adult classification. May release.

JAMES D. IEVENS

Cinema Lodge Induction

Set for April 21 Here

Abe Dickstein, 20th Century-Fox New York branch manager, will be inducted as incoming president of Cinema Lodge B’nai B’rith at a luncheon to be held Thursday, April 21, in the North Balcony of the Hotel Astor, it was announced yesterday by Harry Brandt, chairman of the president’s luncheon committee. Alfred W. Schwaberg will be honored as retiring president of the organization.

Sydney A. Hellenbrand, president of District Grand Lodge No. 1, will officiate at the induction.

AromaRama Acquired

For Commercial Use

The appointment of the Ethos Organization to develop, coordinate and license the commercial application of AromaRama as a service to industry, communications and sales promotion was jointly announced here by Charles H. Weiss, president of AromaRama, and George Vogel, managing director of Ethos.

Ethos has for years served advertising agencies and industrial companies in the development and coordination of various promotional services and activities.

Tribute by UJWLF

For Broidy Today

HOLLYWOOD, April 12.—Industry leaders will pay a tribute tomorrow to Steve Brody at a luncheon in his honor at the Beverly Hills Hotel under auspices of the American Industry Committee, United Jewish Welfare Fund, it is announced by chairman David A. Lipton. Brody will speak at luncheon honoring his services as president of Allied Artists, vice-chairman of the UJWF’s amusement industry committee and president of the Jewish Federation-Council, parent body for local Jewish philanthropic agencies and instrumentality through which the Jewish community raises funds for national and overseas Jewish needs.

Foreign Press

(Continued from page 1)

press group, whose heat is the film capital, will cast ballots each month, naming the Hollywood-made motion picture, currently in release, which they believe is outstanding.

The film chalking up the largest number of votes will be awarded a bronze plaque at a luncheon meeting to be held once a month, commencing May 31. Unger explained. These awards will be in addition to the organization’s annual Golden Globe selections.

Defense to Begin TV Case Next Monday

The six defendants charged by the government with “block—booking” their pictures to TV in violation of anti-trust laws have been ordered to begin presentation of their case next Monday in New York’s Federal Court. The order followed a ruling by Judge Archie O. Dawson denying a motion to dismiss the case.

Judge Dawson ruled after hearing oral arguments by attorneys from C & C Super Corp., National Telefilm Associates, Screen Gems, Associated Artists Productions, United Artists and Loew’s, Inc. (M-G-M). The case has been recessed the rest of this week because of the holidays.

“The Flame” to Paramount

“Flame Over India,” 20th Century-Fox release starring Lauren Bacall and Kenneth More, will be the next attraction at the Paramount Theatre here.
Skiatron Case

(Continued from page 1)

of facts concerning the company's business affairs and securities transactions. The government's lawyers have suggested an 18-page stipulation. The motion, apparently, is an inapplicable gap in content between the documents.

Pending final disposition of SEC's proceedings, the agency is expected to continue its examination of all trading in Skiatron stock.

Ford, Warns Stations Of 'Payola' Penalties

From THE DAILY Bureau

WASHINGTON, April 12 - Federal Communications Commission chairman Frederick W. Ford told the Harris (D., Ark.) subcommittee on communications that broadcasters heavily involved in "payola," or that have seriously neglected their responsibilities to the public, might have difficulty in renewing their licenses.

He indicated that stations which had taken only a few free records would not be troubled.

Ford commented on the present still sponsorship announcement rules, suggesting that FCC should be empowered to "exclude program material furnished free to broadcast stations under a finding that such exemptions are in the public interest."

Chairman Harris expressed a "sincere hope" that "cooperation will be forthcoming" from both industry and government in the drafting of new laws to curb malpractices in broadcasting.

Far East Meeting

(Continued from page 1)

launching of "Spartacus." Their departure will follow studio meetings here next week, at which time launching plans for "Spartacus" are to be discussed by U-I and Byrna Production executives and the first rough cut of the film viewed.

The Tokyo conference, which will be attended by key Far Eastern and Japanese staffers, will be the third of a number of meetings which are being held at frequent intervals to guide sales and publicity progress of U-I films and "Spartacus," in particular, as it moves toward overseas release in key territories throughout the world next December.

Upon the conclusion of the Tokyo meeting, Rackliff will return to the United States, while Abol will continue on through the Far East to meet with local exhibitors as well as U-I managers and the press. He will then return to the United States, late in May, via Europe.

W. Pa. Allie

(Continued from page 1)

dependent Exhibitors of New En with a view to bringing both orga

tions back into the national fold.

As the pacification committee, Al Myrick, new Allied pres


Television Today

MOTION PICTURE DAILY

Wednesday, April 13

AROUND THE TV CIRCUIT

with PINKY HERMAN

BROADWAY and flier star James Whitmore will star in a new ABC-

TV-series, "The Law and Mr. Jones," starting in the fall. Same net

will usher in another situation-comedy series, "Guestward Ho!" star-

ring Joanne Dow in a dudu ranch locale with Ralphut-Purina picking up

the tab for it. Rumor has that Rudy Vallee, who'll be

in town around May 16, may wrap up a deal to head his own late

TV variety series. To this chronicle, Rudy is not only one of the abl

testumornts ever to hold an audience, but he's also a masterful produc

... The animated ABCartoon-situation-comedy telefilm series which will be

co-sponsored by Miles Laboratories and R. J. Reynolds Tobacco

during the 1960-61 season on Friday nites, will be titled "The Flintstones"

instead of the previously announced "The Flaggstones." ... After several

years of association with Hubbell Robinson, Tom Ryan and Sam Cohen

will open their own production firm. ... The way Johnny Oliver delivers

"That's All I'm Living For" in his initial Mercury waxing effort, the lad

proves he has what it takes to make the BIG time. ... For the sensitio

presentation last Sunday of his personal "Salute To ASCAP" and for the

numerous times during which he tossed accolades and bouquets to its

illustrous authors and composers, we respectfully suggest to ASCAP es-

"The Flagstones" ... After several years of association with Hubbell Robinson, Tom Ryan and Sam Cohen will open their own production firm.

Camera Equipment Co., which recently opened a completely equipped branch in Hialeah, Fla., has just opened a sales office and warehouse on Santa Monica Blvd. in Hollywood. Prexy Frank Zucker has certainly come a long way since the days in 1930 when he was one of the ace cameramen at the Paramount Studios then located in Astoria, L.I. (Us? We then wrote a column for M.P. Herald.) ... Jazz-tician Herbie Mann, back in Gotham from a three month tour of Africa. ... Starting Sept. 30, the "Bell Telephone Hour" will be seen on alternate Fridays (9-10 P.M.) as regular NBColorcast. ... Jack Lemmon's first Broadway appearance since 1953 when he played in "Room Service," will be as the star of Robert L. Joseph's new play, "Face of a Hero" which will open on the Great White Way Oct. 17.

Woods Theatre

(Continued from page 1)

shile by the granting of a temporary injunction by Judge Julius J. Hoffman in the Federal District Court. The injunction will last until April 18 when the judge will hear arguments for a permanent injunction.

The issue had been taken to the court by the NLRB as the result of an appeal by the theatre management, the Woods Amusement Co., the union's attorney, Albert Gore, had argued that the federal court had no jurisdiction in the dispute; but Judge Hoffman, in granting the injunction, maintained "the judge has wide discretion in this matter."

Before the order was signed, Wm. S. McKinley, NLRB attorney, termed the theatre's stand "unfair labor practices," and "unfair [absence of union]," and "absence of union, request "leather bedding." "The union is causing a strike to force the employer to assign work to someone other than its own employees," he said, adding that the theatre had given the order a "take or leave." After the judge's action, U. S. marshals ordered the pickets to leave, and the Woods' projectionist were instructed by their union to report back to work.

Pre-Holiday

(Continued from page 1)

tion of an upturn at the weekend and next week as the influx of school-free children and their elders grows.

Soured on its 11 Academy awards, "Ben-Hur" rolled up $45,850 for the week ending today at Loew's State. At the Capitol, the "Unfor-

given" registered $50,280 for its first five days.

"Please Don't Eat the Daisies," at Music Hall, shot up to $180,000 for the week. A combined figure of $177,000 was noted at the Forum and

Trans-Lux 33rd Street, where "Our Man in Havana" is in its 11th week.

Business was characterized as "good" at the Criterion and Sutton where "Suddenly, Last Summer" is closing, and "Hiawatha" has its 15th week. At the Guild "The Mouse That Roared," in its 24th week, did a successful $6,500 through last Sunday, "Wake Me When It's Over" was reported as "average" at the Paramount.

"Conspiracy of Hearts" concluded its first week at the Victoria with a gross of $19,000. "On the Beach" closes today at the Astor after a 17-

week run.
“WISH WE HAD A LOT OF OSCARS TO GIVE YOU!”

“You made our job of promoting the 1960 Academy Awards easier. In behalf of the industry we’re grateful.”

—MPAA ADVERTISING AND PUBLICITY DIRECTORS COMMITTEE

THANKS TO YOU ALL:
The 4,058 Promotion Minded Exhibitors who joined up.
Compo.
TOA.
Allied States Association.
Compo of Canada and many other Exhibitor organizations.
The MPAA Sales Managers’ Committee.
The Field Exploiteers of the Industry.
NBC-TV and Radio Promotion and Publicity Staffs, (East and West).
Canadian Broadcasting Corporation TV and Radio Networks.
Academy of Motion Picture Arts and Sciences Public Relations Committee.
Advertising agencies serving the industry.
The industry newsreels.
Pepsi-Cola (Exhibitors’ Contest).

COOPERATING COMMERCIAL ORGANIZATIONS:
Harshe-Rotman, Inc.
DeLuxe Laboratories.
W. J. German, Inc.
National Screen Service.
Vincent Trotta.
Fred Weidner, Inc.
Ideal Photographers and Engravers.

SPECIAL ART:
Al Hirschfeld.
Julius Kroll.
Stanley Kohn.
Avrom Winfield.
Hennegan Company.

And the nation’s mass media, newspapers, magazines, television, radio, outdoor.
Decca Expects Top Earnings

(Continued from page 1)
told stockholders at the Universal home office here.
The president said that earnings this year might exceed $3.50 per share, compared with the $1.81 recorded last year. Top annual mark to date is $2.84 per share in 1956.
If earnings continue to be as good as they are now, the company's 25-cent quarterly dividend will be increased, Rackmil said, adding that the next dividend meeting will be held in June.
He reiterated in answer to a question from the floor that there are no plans to merge Decca with Universal. Because Decca record sales have increased over the first quarter of 1959, "we've got to work and push for more profits," he said. He added that the records division is substantially in the black.
89% of Stock Represented
Stockholders present yesterday represented 89.03 per cent of Decca's outstanding stock. They reelected all six members to the board of directors, who, in turn, reelected incumbent company officers. Peat, Marwick, Mitchell & Co. were reappointed as company auditors for the ensuing year. Reelected company officers were Rackmil, president; Leonard W. Schneider, executive vice-president; Louis A. Buchner, vice-president and treasurer; Milton Gabler, vice-president; Martin P. Salkin, vice-president; Samuel Yamin, secretary; Isabelle Marks, assistant secretary, and Irving E. Wiener, assistant treasurer.
Directors are Rackmil, Schneider, Martin P. Salkin, Albert A. Garthwaite, Harold I. Thorp and Samuel H. Vallance.
It was reported that Decca owns 777,985 shares or 87.1 per cent of Universal's common stock, being 83.2 per cent of the company's voting stock.
Queried on 'Spartacus'
When questioned about "Spartacus" bookings, Rackmil said the company has not entered into any contracts besides the one with Walter Reade, Jr., calling for Reade to pay an advance of $1,000,000 prior to the opening in October at the De Mille Theatre here. Rackmil added, however, that he is on the lookout for subsequent booking deals and will make them if they seem to be lucrative enough.
The fact that Universal intends to put 15 pictures into production in the next four or five months should satisfy stockholders who question the company's production policy, Rackmil said.

Variety Convention Will Repeat Forums

The forum discussions which proved so popular when initiated as a feature of last year's convention will be repeated at Variety Clubs International meet in Toronto, Canada, during May 31, it is announced by national Chief Barker George Eby, J. J. Fitzgibbons, Jr., general convention chairman.
Brotos Harvey of San Francisco, second assistant international Barker, has been appointed coordinator of these group discussions which evoked such lively interest last year. Harvey expects to announce names of panelists within the next week.
All sessions will be held on morning of Thursday, June 2, at the Royal York Hotel and are expected to attract a considerable number of international conventioneers as they upon so many aspects of successful operation, Harvey stated.

'Havana' Cracks Rec

"Our Man in Havana," a Reed production for Columbia, has released, cracked the all house record at the Squirrel Hill Theatre in Pittsburgh with a Saturday of $2,237, Columbia reported.

a bright, new Oscar, if you please for
THE SCREEN ACTORS GUILD
which has demonstrated by successful collective bargaining that

* "All Your Strength Is In Your Union"

* Longfellow said it a century ago and it's still true today that UNITY is the key to effective trade unionism.

Fraternal congratulations,
AMERICAN FEDERATION OF MUSICIANS, AFL-CIO
Herman Kenin, President
**Administration Objection to Higher Minimum Pay Clarified by Commerce Secretary at House Hearing**

From THE DAILY Bureau

WASHINGTON, April 13.—The official Eisenhower Administration position—opposition to a higher minimum wage at this time—was made clear today by Commerce Secretary Frederick Mueller in testimony before a House labor standards subcommittee. Mueller endorsed extension of coverage of the Federal wage law to about 2½ million additional workers, of whom about 400,000 now received less than $1 hourly.

The commerce secretary noted that "where a business is essentially local in character, it would seem that business and the working conditions of its employees should remain under regulation by local authority in the light of conditions prevailing in the area."

Though Mueller said he agreed with a report to Congress by Labor Secretary Mitchell in which it was said that a "modest increase" in the minimum wage would not ruin low-wage industries or create unemployment, he made it clear that he did not personally believe this to be desirable. The size of any "modest increase" he would leave to Congress.

**Richards, Saenger Co-Founder, Dies**

Special to THE DAILY

NEW ORLEANS, April 13.—Funeral services for E. V. Richards, Jr., co-founder of Saenger Amusement Corp., and industry pioneer, who died at a New Orleans Hospital here Tuesday night following an illness of several months, will be held tomorrow morning from the House of Bulman funeral parlors.

E. V. Richards Jr., 74, is survived by the widow, the former Elizabeth C. Richards (Continued on page 2)

**Consent Decree Signed In Mexican Distribution**

From THE DAILY Bureau

WASHINGTON, April 13.—Acceptance of a consent decree coincided with the filing of a civil anti-trust complaint in connection with the distribution in the U.S. of Spanish-language films produced in Mexico, Attorney General Rogers announced today. Defendants are: Azteca Films, Inc.; Clasa-Mohone, Inc.; and Mexfilm, Inc., all of Los Angeles, and a Mexican firm, Cinematografica Mexico, Inc.

**Warners Resuming Production with 4**

From THE DAILY Bureau

HOLLYWOOD, April 13.—Predicting a future of substantial progress for motion pictures, Jack L. Warner, president of Warner Brothers, today announced that the company is resuming production with four features (Continued on page 4)

**20th-Fox to Release Six to Eight Films Per Month for Rest of Year**

By SAUL OSTROVE

In spite of the handicap of production delays caused by the 32-day actors' strike, Twentieth Century-Fox will release at least six to eight films a month for the rest of the year, it was learned yesterday.

A significant factor in the heavy slate of films is a number of top European pictures the company has acquired. As evidence of the quality of these pictures it is pointed out that many have been or soon will be entered in major film festivals on the Continent.

Two of the foreign films are Italian color spectacles—"Aphrodite," acquired (Continued on page 4)

**On TV Residuals**

‘TA’ May Ask

Reopening of Studio Pacts

Walsh for It But Leaches Decision to Studio Unions

From THE DAILY Bureau

HOLLYWOOD, April 13.—IATSE is regarded as likely to ask for a reopening of its contracts with Hollywood studios on the basis of last week's strike between Actors Guild strike which makes provision for payments to SAG of television residuals on films made after Jan. 31, 1960.

The I.A.'s studio basic agreement, and its contracts with individual employers here, permit it to request a reopening of its contract for negotiations of payments from television residuals (Continued on page 4)

**No Plans to Probe**

Quotes in Film Ads Here

New York District Attorney Frank S. Hogan's office has no plans at present to investigate the possibility that "false and misleading" advertising is being used in motion picture ads appearing in dailies here, a spokesman for Hogan said yesterday.

An investigation into quotes from (Continued on page 4)

**WGA, AMPP Meet Monday; Directors Negotiating Today**

From THE DAILY Bureau

HOLLYWOOD, April 13.—The Writers Guild of America will meet with the Association of Motion Picture Producers on Monday at 2 P.M. to reopen negotiations for a new contract and aim for an expeditious settlement of its strike.

The directors guild will have its initial negotiation meeting tomorrow at AMPP headquarters. Negotiators for Alliance of Television Producers will join AMPP at the bargaining session, as they did on the last contract, since the directors' contract is an overall agreement covering television.
PERSONAL MENTION

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

GUARDALDO FERNANDEZ, managing editor of El Debate, Montevideo daily, is in New York from Punta Del Esta, Uruguay, where he was chief of press for the film festival there. He was also director of the film festival held last month in Cartagena, Colombia.

HOWARD LEVISON, assistant secretary of Warner Brothers, became a grandfather for the first time on Monday, when this year’s contract with David Atlee Lathlain, his daughter-in-law, Mrs. Peter Levison.

JACK ATLAS, of the M-G-M studio advertising-publicity staff, has arrived in Seattle from Hollywood.

RAY STARK, producer of “The World of Suzie Wong” for Columbia, will return to New York today from London.

ACTORS EQUITY SEEKS PENSION PLAN HERE

Actors’ Equity Ass’n, will present demands for a pension for its members to the League of New York Theatres at a meeting of the two groups at the Hotel Astor here tomorrow. The present three-year contract with the producers expires on May 31.

In advance of that meeting Equity’s New York members will confer today at the Edison Hotel to discuss the forthcoming negotiations.

In a statement on the pension issue released yesterday, Ralph Bellamy, Equity president, said, “We must have an ample and practical pension. It is consistent with the national economy. It is long overdue. Public sentiment is with us.”

Equity is also seeking expansion of welfare provisions, improved minimum salaries, and improvement of working conditions.

COL. DIVIDEND SET

Columbia Pictures’ board of directors at a meeting held yesterday declared the regular quarterly dividend of $1.060% on the $4.25 cumulative preferred stock of the company payable May 16 to stockholders of record May 2.

RICHARDS DIES

‘Fugitive Kind’ Opens At Astor Theatre Here

Tennessee Williams’ “The Fugitive Kind” was launched last night at the Astor Theatre here before a premiere audience of more than 1,000 show business personalities and motion picture industry leaders. The United Artists release begins its regular New York engagement today at the Astor and Plaza Theatres.

Film industry leaders at the premiere included Barney Balaban, president of Paramount Pictures; Abe Schneider, president of Columbia Pictures; George Stevens, director, and Martin H. Poll, president of Gold Medal Studios, along with leading executives of U.A.

Say N.Y. Education Div. Counts Fees-Bill Cost

Special to THE DAILY

ALBANY, N.Y., April 13. – The State Education Department reported today that it has compiled a list of all the motion pictures actually included in the Saratove bill—would be approximately $200,000 a year, but otherwise taking no specific position for or against the measure.

The division filed a memorandum of objection to a somewhat similar proposal to the state Senate, the bill, which was referred to the Senate’s Education Committee last week.

“IT IS A FACT” NOT A “FUGITIVE”

Governor Rockefeller has until midnight, April 30, to act on “30 day law,” of which the Saratove measure is one.

MEXICO DEER

Cines, a non-profit Mexican ration jointly owned by the film producers in Mexico and the National Film Exchange for financial aid, Cines obtains the right to distribute the Mexican motion pictures in the world and the rest of the world outside Latin America. Cines, a unit of Columbia Pictures, has acquired ownership control of all three American distributors and thereby created a monopoly which the anti-trust intended to correct, the Depa said.

NO TIE-IN BOOKINGS

The consent decree provides, other things that there are to tie-in bookings. It forbids each that would ban competition, a view that exhibitors have been allowed to tie-in bookings made 90 days or more in advance, provides for no tie-in which unreasonably discriminating any competing theater.

It also bans any territorial one among distributors or exhibitors in the suit may not have financial interests in theaters to exhibit the films. The Defendant has not refused to distribute Spanish language films produced by owners of Cines. They may not upon unreasonable clearance, no tie-in agreements or set the minimum admission.

TEACHING CUSTODIAN ELECT BOARD MEMBE

Elect Dr. Melvin Brodsky, head of the Teaching Filmmens, Inc., the educational film sponsored by the Motion Picture Association, has been announced following the 23rd annual meeting of the board at the Hotel Astor.

Dr. Mark Navy of Yale University, chairman of the board, announced election of Dr. Brodsky, dean of the school of public and communication of the University, the vacant seat several years ago by the death Karl T. Compton, former president of the Massachusetts Institute of Technology.

MOTION PICTURE DAILY, Martin Quigley, Editor-In-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gerner, News Editor; Herbert V. Byrnes, Advertising Manager; Geo. F. Faust, Production Manager, TELEVISION TODAY; Charles S. Atwood, Editorial Director; Pinky Harris, Eastern Editor; Hollywood Editor, Donald L. Bues; Chicago, T. C. Los Angeles, Senior Managing Editor; Robert K. O’Hara, Senior Associate Editor; Stephen L. DeCesare, Assistant Editor; Richard A. McQuillen, Subsidiary Editor; William J. Cormier, Art Editor; William J. Jones, Secretary; Mortimer L. Patten, Associate, Paris, Editor. Entered as second class matter Sept. 25, 1918, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copy
OUT-OF-THIS WORLD OPENINGS 
FOR PARAMOUNT'S 
“VISIT TO A SMALL PLANET”!
GREATEST JERRY LEWIS GROSSER N YEARS! ROCKETS WAY BEYOND 
“DON'T GIVE UP THE SHIP”

(and 'Ship' played on July 4th!!!!)

CHECK THE SENSATIONAL RESULTS IN

LOS ANGELES Multiple Run! SALT LAKE CITY Capitol!
SAN FRANCISCO Golden Gate! PITTSBURG Penn!
ATLANTA BUFFALO Paramount! DETROIT Michigan!
MILWAUKEE Riverside! DENVER Multiple Run! AND OTHER
SITUATIONS BIG AND SMALL COAST-TO-COAST!

JERRY LEWIS
Visit to a Small Planet

HAL WALLIS 

PRODUCTION
Variety Clubs to Give Prizes for News, Photos

An annual competition to reward the writer and photographer who best interprets various activities in behalf of handicapped children is announced by Variety Clubs International. A third prize for the radio or television program to be determined out of the events will also be made according to George Eby, international chief Barker.

Winners in each category will receive a special trophy together with a cash award of $100. Anything published since May of last year, or broadcast during that same period, will be eligible for the first awards which will be judged at Variety's annual convention in Toronto, Canada. Local tents have been advised to submit entries to Variety's public relations representative Ray Bell by May 6.

Warner Bros.
(Continued from page 1)

schedules to go before the cameras promptly following settlement of the actors strike against major studios.

Warner said the studio's schedule calls for continuing production of pictures of top quality, in which he anticipates unprecedented public interest.

"Warner Bros. looks forward with "bad news" enthusiasm and confidence to the months and years ahead," Warner said. "The studio is in readiness and in preparation a program of highest caliber."

Production activities at Warner Brothers have continued at a high level due to filming for television, he pointed out. Now theatrical picture production also will be resumed.

Inaugurating the schedule is "Sunrise at Campobello," which Dore Schary is producing for his prize-winning play, with Vincent Donohue directed by Ray Enright. "Ralph Bellamy, Greer Garson, Hume Cronyn and others."

"Parrish," "Fanny," "Grass"

Also scheduled for an early start are: "Parrish," to be produced and directed by DeMille Davis, who leaves for Connecticut this week for location filming; "Fanny," to be produced and directed by Joshua Logan, who is now in Marseilles preparatory to a filming start in the actual locale of the story "The Tender in the Grass," to be produced and directed by Elia Kazan in the east.

Six other quality productions in preparation were listed by Warner, who pointed out the company has 11 pictures completed and ready for release.

As other important story properties become available, they will be added to our schedule," he said.

‘Battle’ Opens Monday

"The Battle of the Sexes," new British comedy being released here by Continental Distributing, will open at the Murray Hill Theatre on Monday.

‘IA’ May Ask

(Continued from page 1)

duals when the studios grant such participations to any other guild or union in connection with post-1948 productions.

It was stated that Richard Walsh of LATSE, president, said in New York today that IA would take the action called for under its contracts with each company, which reads: "Walsh, however, is said to have indicated it would be impossible to have the studios agree on what steps should be taken.

IA heretofore has stated that it will ask the total of TV participations which are granted all other unions and guilds by the studios.

Today an IA Hollywood official said the International's local committee will want to review the final studio agreement with SAG before making a final decision on requesting a reopening of its contract, which does not expire until Jan. 30, 1961. On completion of the negotiations, IA will then be made to Walsh for his decision and the setting of a date for the start of the negotiations.

Fox to Release

(Continued from page 1)

from Films-Around-The-World, Inc., and "Salammbo." 20th-Fox has distribution rights for the first in the U.S., Canada, Australia, New Zealand, South Africa, and the Philippines. Western Hemisphere rights were secured for "Salammbo."

Fox also has bought two French films, "Le Bossu" and "Austerlitz," the latter described as a color spectacle by Alan Silverbach, foreign sales supervisor.

"Bad" was the word used by Silverbach to describe the bulk of foreign films 20th-Fox has been receiving lately for possible acquisition. The gory and spectacle are present, he said, but the stories themselves are dull. Only a few of the films were selected by Fox, he added.

As a result of its new schedule 20th-Fox expects to be in an especially good position next fall when the going may be bumpy for several other major companies whose output was curtailed by the strike.

SEC-Skiatric

(Continued from page 1)

from Electronics and Television Corp. It is understood that attorneys for SEC and for the company and its officers have virtually reached agreement on a final stipulation concerning the company's business affairs and stock activities.

Change ‘Scent’ Policy

"Scent of Mystery," the Michael Todd film, which has been postponed to Fall-O-Vision, will change from a reserved seat policy at the Warner Theatre here to a continuous run today. A 70mm cartoon called "Tale of Old Whiff" has been added to the program. Popular prices will now prevail.

Soviet Ministry Selects 4 Science-Fiction Films

From THE DAILY Bureau

HOLLYWOOD, April 13—Reflecting Russian interest in science-fiction and action subjects, the Soviet Ministry of Culture has selected four Roger Corman Film Group productions for release here.

Negotiations are now being finalized in London by Irving Allen, president of Astral Films of Canada, who represents various producers in foreign markets. Allen just returned from London from screenings for ministry of culture.

Independently Produced

The four were the only films chosen from a field of 21 submitted in that category by Allen. The four Film Group releases chosen were "Astral" "Warped," "Beast from Transylvania," "Ski Troop Attack," and "Battle of Blood Island." None is from a major U.S. producer.

Allen will remain in London for two more weeks to wrap up details of negotiations for the Film Group. He will then come to Hollywood to confer with Corman before returning to Astral's Toronto headquarters.

Anti-Trust Argument Is ‘Bad Management’

Special to THE DAILY

KNOXVILLE, Tenn., April 13—It is "bad management" that causes the failure of two theaters here, rather than a "conspiracy" among competitive theaters and the major distributors, a defense attorney said today as argument began in a million-dollar anti-trust suit.

Plaintiff in the case is New Amusements, Inc., operators of the Pike and Tower Theatres here, and defendants, to whom are Film Distributors, are Knox-Tenn Theatres, Inc., Willy-Kinchey Theaters, and the Riviera Theatre Corp. Plaintiffs claim that defendants are using the power of the motion picture industry from being exhibited at the two theaters and that substantial losses were suffered by the owners as a result.

Seeking to refute the claim, the defense attorney also pointed today to the "general decline" in the motion picture business as another reason for the losses suffered at the Pike and Tower. A four-month trial is anticipated, perhaps six weeks.

No Plans to Probe

(Continued from page 1)

critics' reviews used in legitimate theatrical ads came to light yesterday when an assistant district attorney wrote The New York Times, stating that it furnished him with copies of "any and all critical reviews in this paper" about certain plays.

But unless a definite complaint is made, the connection with a film ad, the spokesman said, there is nothing for investigators to do. A person who places a misleading ad in a publication is subject to prosecution for a misdemeanor. This is punishable by a $500 fine and a year in jail.

Reject Plea to Exempt Cinerama from U.K. Law

From THE DAILY Bureau

LONDON, April 13—A plea to exempt Cinerama from film levy on the ground that it was something different from the rest of the cinema industry was rejected by the House of Lords last week.

The plea was made by the government as a result of new regulations which extend the cover to exhibitors playing "v" screen films like Todd-AO and Croma.

Putting the case for Cinerama, Brentford pointed out that ordinary films went on circuit, Croma was shown at only one cinema and Todd-AO is no longer reasonably available. "We put a levy on Cinerama for the benefit of the film industry than it would be to put it on "My Fair Lady," said Lord Brentford.

Lord Brentford as an Adviser

Lord Brentford is described as a professional adviser to a company distributing and exhibiting Cinerama, being chairman of the board of the concern, Lord Dundee, Minister of Portfolio, said that the case was straightforward. The Todd-AO and Cinerama exhibits were not comparable to the others to find their fees unaffected by having to pay the levy. Now new techniques seem to have got as far as they are likely to go, and it is no longer a reason why they should be exempt.

Chicago Rulin'

(Continued from page 1)

duction of a film. Instead, he merely sets up an administrative interference with the public exhibith of a film. Such an interference, if added, can always be reviewed by courts.

The jurist held that the film in question "whether the appetite," which is the essential of "censorship," is a "powerful sport of emotional feeling pleasure."

An injunction had been sought Zouk International Pictures of New York to require the City of Chicago to permit the showing of the title Picture Board on Sept. 21. Judge Campbell was shown the privately on March 17.

Judge Campbell disagreed with the idea that censorship, as "it seems to the Hollywood producers companies. He strongly criticized the "Lumbia Pictures, which won a decision which permitted the shop of "Anatomy of a Murder" here. Judge Campbell's decision was "The publicity following the decision was, in my opinion, disrespectful to the dignity of the United States Court, that it resulted in financial gain to the exhibitors."

Judge Campbell suggested that some fault he found in the process for imposing censorship "it seems to me to be too correct a procedure to abolish censorship entirely."

No Plans to Probe

(Continued from page 1)

critics' reviews used in legitimate theatrical ads came to light yesterday when an assistant district attorney wrote to The New York Times, stating that it furnished him with copies of "any and all critical reviews in this paper" about certain plays.

But unless a definite complaint is made, the connection with a film ad, the spokesman said, there is nothing for investigators to do. A person who places a misleading ad in a publication is subject to prosecution for a misdemeanor. This is punishable by a $500 fine and a year in jail.
TENNESSEE WILLIAMS'  
"The Fugitive Kind" was launched last night at the Astor Theatre before a world premiere audience of more than 1,000 show business personalities and motion picture industry leaders. Produced by Martin Jurow and Richard Shepherd, the United Artists release stars Marlon Brando, Anna Magnani and Joanne Woodward. The world premiere at the Broadway showhouse highlighted a full-scale publicity drive penetrating all media.

Directed by Sidney Lumet and co-starring Maureen Stapleton and Victor Jory, "The Fugitive Kind," begins a simultaneous East Side-West Side engagement at the Astor and Plaza theatres today.

The world premiere of "The Fugitive Kind" draws thousands of curious onlookers. Police barriers were put up to contain the Broadway throngs.

NBC Monitor's Fitzgerald Smith interviews Natalie Wood and Bob Wagner. Highlights of the event were broadcast to millions as part of United Artists' publicity drive.

Shown arriving at the gala opening are Mr. and Mrs. Moss Hart (Kitty Carlisle).

William J. Heineman, UA vice-president, and Mrs. Heineman attend with their son, John, and Miss Lydia Jordan.

(Advt.)
AN ANNOUNCEMENT OF IMPORTANCE TO YOU
from COLUMBIA... about TRAILERS, POSTERS and ACCESSORIES!

Effective September 1, Columbia Pictures will create, manufacture and distribute its own trailers, posters and accessories for all its domestic releases.

Because of the investment in and the quality of the product Columbia is now releasing, we feel it is in the best interest of our affiliated independent producers, our exhibitor customers and our company itself to assume direct control of these extremely important advertising and promotion tools.

This new move is a logical step in keeping with the "Columbia formula" of supplying independent producers with as many company services as practicable. We feel the creation and handling of such important sales aids should receive the same individual care that goes into the production and distribution of the feature films themselves.

The sales and distribution of the trailers, posters and accessories will be handled through our regular exchanges throughout the country. Please note that only trailers made and sold by Columbia will include film scenes from Columbia releases.

Your Columbia representative will shortly contact you to fill you in on the complete details covering this new Columbia operation.
FPC's 1959 Net Is $2,259,058

Special to THE DAILY
TORONTO, April 14.—Famous Players Canadian Corp. today reported net profit of $2,259,058 for 1959, compared with net profit of $2,952,908 in 1958.

J. J. Fitzgibbons, president, attributed the decline in a letter to stockholders to poorer quality of pictures in 1959 and to weather conditions during the early part of the year and during the summer months which discouraged theatre attendance.

The 1959 net included a profit of $296,499 on sale of fixed assets, compared to $341,781 the year before. During the year, Fitzgibbons said the company sold six small theatres and one small non-theatre property.

Albany Paper Warns Exhibitors on Ad Copy

Special to THE DAILY
ALBANY, N.Y., April 14.—Hearts' Times-Union, the only seven-day paper hereabouts, has run up a flag of warning on objectionable motion picture advertising.

It did so via a letter sent to all Albany area theatre operators, seeking their cooperation in an effort to

M-G-M's Six Months Net Reported At $3,739,000; Strike Effects Felt

 Consolidated net income of Metro-Goldwyn-Mayer for the first half of the current fiscal year, the 28 weeks ended March 17, was reported yesterday by Joseph R. Vogel, president, at $3,739,000, equal to $1.47 per share on the 2,539,968 shares outstanding at the end of the period.

The result compares with consolidated net of $4,708,000, or $1.85 per share on 2,608,130 shares outstanding in the comparable period of 1958.

Earnings were less for the second quarter of the current fiscal year.

Campaign on to Get 'Ben-Hur' for Hoosiers

Special to THE DAILY
CRAWFORDSVILLE, Ind., April 14.—A campaign sponsored by the Ben-Hur and C-Ville drive-ins here, operated by Syndicate Theatres of Franklin, Ind., has been launched to attempt to get "Ben-Hur" for an early engagement at the Strand Theatre here, where Gen. Lew Wallace, author of the book, resides.

The campaign has produced a resolution by the Montgomery County

Capra Going to Brazil With Industry Greetings

From THE DAILY Bureau
HOLLYWOOD, April 14.—In a signal honor to the American motion picture industry, Frank Capra, president of the Directors Guild of America, has been invited by Juscelino Kubitschek, president of Brazil, to represent Hollywood at the dedication of

MPAA Annual Meeting Now Set for Monday

The annual membership and board meetings of the Motion Picture Association of America, postponed from earlier this month because of the Hollywood strike, have been re-scheduled for Monday at the association's offices here.

Eric Johnston, president, will preside at the meetings which are scheduled to reelect the association's directors and officers.
PERSONAL MENTION

WILLIAM PERLEBERG, co-producer with George Seaton of "The Rat Race," the Paramount, will arrive in New York from Hollywood on Monday, enroute to Europe.

HARRY GLESTER, former executive of Allied Motion Picture Theatre Owners of Maryland, is in Mt. Sinai Hospital, Baltimore, following a heart attack.

PETER SELLEN, British actor, will arrive in New York at the weekend from London.

HARRY FEINSTEIN, Stanley Warner zone manager, has returned to New Haven, Conn., from Albany, N. Y.

Milton Brooke and W. C. Patterson, bookers for Crescent Amusement Co., Nashville, have returned there from Atlanta.

Mrs. Carmen Bunch, booker for the 6th Naval District, Charleston, S. C., has returned there from Atlanta.

MEL BROWN, Georgia circuit operator, has left Atlanta for a vacation in South America.

Lamont Scores Sinatra

Dr. Conrlis Lamont, vice chairman of the Emergency Civil Liberties Committee, yesterday protested to Frank Sinatra the actor-producer's recent dismisal of Albert Maltz as script writer for the film, "The Execution of Private Slovik. Lamont called the Sinatra action "a surrender to the worst enemies of democracy and civil liberties in this country."

Correction

"The World of Suzie Wong," a Paramount release, was incorrectly identified with another distributor in a story in Motion Picture Daily yesterday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL—Rockefeller Center C 6-6400
DORIS DAY • DAVID NIVEN
"PLEASE DON'T EAT THE DAISIES"
Jame Page • Spring Bounding—Richard Nayan
FROM THE MYSTERY KAMIKAZE and THE KETTLEDRUM and THE MUSIC HALLS GREAT ESTABISHE M.

MGM 6-Mo. Net $3,739,000

(Continued from page 1)

Vogel pointed out that in view of the curtailment of film production activities caused by strike action taken by the Screen Actors and Screen Writers Guilds during the second quarter, releases of available pictures was slowed down, adversely affecting the company's motion picture earnings for the period. Television and all other company activities showed improvement.

Precautions Taken

During the negotiations prior to the actual work stoppage, it became increasingly evident that new production might be halted, Vogel said. Accordingly, the company took steps to counter the effect of the strike by making reductions in operating costs and slowing down the release schedule of new pictures from two pictures to one picture a month, starting in June. Of this year's film rentals, Naturally film rentals on the deaccelerated release schedule have been lower, he pointed out.

M-G-M's gross revenues for the first half amounted to $65,147,000, compared to $70,498,000 in the corresponding period of the previous year. Film production and distribution revenue was $49,181,000, against $55,018,000 in the 1955 half, television, $7,703,000, against $8,717,000; records and music, $7,291,000, against $6,636,000, and interest income, etc., $693,000, against $427,000.

Net income from film production-distribution and television activities in the first half of the current year was $1,303,000, against $6,293,000 in the previous year; television, $5,402,000, against $4,414,000; records and music, $249,000, against $398,000, and interest income, etc., $693,000, against $427,000.

Sees 'Ben-Hur' as Great

Vogel predicted that "Ben-Hur" will be the greatest box office attraction ever presented. By July, it will be playing in 75 cities. He reported optimistic for the company's television productions for fall showing, and said M-G-M record sales reached an all-time high in the second quarter.

Sons of Richards Are Palleibears at Rites Special to THE DAILY

NEW ORLEANS, April 14—Funeral services were held here today for E. V. Richards Jr., co-founder of Allied Amusement Company, and industry pioneer, at the House of Bultman funeral parlor, following religious rites conducted by the Rev. Canon William S. Turner of Trinity Episcopal Church and the Rev. Canon Drury Hardin, of the Episcopal Church of Pass Christian, Miss. Active pallbearers were Ernest V. Richards, Jr., John J. Richards, James T. Richards, Horace V. Richards, Julian S. Richards, and William G. Richards, all sons of the deceased.


Irene Sharaff Signed

HOLLYWOOD, April 14—Irene Sharaff has been signed by the Mirisch Co. and producer Robert Wise to repeat her Broadway company's success on the film version of "West Side Story," musical-drama which is scheduled to go before cameras tomorrow.

McCarthy Hits 'News' Over Salary Editorial

Charles E. McCarthy, executive secretary of COMPO in a letter to the editor of The New York News made public yesterday, took sharp issue with a recent editorial in that paper, criticizing the high salaries paid to film stars. McCarthy pointed out that film stars can command high salaries because their performances are shown in thousands of theatres just as syndicated writers are paid more than staff reporters because their stories are printed in hundreds of newspapers.

McCarthy's letter said, in part: "Your editorial, "Men for Movieland," is surprising, since it appears in a paper that controls a syndicate. You know perfectly well that the high salaries of movie stars stem from the fact that each is shown in thousands of theatres. Thus they can command salaries out of all proportion to the amount of work involved. This is not a defense of these salaries but it is a fact that you blithely ignore."

Exercise W. B. Options

Exercise of options for purchase of 7,500 shares of Warner Bros. common by Herman Starr and 5,000 shares by Wölfe Cohen, vice-presidents, under stock option plan, is reported in the New York Stock Exchange. The shares represent the total holdings of each of Warner Brothers' stock.

BOOK REVIEW

KINEMATOGRAPH YEAR BOOK 1959. 358 pages. Published by Kine

The newest edition of this stak reference work is a compact, honestly brief guide to the British motion picture industry. It comprises eleven sections, with stiff paper separa
tly handily edge-labelled for ready reference. It includes a complete list of films produced in Britain 1958, a small but convenient graphed section, listings of organizations, distributors, producers, circuits and theatres, equipment companies, theatre sales and cast companies and two complete trade
tories, one classified by firm and alphabetic.

Of special interest are the included in the production set which gives stage facilities available at each studio and the theatre lists the major circuits and holdings, followed by a complete
ing of theatres in each major city town in Great Britain and Fer.

The latter lists give the owner, capacity, screen size and price for each theatre.

Several pages in the equipment tion are devoted to an equally by technical project data and tables.

The stiff paper separators make

book a little difficult to thumb, but

sections are readily found.

The book is thoroughly in both for editorial content and indexing.

Carbone Forms Firm

Carl Carbone, formerly sales production executive with Nat Sherman, has formed his own film company here, under the name of Carla Productions, Inc. Carla

ductions will专业化 in con
cial, informational films, and plans to enter both the tele

program and motion picture fi

Union Distributes 'Jazz

'On A Summer's Day,'

duced and directed by Bert Stemm

release of its American release

55th Street Playhouse and the

Avenue Cinema, will be nationally
distributed by Union Film Distri

Inc., was produced by N. Reis, executive vice-president

Galaxy Attractions, Inc.

Chief' to Baronet

"The Big Chief," starring Fer

will have its American premier

the Baronet Theatre here on Ap
ira. Earnings

(Continued from page 1)
special items, representing profit" alleged earnings from ordinary operations are with $4,567,000 or $2.60 per reported for the year 1958 on 588 shares then outstanding. Total consolidated earnings for as reported at $12,554,000 or per share, include $7,987,000 or per share of income from special representing principally profit
spousals of films and investments, with respect to the fourth quarter 59, the consolidated net earnings ordinary operations were $786, or 43 cents per share based upon 1,683,598 shares outstanding at Dec. 2, 1960.

Slightly Above 1958

imparative earnings for the same quarter of 1958 were $760,000 or 43 cents per share based upon the 1,755,544 shares then outstanding. The total consolidated earnings in the fourth quarter of 1959 were $101,000 or 51 cents per share and include $144,000 from special items. These charges compare with a net charge of $1,915,000 or $1.09 per share for fourth quarter of 1958 due to end adjustments of investments affiliated companies.

P. Aquires "Rough"

OLLYWOOD, April 14.-American International Pictures has come to an agreement with George F. of Renown Productions for dis- trict rights to "The Rough and Smooth" for the United States and Canada, it was announced by AIP's James H. Nicholson, Samuel Ickoff and Dick Gordon of New York, who represented Renown in the deal, a top grosser in England on the continent, is set for some release engagements in August to its national release in September. The title may be changed for "Daisies" Here

Please Don't Eat the Daisies" has served the biggest pre-Easter week in the Metro-Goldwyn-Mayer release history of Radio City Music Hall, MG-M said yesterday. The last two weeks ending Wednesday rolled up more than $177,000 at the box office.

rnnblow Gets 'War'

OLLYWOOD, April 14.—Columbia Pictures has assigned "The War," current best-selling novel by Hersey, to producer Arthur Horn.

N.E. Drive-Ins Shy From Criticized Films

Special to THE DAILY

BOSTON, April 14.—The April meeting of the board of directors of Independent Exhibitors of New England held here this week, voiced approval of the report that nearly all the drive-ins in the New England area are refraining from booking sex and nudist films, which were used by some last season.

This week, members of the board believe, is a direct result of the winter drive-in meeting of the New England organization, at which time these films were frowned upon and drive-in owners were urged not to play them.

No More 'Price Wars'

Another improvement in the drive-in picture for 1960 was the report that, except in rare instances, drive-in owners have gotten away from the reduced minimum price wars that plagued certain New England areas last season. Consequently, the flat rate of $1 per car is no longer a menace to competition.

It was brought out at the meeting that the drive-ins' June promotion campaign will get under way when the season is in full swing. A midsummer cooperative drive-in business building campaign also is being considered, one that would be accelerated for the beginning of the 1961 season.

Silent Regarding Allied Bid

There was no discussion at the board meeting of the moves being made by national Allied States to bring the New England unit back into membership. There have been reports that a national committee would seek a meeting with IENE officers to discuss the matter within the next two weeks.

Flick Appointed to New Education Post

Special to THE DAILY

ALBANY, N. Y., April 14.—Dr. Hugh M. Flick, director of the State Education Department's Motion Picture Division from 1949 to mid-1955, and since that time executive assistant to State Education Commissioner James E. Allen, Jr., has been appointed to the newly created post of associate commissioner for Cultural Education and Special Activities, at an annual salary of $15,000. He drew $14,624 as executive assistant.

Joined in 1928

Dr. Flick, who joined the State Education Department in 1928 as an assistant in the Division of Archives and History and has been associated with it since, except for three years (1933-1937) with the New York Historical Society, will supervise the Motion Picture Division, the Division of Communications (television), the State Library, the State Museum, Division of Archives, and the Bureau of Audio-Visual Aids, among others. He continues to serve as executive assistant to the Commissioner, pending appointment of a successor.

Naval League to Sponsor 'Gallant' World Bow

From THE DAILY Bureau

WASHINGTON, April 14.—The Naval League will pay tribute to the late Admiral William F. Halsey by sponsoring the world premiere of "The Gallant Hours," film story of the Admiral's victory at Guadalcanal in World War II, it was announced today by Frank R. Jameson, national president of the Naval League.

The premiere will take place the evening of May 13 at the Keith Theatre here. It will be attended by a specially invited audience of top level government officials, naval and military officers and civilians, including colleagues of Admiral Halsey.

Spring Film Fair Set By Loew's Theatres Here

Plans for Loew's "Spring Movie Fair" were discussed at a meeting of the managers of Loew's New York theatres, their division chiefs, and members of the executive staff. Following this brief discussion of policy matters by Eugene Picker, president of Loew's, Ernie Emerling, ad-publicity head, outlined an intensive promotion program to sell the attractions booked for the next few months.

Among these were "Solomon and Sheba," "Heller in Pink Tights," "The Female," "Home From the Hill," "On the Beach," "Suddenly, Last Summer," and "Please Don't Eat the Daisies."

PEOPLE

Abraham M. Ellis, head of the Philadelphia circuit that bears his name, has been awarded the designation of "Ambassador of Yeshiva University" for his contributions to the New York institution during the past year.

Walter Lavender heads a group of Atlanta business men which has taken over the Jackson Theatre, Jonesboro, Tenn., formerly operated by the Sev-vier Theatre Corp., Johnson City, Tenn. Joe W. Brown, for many years manager of the house, will do the buying and booking.

Carl Floyd of Haines City, Fla., operator of some 40 theatres in the Tampa area, has acquired the Rustic Drive-in at Ruskin, Fla., which he will remodel for an opening around May 1. Neil Mizner will be the manager.

John Woolfenden, formerly assistant publicity director for Columbia Pictures, has been engaged by producer Sam Spiegel to assume a similar capacity for "Lawrence of Arabia," scheduled to start shooting in the late summer in England.

THE PRESIDENTS' LUNCHEON of the

CINEMA LODGE No. 1366

B'nai B'rith

Honoring

ALFRED W. SCHWALBERG

Out-going president

Welcoming

ABE DICKSTEIN

New President

Thursday, April 21, 1960

at

North Ballroom

Hotel Astor

at 12:30 P.M. For Reservations Ph: LO 5-4566
What do they do in RIO on a rainy afternoon?

ANS: They go to the movies—American movies—by the thousands.

That’s one reason why technical excellence is so vital... why the cooperation of the Eastman Technical Service for Motion Picture Film is so highly regarded. Branches are located at strategic centers—queries invited.

Everywhere in the world—because it’s on film!
Telemeter in Mail Drive

(Continued from page 1)

BOSTON—James Maloney, chief banker of Variety Club in New England, headed a group which welcomed 10 new members to the organization. Headed by William S. Koster, International representative and executive director; Philip Loew, first assistant chief banker, and Malcolm Greene, head of the membership drive.

CLEVELAND—Ten couples have signed up to attend the Variety Clubs International convention in Toronto, May 31-June 4. The members who, with their wives, will attend are: Barney Wolz, Jack Silverthorne, Ted Levy, Nat Barach, Jules Livingston, Irwin Shenker, David Rosenthal, Lou Frisher, Bernie Burgner and Sammy Watkins.

BALTIMORE—A stag party will be held by the Variety Club on April 19 to bid farewell to banker Al Zlatin who, with his family, is leaving Baltimore for residence in Florida. Zlatin, a tireless worker for the club, has for more than 20 years serviced theatres, night clubs and broadcasting stations with signs and other forms of display advertising.

Capra to Brazil

(Continued from page 1)

that country's newly-built capital city, Brasilia. The fabulous city, carved out of interior jungle acres of Brazil, will be dedicated next Wednesday in week-long ceremonies. Capra, who will leave for Brazil on Sunday, will bring with him a special punched scroll from representative creative crafts of the picture industry, for personal presentation to President Kubitschek. The scroll states: "We, the members of the motion picture creative crafts of the United States of America, salute the vision and courage of the people of Brazil and their president, Juscelino Kubitschek, on the memorable occasion of Brasilia, April 20, 1960; the realization of a historic dream." Singing the scroll will be B. B. Kalonee, president of the Academy of Motion Picture Arts and Sciences; Ronald Reagan, president, Screen Actors Guild; Walter M. Mirisch, president, Screen Producers Guild; Curtiss Kem- ton, president, Writers Guild of America, and Capra, as president of the Screen Directors Guild.

Inter-Mountain

(Continued from page 1)

miles southeast of the downtown area of Salt Lake City and about one mile outside the city limits. It is now operated by Erick Peterson.

PO Box 16 is the address of the new operation which has yet been scheduled in New York Federal Court. It is not likely to take place prior to mid-May.

Albany Paper Warns

(Continued from page 1)

achieve substantially the same result" as that of newspapers which have adopted a "code" for such advertising, without formally putting one type of effect here or publicizing the same.

Roger C. Coryell, new advertising director of the Times-Union, sent a two-and-one-half page letter on the matter to theatre men. He enclosed a copy of the code that The Cincinnati Enquirer drafted, effective Jan. 1. This was cited as "an example" of the type which "a substantial number of responsible and reliable newspapers have adopted.

"Now we stand with you in the face of a rising tide of criticism that has been levelled against some movie advertising," Coryell wrote. "Appreci- ating that much of this criticism expressed is not valid," he continued, "and that other kinds of advertising, publications, broadcast programs, etc., also have much to answer for, we still hope that we may have your help and understanding in an effort we wish to make with you in behalf of good movie advertising."

Pointing out that The Times-Union hopes "in our mutual interest to achieve substantially the same result, without formally adopting or publicizing any specific code or standards," Coryell beseeched theatre operators' "thoughtful and considerate cooperation."

"While there have been occasions we have felt it necessary to change copy or art work that was submitted— and we will go on doing it so long as we feel it desirable—we would always prefer to have you 'edit' the stock mats and art work you generally get placed with us," Coryell added.

This suggested the yardstick be used: "When in the slightest doubt, make some changes and cut out whatever might seem objectionable."

Popcorn Institute Moves

CHICAGO, April 14.—Effective April 28, the offices of the Popcorn Institute will be located at 333 North Michigan Avenue here.

'The Can-Can' $1,000,000.00

In Six Road Show D"'

20th Century-Fox's "The Can-Can" Todd-AO has grossed over $1,000,000 in its first road show engagement in the United States, general sales manager Alex Harrison announced here yesterday.

The Jack Cummings production is currently selling out at New Rivoli Theatre, Miami’s Sheridan Ope- n, Ben Sack's Gary Theatre to- ton, The Garthway Circle in Lo- geles, the Aladdin Theatre in D and the Villa Theatre in Salt City.

'Can-Can' in Austra

As Release for East

"Can-Can," in Todd-AO, wi 20th Century-Fox's Easter e throughout the whole of Am Murray Silverstone, producer film company's International di said yesterday. The Jack Cum production has bowed with tremendous success at the Plaza T- lland, the State Then Christchurch, and will premiere April 17 at the Paris Theatre i ney.

'Can-Can' Stay

(Continued from page 1)

an injunction was sought against Fox and William Goldman T Inc. to restrain the showing by the D.W.H. Corporation operates the Fox Theatre, here.

Judge Kraft, after listening to sides and to witnesses that 1 Alex Harrison, general sales m and C. Glenn Norris, assistant s manager of 20th-Fox, to plead in behalf of the studios and denied the injunction.

UA Buys Radio Tit

(Continued from page 1)

P.M. conducted by Johnny Holl WADO.

Lewis said this marks the fin that a radio program has been exclusively to promote a film company's product. Similar programs of this type are planned for future 1 he added.

Two current UA releases are spotlighted on the show, "The Forgotten" and "The Fugitive K"

'Ben-Hur' for Hoo

(Continued from page 1)

Chamber of Commerce calling M-G-M to date the picture an 80-mile round trip to 10 people for the local citizens w to see the picture. In addition cards addressed to Joseph Vo calling upon the M-G-M pres hav available. "If we now," are being distributed to stores, as are placards urging cit to sign and mail them.

Trueman Rimbush is sup- secray of Syndicate Theatre chairman of Allied States' en- defense committee.
Formal End to Strike Expected Today

Product Inventory Mounts; 86 Ready for '60 Shooting

By SAMUEL D. BERNs

HOLLYWOOD, April 17.—Hollywood is fired with fresh enthusiasm to pick up the production reins left limp by the recent strike of the Screen Actors Guild. With its feet set firmly in the stirrups to negotiate mutual agreements on other guild and union contracts now in its path, it is proceeding in a manner which spells promise for an even brighter future of the industry.

A list of 86 films with more to be announced were revealed in a survey (Continued on page 2)

Survey Predicts Strike Will Affect Earnings

The outlook for earnings on the stock of major motion picture companies is clouded by the uncertain effects of the recently concluded actors strike, according to the newest Standard & Poor's survey of amusement stocks, dated April 14.

The survey recalls that "in 1958 (Continued on page 2)

Cohn Company Formed;
Columbia Will Release

From THE DAILY BureaU

HOLLYWOOD, April 17.—Robert Cohn, Columbia Pictures production executive and son of the late Jack Cohn, has announced the formation of his own company, Robert Cohn Productions, and will film "The Intent," a novel by Richard Frede as his first project under a multiple-picture deal with Columbia to handle his (Continued on page 6)

NLRB Decision on Jurisdiction Hailed

The decision by the National Labor Relations Board that it has jurisdiction, for purposes of the Taft-Hartley labor law, over a local segment of a national theatre chain if the gross annual volume of the particular segment is in excess of $500,000 was "important and clear-cut" for the industry according (Continued on page 5)

Loew's Theatres 6 Mos. Net at $996,000

Net income of $996,000 was reported on Friday by Loew's Theatres for the first half of the current fiscal year, the 28 weeks ended March 17. The result is after providing for income taxes of $1,230,000 and depreciation of $1,441,000, and is equal to 37 cents per share of common stock.

Eugene Picker, president, noted that since the corporation did not have independent existence until the spring (Continued on page 6)

Universal Slates 4 Regional Sales Drives

Universal Pictures has launched a series of four regional sales drives in honor of its four regional sales managers—Joseph B. Rosen who headquarters in New York; P. F. Rosian, Cleveland; R. N. Wilkinson, Dallas and Barney Rose, San Francisco.

The Rosen sales drive, which is (Continued on page 6)
Product Mounts

(Continued from page 12)

of productions ready or near-ready to begin filming before the year's end.

The acceptance of terms with the major producers and a vote to end the strike at the general membership meeting of SAC tomorrow night in the Palladium Ballroom which would spur the shooting schedules, has already been forecast as a certainty by a local guild spokesman.

Meeting the terms head on, Buddy Adler was first to announce immediate action with a reactivated production having a $65,000,000 budget, largest ever to be backed by a single studio for a single year's product.

Warner Tells His Plans

Jack Warner stepped forward to add to the concerted voice of confidence in the industry's future with an announcement of immediate production of four outstanding properties, together with a list of productions which will be associated

In a checkup of studio activity the following product is being planned for immediate and future production. Some titles were not available as the release of Columbia Pictures was on the second call.


Strike Will Affect

(Continued from page 12)

and early 1959 the motion picture group outgained the general market percentage, reflecting mounting recognition of sizable asset values and growing diversification of stock investments. As of April, 1960, the survey says, the price index of film stocks as a whole was nearly 10 per cent below its 1959 high. "Its market action during the first two months of 1960 with a slight drop in March due to adverse weather. It predicts continued slow growth in box office receipts but says, "Nevertheless less theatre companies are becoming increasingly dependent on outside activities."

Among producers and distributors the survey selects Universal and MGM as the companies expected to show the sharpest profit gains this year.

In the television field the survey predicts all four networks to achieve 10 per cent revenue for broadcasting companies.

deNeve, Simons in Gulf States Posts

Special to THE DAILY

McCOMB, Miss., April 17 - Solomon J. Simons, president of Gulf Theatres, has announced the resignation of Jim deNeve to generate new interest in the theatres, which now operate 62 theatres in Florida, Alabama, Mississippi and Louisiana, with offices here.

It was also announced that "Mike" Simons, former director of the Gulf's Los Angeles office, has been named operating manager of the company and Mr. Simons, who is a native of New York and a graduate of the University of Pennsylvania, will continue to handle the affairs of the company when he was invited to join deNeve. He will ultimately be in charge of the entire operation of the Gulf Theatres, and will also operate the company's offices in New York, New Orleans, Miami and other cities.

Theatre Business on Uptick

Rapid expansion of theatre business by Gulf States in the past year has brought about a need for new offices. Last year, for example, the company's annual gross receipts were $68,631,829, as compared with $65,382,000 for the comparable 1959 period.

The company's chairman and president, Solomon J. Simons, has announced that the company will spend $20 million this year on new construction, including expansion of existing theatre facilities, and will continue to operate the company's new offices in New York, New Orleans, Miami and other cities.

Republic Quarter Reported $7,162,3

Republic Corp., formerly Republic Pictures, has been reported as having a net income of $7,162,3, or 8.5 per cent of the gross receipts for the first quarter of 1960, as compared with $6,928,108 or 9.0 per cent of the gross receipts for the first quarter of 1959.

The report states that net income for the first quarter of 1960 was $7,162,3, or 8.5 per cent of the gross receipts for the first quarter of 1960, as compared with $6,928,108 or 9.0 per cent of the gross receipts for the first quarter of 1959.

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Fox Adds 3

(Continued from page 1)

exhibitors each month from May through December, establishing a new company record. Harrison paid tribute to the vision and foresight of 20th-president Spyros P. Stouros for his leadership in setting up the enlarged schedule.

An important facet of the new schedule, Harrison noted, is that many of the films were produced in foreign countries and outstanding personalities important in the global film industry were featured.

'Oscar Wilde' Included


"Austerlitz," in Deluxe Color Cinemascope, was filmed in three languages at the same time.

The cost spoke English, Italian, and Spanish, thereby eliminating the need for dubbing in the majority of foreign situations.

The complete 20th-Fox schedule for the remainder of 1960 is as follows:


August — "For The Love of Mike;" "Muder, Inc.," starring May Britt and Stuart Whitman; "The 39 Steps," with Kenneth More; "Young Jesse James;" and "Two Weeks In November."

September — Bing Crosby, Fabian and Tuesday Weld in "High Time;" "Wanted!" starring Buddy Adler, executive head of production, and Robert Waldo, for "Sons and Lovers."

October — "Story of Ruth;" "The Shakedown;" and "Charley's Aunt."

November — "The Alaskans;" "The Millionaires;" a new Pat Boone attraction; Orson Welles and Curt Jurgens in "Ferry to Hong Kong;" and "Desert Attack."


Additionally, "Aphrodite," and "Salambino," will be added to the schedule during the next months, Harrison said, and throughout the year, the Todd-AO "Can-Can," will continue opening in selected road-show engagements.

Heavy Drives Planned

Each attraction will be backed by elaborate global campaigns developed by vice-president Charles Einfeld and his staff.

Harrison declared that the schedule represented a $65 million dollar production outlay, the greatest in company history.

In the first quarter of the year, January through March, 20th-Fox releases, in addition to the company's regular release of "South Pacific," studio promotional conferences will start this week in Hollywood among Charles Einfeld, 20th-Century-Fox executive vice-president; Duke, and Robert Holohan, for "From the Terrace."

Einfeld will leave here for the Coast today. He will also confer with studio publicite director Harry Boyd before journeying to San Francisco for the launching there of "Can-Can."

Einfeld also will set plans for the upcoming debuts of the Jack Cymation attraction throughout the Pacific northwest.

Will Visit Chicago

Einfeld will stop in Chicago on his way back to New York on April 26 to finalize the benefit premières of "Can-Can" in the mid-west area. The Todd-AO musical will open tonight at the Palace Theatre in Chicago.

"Sons and Lovers" Is Entered at Cannes

Jerry Wahl's production of "Sons and Lovers," starring David Stockwell, Trevor Howard, Howard Scott, Mary Ure and Wendy Hiller will be shown for competition, as the official British entry at the Cannes Film Festival on May 17.

It will be released nationally in the U.S. in September.
TENT TALK

Variety Club News

DETROIT — A committee of "bar-kerettes" from Tent No. 3 visited the Children's Hospital of Michigan and was taken on a tour of inspection by doctors and hospital workers. The purpose of the visit was to familiarize the committee with the setting in which the club hopes to establish the Variety Club Growth and Development Center.

Lorbeck Leaves Post With Superdisplay

Special to THE DAILY

MILWAUKEE, April 17 — Clifford D. Lorbeck, general manager the past six years of Superdisplay, Inc., has resigned to enter business for himself. Founded by Harold J. Fitzgerald, prominent Milwaukee exhibitor long heading Fox Wisconsin operations, Superdisplay manufactures refreshment stand cases and originated "Buttercup" popcorn.

Lorbeck was a district manager for Fox Wisconsin when he joined Superdisplay, and his resignation terminates a business association of 21 years with Fitzgerald. He states his new activities will be announced soon.

IENE Won't Rejoin Nat. Allied

(Continued from page 1)

spring board meeting in Chicago two weeks ago to confer with I.E.N.E. officials and Western Pennsylvania Allied T.O. officials in an effort to induce both organizations to reconsider their resignations of four months ago and resume membership in national Allied:

Talks Slated for Tuesday

Western Pennsylvania's president, Harry Hendel, has indicated a receptive attitude and a meeting with the committee is scheduled to be held in Pittsburgh on Tuesday.

Last week, following a meeting of I.E.N.E.'s board of directors, inquiries were met with the statement that while the subject of rejoining Allied had not come up, officers felt that if the national committee wanted a meeting, the disposition would be to talk to them. It had been expected a meeting would be arranged within the next two weeks.

No Change, Says Glassman

However, in issuing his statement on Friday, Glassman said, "At our April board meeting we discussed the matter of the overture to us to rejoin national Allied, but our position remains unchanged.

Both I.E.N.E. and Western Pennsylvania resigned from the national organization following the annual meeting of its board in Miami Beach in December, at which internal differences boiled over and the election of Edward Linder of I.E.N.E., who was in the traditional line of succession to the Allied presidency, was upset by what some directors charged were unfair methods.

Myrick PeaceMaker

Defections of other Allied unions were threatened for awhile but at the Chicago meeting of the national board Myrick led a successful tranquillizing movement that not only dispelled that danger but also included the appointment of the national committee charged with attempting to bring the two strays back into the pen.

Goldwyn Will Present UCLA Writing Awards

From THE DAILY Bureau

HOLLYWOOD, April 17 — Samuel Goldwyn will personally present the Goldwyn creative writing awards at UCLA on Wednesday, May 4. The producer will address the theatre arts department on the occasion of the sixth annual presentation of the awards to UCLA student winners.

First prize is $1,000; second, $250.

Clark, Sherdeman Fo Independent Compan

From THE DAILY Bureau

HOLLYWOOD, April 17 — B. Clark, currently directing "Foot in Hell" for 20th Century and scenarist Ted Sherdeman, scripted "The Day the Band Play Universal and "The Dog of Leaders," which Clark directed for Fox release, have formed an independent producing company to be known as Centaur Productions. They have listed for production four serials by Sherdeman: "Middle," "The String Puller," "Nacht for Nero" and "Baldie." In addition they have scheduled "The Canter Pilgrim," based on "The Canter Tales," by Clarence, on which they have been working for past few months as the basis for a package deal. They said negotiations are underway Universal for a releasing deal.

Lipskin Is Honored

A farewell luncheon was held at Columbia Pictures Friday for renee H. Lipskin, who had resided in Hollywood for 25 years and was a prominent figure in the industry. The luncheon was attended by many of his friends and associates who praised him for his dedication and professionalism.

Lipskin was honored for his contributions to the industry and his commitment to excellence. He was presented with a plaque and a certificate of recognition from Columbia Pictures.

The event was held at the studio's executive dining room, and was attended by executives, producers, directors, and other industry professionals. The atmosphere was filled with celebration and camaraderie, as everyone gathered to pay tribute to Lipskin's legacy.

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RB's Edict

(Continued from page 1)

An M. Levy, general counsel for Owners of America, issued his observations on the TOA legal "digest" at the hearing. The case involved Local theorists' Union; Joseph, a member of the union; Stanley, Corporation; and IATSE. The union was represented by Stanley Theatres in Essex County.

Writing effects of the decision, Levy said, "deals a devastating blow to those unions who attempt to wield their benevolence only to members of the good standing and to the members of the union standing. An order, under the NLBB, requires the union to reissue employes who have been found guilty of health and welfare fund because they were not members of the union in good standing." Therefore, Period the Issue

Despite, the decision is not, in a Stanley Warner theater, a newsflash, the management was granted by them. the union was a closed shop. In turn, the employer claimed that the shop did not affect interstate commerce and that it was not subject to NLBB jurisdiction.

However, the NLBB found that Stanley Warner was interstate commerce, even though only one theatre in only one county was concerned; because the annual volume was over what required for jurisdiction, or $700,000, and because all films exhibited by Stanley Warner moved in interstate commerce and because Stanley Warner was a interstate chain.

Agents Hit

(Continued from page 1)

volving his company's pictures" and that he is "oblivious of every principle of sound business and mainly concerned with protecting his five per cent—or whatever his take-off may be."

EDC claims further that the "chief aim" of the representative is to slow down the flow of product to the subsequent and small-town theatres. Independent exhibitors can cite examples to support this contention, it is asserted.

Through such practices by their employees, EDC warns, producers are losing the good will of their exhibitor customers. The bulletin adds: "Exhibitors who are frustrated in their attempts to secure fair deals quite naturally take it out on the producer when the opportunity arises."

The bulletin states that Samuel Goldwyn was one of the first to employ producer representatives. When it became generally known that 'Porgy and Bess' was not performing at the box office, few exhibitors' tears were shed," it observes.

Producer representatives are also accused in the bulletin of favoring former affiliated circuits over independent exhibitors and two anti-trust cases are cited as illustration.

REVIEW:

Valley of the Redwoods

Associated Prod.—20th-Fox

A seasoned safecracker and his two accomplices, one a good-looking young woman, are the fugitives in "Valley of the Redwoods," a melodrama filmed in black-and-white CinemaScope in the lumbering country of northern California. This picture is short and to the point, a satisfactory program feature. Because the "perfect" crime is undermined by a tolerant acceptance of the fine art of larceny, it pays only in spilled blood. Lynn Bari and her wounded boy friend, John Hudson, are taken by police. Ed Nelson, the safecracker, is killed by Miss Bernay as he tries to escape from his partners who split the $81,000 hoisted from the safe at a nearby mill. The picture proves, among other things, that among thieves honor runs a distant second to greed.

"Valley of the Redwoods" was produced by Gene Corman and directed by William N. Witney. The screenplay by Leo Gordon and Daniel Mather is so thin and improbable that Buddy Bregman has provided a lusty jazz background score. Running time, 63 minutes. General classification. Release, in May.

SAUL OSTROVE

IN SAXON

MICHAEL GORDON
IVAN GOFF and BEN ROBERTS
ROSS HUNTER

A ROSS HUNTER PRODUCTION

PORTRAIT IN BLACK

THE STARS OF "IMITATION OF LIFE"

THE PRODUCER-DIRECTOR TEAM OF "PILLOW TALK"
**Television Today**

**Who's Where**

Alvin D. L. Zeeha has been appointed Asian sales manager of Screen Gems, Inc. He left last week for the company's offices in Tokyo. Zeeha will have charge of the sale of Screen Gems' shows in Japan, Hong Kong, Thailand, the Philippines, India, Okinawa and Guam.

Worthington (Tony) Minor, who developed and produced such programs as "Studio One," "Toot of The Town," "Medic," and "Frontier," has been named executive producer of the Play of The Week Production Company, a new division of National Telefilm Associates, Ely A. Landau, NTA board chairman, announced.

David Sontag has resigned his position in the NBC-TV program department to become manager, programs—New York for CBS Films, it was announced by Robert F. Lewine, vice-president, programs, CBS Films, Inc.

The election of Richard H. Close as vice-president, national spot sales, was announced by John Sarnoff, chairman of the board of the National Broadcasting Company, Close, who has been director, NBC spot sales, since December, 1958, has been active in the spot sales division for over 20 years.

Marilyn Reiss has resigned as head of the television department of the Arthur P. Jacobs Company, Inc., effective April 15. Prior to joining the Jacobs Company a year ago, Miss Reiss handled publicity contacts for the special projects unit of the CBS-Television network press department.

"Raven" Prepared as New NBC Prime Time Series

"Raven," a full-hour mystery program set on Hollywood's "Strip" with Skip Homier starring in the title role, is being prepared for NBC. Al Black, producer, has in mind a black and white series for prime time viewing on the NBC Television Network during the 1960-61 season. David Levy, vice president, programs and talented NBC Television Network, announced the new project.

Produced by Screen Gems in association with the National Broadcasting Company, a pilot of "Raven" already has been filmed with Paul Anka, 15-year-old singer and composer, as guest star in one of his rare dramatic roles. Phillip Leacock directed the pilot from a teleplay by Louis Reid. According to "Raven" executive producer William Sackheim, subsequent episodes will feature show business personalities of comparable popular appeal.

**New Service to Test Effectiveness of TV**

An in-house evaluation service designed to test the effectiveness of TV commercials and programming has been announced for NTA Telestudios, Ltd., by George K. Gould, president.

The new service is called Television Audience Research, Inc. A unit of NTA Telestudios. Research is conducted by Blankenship, Gruene & Oberg, Inc.

"All is designed to measure a commercial's effectiveness under typical, naturalistic viewing conditions. Test material is televised in the context of regular programming, and it is seen by family groups in their own living rooms, under the normal household distractive influences.

200 Households Chosen

Prior to the telecast 200 households are selected by a random sampling method, contacted by telephone and alerted to watch a time segment that includes the test program. A token premium is offered for their cooperation.

Immediately after the telecast, an army of specially trained interviewers begin personal interviews in each of the pre-selected households. Within two-and-one-half hours, a minimum of 100 household interviews are completed. The results are then analyzed, tabulated, and a completed report is delivered to the client within ten days after the telecast.

15 'Our Gang' Comedies Readied for Syndication

A total of 15 "Our Gang" comedies has been scored and prepared for syndication, with a balance of 63 to be completed over the next ten weeks, it was announced by David Dietz, president of National Telepix, Inc., packager of the series. Dietz reported that scoring is proceeding according to plan at an average rate of seven units per week at the TITRA Sound Studio here. The 78 units comprise the first National Telepix package for syndication.

Theme Song by Saunders

Jack Saunders, who supervised the musical score for Mike Todd Jr.'s, "Scent of Mystery," has written a special "Our Gang" theme song and original music for the famous comedy series. Each unit runs approximately 13 and a half minutes.

**Will Assist Ford**

WASHINGTON, April 17—Federal Communications Commission Chairman H. Cameron Brainard has appointed James B. Sheridan, long-time FCC economist as his special assistant. He is to keep Ford informed of the progress of major FCC projects for the purpose of expediting them.

**Du Mont Lab. Has Profit Of $1,315,904 for '59**

The annual report of Allen B. Du Mont Laboratories, Inc., will show a profit of $1,315,904 and gross income of $19,467,409 for the fiscal year ended Jan. 3, 1960, it was announced at the weekend. For the prior fiscal year gross income totaled $30,163,988, and a loss of $8,503,698 was sustained.

Sale of the East Paterson plant and other capital assets resulted in a gain of $1,532,929, which was partially offset by a deficit from operations in the amount of $590,000. Total carry-forward eliminated any current liability for Federal income taxes. Additional tax loss carry-forward and future tax benefits are estimated at about $8,500,000.

D. T. Schultz, president, reported there was further substantial improvement in the company's financial condition this year. Sales exceeded $5,000,000 in 1958, were further reduced by $6,700,000 in 1959. Working capital at the year end amounted to $5,392,000 with a net current ratio of approximately 5 to 1.

**Economies Continue**

Continuing the program of effecting drastic reductions in operating costs, the East Paterson plant was sold during 1959. Operations of the company will be consolidated in the Clifton plant, which will materially improve efficiency and facilitate savings in the three years.

The company has increased its engineering and marketing efforts on new products in special tubes, instruments and mobile radio, from which larger sales volume and improved earnings are expected.

**Cohn Forms Company**

(Continued from page 1)

releases exclusively. In welcoming the new Cohn independent company, Samuel Briskin, vice-president in charge of Columbia's West Coast studio operations, said, "The 'Ten Commandments' is a film which will deal with the problems of young men and women of medicine during their internships, will be one of the company's most ambitious undertakings of the coming year.

Cohn has been active as a staff producer at Columbia since World War II, with more than 30 pictures to its credit. He spent three years on the Continent as production coordinator and representative for the company, working with M. J. Frankovich in London. He also served as production executive under the late Harry Cohn and continued until the present in the same capacity under Briskin.

**Lubin and Kaufman**

(Continued from page 1)

firm. The company has already acquired three story properties and slated them as their initial project. Leading off will be Herman Melville classic, "Billy Budd," which will produce for Allied Artists, they are now setting up head office. The others are "Reprieve" and Piel Piper of Cairo, Ky.

**Saturation S**

(Continued from page 1)

basis in every exchange are the country, Welnner reported, 265 theatres in the Atlanta ten first to participate, starting this Following completion of the saturation dates, the film will withdraw U.S. release later this year.

"From contacts with exhibitors throughout the nation with whom we have placed this policy, there has been done," Welnner noted, "it is paramount desiring that they generally to charge their regular admission prices during the engagement of "Ten Commandments," which the exhibitor will be informed is your chance to see this great motion picture."

Although the DeMille spectacular played to an audience of 51,492 the U.S. since its world premiere New York in 1926, there are "untold millions" who have not or want to see it again, according Welnner. Many of the theatres is for the saturation engagements to playing "The Ten Commandments" for the second or third time 1956, he noted.

In conjunction with this new policy for "The Ten Commandments" Paramount has prepared a new advertising and promotional campaign build around total area promotion.

**Loew's Theatres**

(Continued from page 1)

of 1959, no figures are available the comparable period of the previous year.

Gross revenues for the first quarter amounted to $32,235,900. Net income for the second quarter ended March 31 was $207,200 or 23 cents per share.

Nizer Eulogizes Phillips At Unveiling of Plaque

An eight page booklet report Louis Nizer's eulogy of the late Phillips, Nizer, Benjamin, Kri Balbon. The eulogy was delivered Nizer, president of the union a basis of a bas relief in bronze of in his eulogy paid tribute his friend and partner 's "profound knowledge, bibilical goodness andommata sentimental."
NO EVENT OFFERS SO MUCH AS THE

33RD ANNUAL CONVENTION

VARIETY CLUBS INTERNATIONAL

MAY 31 – JUNE 4, 1960
ROYAL YORK HOTEL

• Register now!

WITH YOUR TENT CONVENTION CHAIRMAN!

ENTERTAINMENT
TOURS, FASHION SHOW
RACING AT WOODBINE
GIFTS • • PRIZES
PARTIES • • DINNERS
AN IMPORTANT ANNOUNCEMENT
ABOUT TRAILERS
FROM NATIONAL SCREEN SERVICE

Effective September 1, National Screen Service Corp. will create, produce and distribute its own trailers on Columbia Pictures Corporation feature releases.

Because 73% of our exhibitor-customers are served with their trailer requirements on a weekly service rate plan, we feel it is our obligation to continue rendering those exhibitors with complete service on their trailer needs—so that they will not be required to assume the additional burden of an increased cost for their trailers on Columbia features.

National Screen Service trailers on Columbia features, through the use of animation, creative art and live personalities, will be both effective and readily acceptable for general exhibitor use, as well as welcomed by many as a refreshing change of pace.

As creators and pioneers in trailer making, National Screen Service has earned industry-wide respect for its record of successful service to production, distribution and exhibition; the company only recently observed its 40th Anniversary.

Now all of the "know how" acquired during these 40 years of trailer making and distributing will be harnessed to continue the same fine service and to maintain the reputation of National Screen Service as the company—"tops in trailers."

NATIONAL SCREEN SERVICE
Three New Music Hall Marks Set Pace for Easter Business

By Sherwin Kane

Recent Hollywood strike, like any events before it, served to line again the basic interde-

cence of one segment of the in-
terest of another, and do bearing

welfare of the whole. For no

of the industry prospers if an-

to another, and no one of its ele-

ions is not effective if another

cross purposes, or not at

it truism resides the most ob-

sual forceful argument for in-

cide unity, toward which our most

five thoughtful leaders so long sought to achieve.

another meeting of the Amer-

aggress of Exhibitors scheduled

week, the opportunity to fos-

principle of unity is again

ion and condemnation, one of another, are divisive and un-

Understanding and co-

foster unity and strength.

Pinanski, industry statesman of those who has given the

much thought over the years, this way:

evident that our industry must

every segment of its com-

make up vital if it is to be

It cannot be divided and

It cannot be economically

less all of us who comprise

considerate and understanding

other's problems, ambitions

site television or other diver-

terests, a production-distribu-

company cannot prosper without

ion and theatres survive with-

clearer than ever before that

to continue in our business,

us suffered economically and

relations-wise through mistakes

all of us are guilty, we

big enough to forget personal-

standing, together, do what

help realize the one thing

we can save our industry—the pro-

and release of more and bet-

tures. If, in attempting to meet

by-day problems confronting

us, we have unconscious-

our opponents to "divide and

us. And we have permitted

be dominated by those

British Exhibitors Press Case for Cut In Production Levy; Meeting Set May 3

By WILLIAM PAY

LONDON, April 15 (By Air Mail).—While producers continue to press for an increase in the government's production levy on exhibitors, representatives meet Board of Trade officials again on May 3 to discuss the exhibitors' case for its reduction.

The defense began its side of the TV "block-booking" case in New York Federal Court yesterday when Los Angeles (M-G-M) called five

witnesses in an attempt to prove government charges that it and five

other film and television companies sold old theatrical pictures to TV

stations in violation of anti-trust laws.

Principal witness examined yesterday.

(Continued on page 4)

MPAA Board, Officers

Are Re-Elected

All officers of the Motion Picture Association of America, headed by

Eric Johnston, president, were

lected at the annual meeting of the

organization's board of directors here

yesterday.

Earlier, MPAA members re-

directors with the exception of

Albert Warner, who was replaced by

Howard Levinson, assistant secretary

(Continued on page 6)

RKO General Files at FCC for Buy of WHCT

By E. H. KAHIN

WASHINGTON, April 18.—RKO General has applied formally to the

Federal Communications Commission for permission to acquire the money-

losing Hartford, Conn., ultra-high-

frequency TV station, WHCT. This is

(Continued on page 4)

See Ratification

SAG Pact Sets Extra Pay for Film Re-Use

Other Hitherto Undisclosed Contract Terms Revealed

From THE DAILY Bureaus

HOLLYWOOD, April 18.—If pro-

ducers re-use any part of a film or

sound track in any picture other than

the one for which the actors therein

were employed, there must be separate

bargaining and agreement at the

time such re-use is decided upon.

This is one of the hitherto undis-

closed provisions of the new three-year

Screen Actors Guild agreement with

the major studios, which an SAG

membership meeting is expected to

ratify here tonight. At press time there

is every indication that members

would follow SAG's unqualified rec-

ommendations and approve the agree-

ment overwhelmingly.

If this is done as expected, pro-

ducers will be free to start new production

tomorrow. There will be no need to

(Continued on page 5)

WGA Group Optimistic Following Pact Session

By SAMUEL D. BERNs

HOLLYWOOD, April 18.—"We

expect to meet again, and move for-

ward, if at all possible," was only

comment obtainable from spokesmen

for the Writers Guild of America at

the conclusion of today's resumption

(Continued on page 5)

AIP New-Product Meet

On Coast Thurs., Friday

From THE DAILY Bureaus

HOLLYWOOD, April 18.—American-International Pictures field and

home office personnel will meet here Thursday and Friday to screen and

discuss sales, exploitation and mer-

chandising plans on the company's

new lineup of product.

Attending the meeting, called by

(Continued on page 6)

TELEVISION TODAY—page 4
E CARDON WALKER, vice-president of Walt Disney Productions in charge of advertising and sales, has arrived in New York from the Coast.

PHILIP GERARD, Universal Pictures Eastern advertising-publicity director, has returned to New York from Hollywood.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and his assistant, BERNAUD LEVY, have returned to New York following a trip through New England.

MEYER S. FINE, president of Associated Circuit, Cleveland, has returned there with Mrs. Fine from Miami.

BONUS MINTOS will arrive in New Orleans April 15, following the first leg of a personal appearance tour for "Man on a String" for Columbia Pictures.

JAMES MASON left here yesterday for London via B.O.A.C.

AD SCHWARTZ, owner of the Lexington Theatre, Cleveland, has returned there with Mrs. Schwartz from Florida.

JOSEPH PASTERNAK has returned to Hollywood following a key-city tour in connection with M-G-M's "Please Don't Eat the Daisies.

HAYA HARIKDEET, now in Denver in behalf of M-G-M's "Ben-Hur," will return to Hollywood from there late this week.

M. B. HORBTITZ, head of the Washington Circuit, Cleveland, and SANFORD LEAVIT, an executive of the company, are in Mt. Sinai Hospital there, the former for a check-up, the latter for surgery.

Wometco Dividends Set

MIAMI, Fla., April 18.—The board of directors of Wometco Enterprises, Inc., has voted a quarterly dividend of 17½% cents a share on the company's Class A common stock. A quarterly dividend of 8½% cents per share was voted for the Class B stock.

This dividend will be paid June 15 to stockholders of record as of June 1. The June 15 dividend will be the fifth such quarterly dividend since the public issuance of Wometco Enterprises, Inc., stock, in April, 1939.

MOTION PICTURE DAILY

Music Hall Records Set

(Continued from page 1)
govers at the Music Hall, where at 11 o'clock the line extended all the way around the block and down the middle of the far side of 51st Street. The film attraction with the annual Easter stage show is "Please Don't Eat the Daisies," which grossed $130,000 Thursday through its entire new Easter weekend box office record. Two other records were set—the best Good Friday and the best Easter Sunday business in the history of the theatre. Expectations are for a total of $223,000 for the week ending tomorrow.

"Ben-Hur" at New High

With four performances added this week to its schedule at Loew's State, "Ben-Hur" set a new high for its engagement by grossing $63,500 for the week ending today. At the Capitol, "The Unforgiven" rolled up a strong $80,000 for the week ending tomorrow.

"Wee Me When It's Over" reaped a big $22,000 for the holiday weekend at the Paramount. The seventh gross there through Thursday will be about $35,000 to bring the total for the week to $47,000 for "Fugitive".

In its first full week at the Astor "The Fugitive Kind" did a whopping $47,000. The same film recorded a strong $25,000 at the Plaza where it is playing on a day-and-land basis.

For the week ending today—its first at the Sutton—"Expresso Bongo" drummed up a sharp $20,000. "Can-Can" played to a capacity $56,000 with two extra shows for the week at the Rivoli.

"Who Was That Lady?" served up a smashing $20,000 in its first three days through Sunday at the Criterion. In its 12th week at both the Forum and Trans-Lux 52nd Street, "Our Mun Doh—A Musical Fantasy" held tickets at $4 for "The Mouse That Roared" down $7,000 in its 25th and next to last week at the Guild.

"Visit to a Small Planet," booked in 27 theatres of the Loew's circuit in the New York area, was outgrossing previous Jerry Lewis films. It did $231,000 at the 27 houses for the five-day period ending Easter Sunday.

CHICAGO, April 18—"Can-Can," which bows tomorrow night at the Palace Theatre there, has had an advance sale of $76,100. The premiere, for Illinois Children's Aid, will be led by Illinois state governor William Stratton, Mayor of Chicago Daily and the entire state Supreme Court.

Walder Anti-Trust Suit Rejected by High Court

From THE DAILY BUREAU

WASHINGTON, April 18. — The Supreme Court today turned down the treble damage anti-trust suit brought by Charles Walder and others against Paramount Publics Co., Radio-Kith-Orpheum, Warner Brothers, 20th Century-Fox, Columbia Pictures, and their affiliates. Since 1928, the Walder family has owned and operated a neighborhood house in Miami, Fla. The Supreme Court in effect sustained the decisions of lower benches which had earlier rejected Walder's contention that the terms of an agreement in which theatre management and Paramount each owned half the firm that operated the theatre were inequitable.

Rites for Mrs. Bach

BUFFALO, April 18.—Funeral services were held here for Mrs. Pauli Bach, wife of the well-known George Waldham Films, Inc. Mrs. Bach, a former actress, came to the U. S. with a Max Reinhardt company before World War I, appearing on the New York legitimate stage, in stock and in motion pictures with M-G-M around 1932, when her husband was a director. In addition to Bach, a daughter and grandchildren survive.

Mother of Mel Heymann

Funeral services will be held in Newark, N. J., this morning for Mrs. Dorothy Heymann, mother of Mel Heymann of the M-G-M home office publicity department, who died Sunday following a long illness.

McWilliams Appoints Coordinator of ‘Kin

The appointment of Harry K. Williams as coordinator of adver publicity and promotion for S. Bronston's "King of Kings" was announced yesterday by Robert S. Inger Associates, Inc., public relations representatives for the prod McMWilliams, now at the Time office, will leave for Madrid this week for the start of the actual promotion. A Hollywood unit public relations representative will join the studio in Madrid in the near future.

Two Years for Academy

McWilliams has just completed assignment as coordinator for public relations for the 1960 AEC Awards presentation. This was the second year McWilliams was choosen this position by the advertisement publicity directors' committee. Between the two Academy campaigns, McMWilliams assisted Doob at Metro-Goldwyn-Mayer publicity and promotion campaign "Ben-Hur.

King of Kings," will be printed in Madrid, Rome and Holy Land in 70mm Technicolor.

Doob Resigns MGM

Oscar A. Doob, former Loews executive who came out of ret handling special promotion for Metro-Goldwyn-Mayer’s "Ben resigned again as of April 15. He is returning to New York, D. C., and will leave on a European trip.

NEW YORK THEAT

"Ben-Hur" Racks Up
$1,000,000 Easter Week

A $1,000,000 week was rec by Metro-Goldwyn-Mayer's "Ben-Hur," taking all of the film's 33 engagements and abroad played to capacity.

The holiday week was marked extra matinee every day, making total for the week 14, a total of the usual 10. L. State Theatre here had its largest take since "Ben-Hur" premiered last November.

DORIS DAY * DAVID NIVEN
* "PLEASE DON'T EAT THE DAISIES!"
* FROM 6-9 IN CINEMA'S AND METROCO	
* AND THE NEW YORK'S GREAT EASTER SHOW!!

Monday, April 19.
art decorating now for ECORATION DAY!

STOP! IN THE TIME IT TAKES YOU TO READ THIS ANOTHER OF ITS ASTONISHING SCENES WILL HAVE PILED UP IN JOHN FORD'S SENSATIONAL

Sergeant Rutledge

You know all along that love had nothing to do with it...

"Go away—white woman means trouble."

"I want the truth about that night."

We've said it before—but never, never for such a surprising reason!

No seating last 10 minutes

John Ford is the only 4-Time Academy Award director! His big, big, big No. 5 is coming up now!

Starring
JEFFREY HUNTER • CONSTANCE TOWERS
BILLIE BURKE
Written by JAMES WARNER BELLAH and WILLIS GOLDBECK
Produced by WILLIS GOLDBECK and PATRICK FORD • Directed by JOHN FORD

It's from Warner Bros.

THE TRICK TEXT TRAILER!
FOR THE FREE INTERMISSION RECORD!
THE TRICK TV SPOTS! HEAR THE TRICK RADIO SPOTS! SEE THE PRESSBOOK RIGHT AWAY! (And screen it, screen it, screen it!)
**Television Today**

**Who's Where**

Jack M. Goetz, public relations director for Consolidated Film Industries, has been elected as chairman of the board of the Television Film Association, Inc., in Hollywood.

Stephen Muffatti has been appointed director of commercials for Terrysoons, a division of CBS Films Inc., it was announced by William M. Weiss, Terrysoons vice-president and general manager. At the same time, Weiss said that Eli Bauer will move from Terrysoons’ New Rochelle Studios to the New York office to take charge of story, ad and design of commercials under Muffatti.

The appointment of Carl Lindemann in the president's sales position of the NBC Television Network, was announced by Walter D. Scott, executive vice-president, NBC Television Network. Mr. Lindemann, who has been in the daytime, daytime programs, since April, 1959, will report to Don Durgin, vice president, Television Network Sales.

Frank Young has been appointed assistant director of publicity and special events of the Metropolitan Broadcasting Corporation, Phil Cowan, director of the department, announced.

Robert Seidelman has been elected vice-president in charge of syndication of Screen Gems, it was announced by Jerome Hyams, vice-president and general manager, Seidelman, who has been director of syndication since last fall, will continue to supervise the company’s syndication operations. His new title was formerly held by Hyams.

**Campbell in Three-Year Renewal of ‘Lassie’**

From THE DAILY BUREAU

HOLLYWOOD, April 18—The Jack Weather Organization has announced the renewal of the “Lassie” television program by the Campbell Soup Company, who will continue as a sponsor for an additional three-year period beginning September, 1960. A consideration in excess of $6,000,000 is involved over the three-year term, which includes the production of a maximum of 39 new “Lassie” programs to be produced this summer for the 1960-61 season release, and a similar number for each of the succeeding two years.

Filming of the new series will begin soon. Robert Golden, producer of the current “Lassie” series now running over 147 stations of the CBS-TV network each Sunday evening at 7 P.M., will produce the new series. Bonita Granville Whrer will be associate producer, and the cast of Lassie, Jon Provost, June Lockhart, and Hugh Reilly will continue in their customary roles.

**Chances for Educational TV in D.C. by ’61 Good**

From THE DAILY BUREAU

WASHINGTON, April 18—Chances of establishing an educational television station here to begin operations by the fall of 1961 “now are very good,” according to Mrs. Edmund D. Campbell, president, Greater Washington Educational Television Association.

The group expects to start soon to raise the estimated $300,000 to $400,000 that will be needed for construction of studios and a transmitting tower. Area school systems are cooperating in drawing up a curriculum which might be broadcast by the educational station. The District of Columbia government, which has been using educational programs aired through the facilities of a local station, WTTG, is going to drop them.

**Estimate $150,000 a Year**

It is estimated that it would cost about $150,000 a year to have an educational television station supply 4 hours daily of elementary school programming. The Washington educational TV group contemplates using programs for sale to other school-TV systems throughout the country.

**Treyz Designated as AB-PT Board Nominee**

Oliver Treyz, president of the ABC Television Network, has been designated as a nominee for director of American Broadcasting - Paramount Theatres, Inc., for the coming year. Treyz would fill the vacancy caused by the death of H. Hugh McConnell on April 11.

Treyz was elected president of the American Broadcasting Company Television Network in February, 1958. He had been vice-president of ABC in charge of the television network since October, 1956.

**Had Headed TBA**

Previously Treyz was president of the Television Bureau of Advertising, Inc. He joined the TBA Jan. 1, 1955, as its first president.

**TV Industries Charges Film Rights Infringed**

Charging copyright infringement on five of its motion pictures, Television Industries, Inc. has filed a suit in New York Federal Court against Coranda Corp. and Friedrich Roland. The complaint charges that since January the defendants have been distributing a catalogue offering prints of the films for home viewing. The pictures are from 15 to 25 years old. Television Industries, Inc. asked for an injunction restraining the defendants from marketing the films and seeks payment for damages already sustained.

**Justice Dept. Probing NBC Station-Switches**

From THE DAILY BUREAU

WASHINGTON, April 18. — The National Broadcasting Company’s plan to switch some of its television stations is being probed by the Justice Department. The inquiry is mandatory under the terms of an anti-trust decree to which NBC and Radio Corporation of America are parties.

In addition to a complaint that has been filed by the San Francisco Chronicle, owner of KRON-TV, one of the switches proposed by NBC is the purchase of KRON from the Smithsonian Institution, for about $7,500,000. KRON-TV is now the NBC outlet there.

NBC proposes to dispose of Philadelphia’s WHB-C-FM-TV to RKO General. This is required under the anti-trust decree. In exchange, it would get RKO’s stations in Boston. RKO also would buy the Washington NBC outlet, WIC-FM-TV, for about $11,500,000.

**Defense Begins Case**

(Continued from page 1)

day by Louis Nizer, chief counsel for Loew’s, United Artists, and Associated Artists Productions, was Charles Barry, formerly vice-president for McG-NI TV. Barry told Judge Archie O. Dawson that when his company began to sell films to TV it was forced to sell the full library in a package due to a shortage of prints and a lack of salesmen.

Barry added, however, that in March, 1957, seven months after the first sales to TV, policy was changed to permit sales of selected films. It was a question of “feeling our way around” at the beginning, he stated.

Barry’s testimony was challenged by Leon Posner, government trial attorney. He tried to prove that enough prints were on hand in 1956 for Loew’s to have sold the films individually.

Other witnesses called yesterday were Robert Norvet and Richard A. Harper, whose testimony was largely technical. Harper will be recalled today. Other defendants are Screen Gems, National Telefilm Associates and C & C Super Corp.

**William Savits Dies**

PORTSMOUTH, N. H., April 18—William Savits, 63, for many years manager of the Civic Theatre here, died suddenly late last week, leaving a widow, his mother, son, daughter and grandchild. Funeral services were held at Newton Center, Mass.

**Drive-In To Be Moved**

CHARLOTTE, N. C., April 18—The North 21 Drive-In Theatre here will be moved bag and baggage across town. In so doing it will become the South 21.

H. B. Meischel, owner of the South 21 and of the site of the former North 21, said the theatre will be moved so the site on U.S. 21 south of the city can be developed for business.

**RKO Gener-**

(Continued from page 1)

The first move in the firm’s plan to buy Hartford as a testing ground for suburban television. The system be used, if FCC later approves application for a pay-TV experiment, there is Zenith’s Phonovision.

The Hartford station was bought by a new firm, H. Phonovision Co., solely owner RKO General. It is capitalized $250,000, a price $245,000 is paid after FCC approves transmitters.

The FCC was told in the application that WHCT’s finances cannot cover expenses. The station will be operated by RKO, and believe their “financial cap” and vast broadcasting experience continued operation and the proposed subcription-Television tests proved the station was experimentally and dependent UHF operation and its tion-wide expansion thereof.

**Principal Interest Describe**

RKO General says it is “prize interested in determining the c button that subscription Televic system be used to determine operation of stations situated as WHCT, an acquisition here proposed is the effective means of carrying this eff, realases, that the use of this application will not take authorization of subscription by the commission, but will take that risk.”

**After FCC authorizes pa RKO General says, “commerical will be complemented by several hours of subscription pro each week.” In the meantime, programs filed with the FCC that WHCT will rely heavily o its programs. It pl broadcast 58 hours weekly on a contractual basis, and will show three feature films daily. Most listed programs will also be on Entertainment will constitute 7 cent of WHCT’s programs.

**leasing Plan Set**

Purchase of WHCT involves $150,000 for non-five years, and $20,000 for the first four years and $34,000 nally for the next six years. V also gets an option to buy 10 pe of WHCT’s stock for $5,000. It has $25,000 at one per share.

Hartford’s president, Edward det, has a 30-day option to buy stock in WHCT held by Da, for $150,000—the seller.

The original cost of WHCT made $16,000, its depre value $415,185.

150 ‘Fugitive’ Book

More than 150 titles have beheaken Tennessee Williams’ “The tive Kind” in key cities in the States and Canada over the next week period. It will be announced by William J. Heineman, United vice-president.
Film Re-Use in SAG Pact

(Continued from page 1)

waits for the return and counting of tickets. The ballots sent to out-of-town SAG members, which will take several weeks more. The mail ballot traditionally endorses action taken at membership meetings, particularly in instances such as this on which the SAG board makes a strong recommendation. The report mailed to SAG members accompanying the ballots says: The contract represents the most significant gains for actors ever made in any Guild negotiation. It could not have been achieved without your strike action. . . The Guild board of directors believes this agreement is a tremendous achievement. The board strongly urges ratification of the contract.

Provides for Talks Before Re-Use

The provision covering re-use of film stipulates that the separate bargaining and agreement on payment to actors for the re-use must occur before the re-use is made, and violation of the provision entitles an actor to damages of triple the amount originally paid for the material re-used.

Another provision of the new contract considered of importance here is one which gives actors coverage for work abroad if he was employed for it in the U.S., in other words, he will have the full coverage of the terms and working conditions of the new contract while he is working on a picture abroad, provided he was hired for the picture in the U.S.

Other previously unpublicized provisions of the contract include the following:

Correction of abuses. Producer to give SAG copies of accounting books; separate itemization of pay checks of compensation for overtime, fittings, penalties, etc.; new penalties for meal period violations increasing each $1 hour; recovery of damages if producer consistently makes late payments.

"Money break" re overtime. The "money break" figure is now $1,500 per week for all players including those under term contracts.

Trailers. Full day-player rates to be paid actors, with additional compensation for "tags."

Accident insurance. Producer to provide at least $20,000 insurance for actors flying at the request of the producer.

Five-day week in all areas where Guild has branches, if picture substantially photographed in branch area.

Preference of employment for day-players in all areas where Guild has branches.

Tours and personal appearances: shall be work time for all purposes while actor is working in picture; term contract players not working in picture will be paid at straight time for every day including travel days, with first-class transportation and reasonable expenses to be paid to all actors on tours and personal appearances; reasonable rest periods guaranteed.

WGA, AMPP

(Continued from page 1)

of negotiations between WGA and the Association of Motion Picture Producers to settle the writers strike. No statement or date for a future meeting was issued at the conclusion of the two-and-one-half-hour bargaining session.

Valentine Davies and Edmund North were co-chairmen of WGA's negotiating committee, which included Michael Franklin, executive secretary, and Mel Nimmer, WGA attorney. 10 members of the AMPP negotiating committee attended under the chairmanship of Charles Boren, AMPP executive vice-president.

New Delay Timer Is Announced by S.O.S.

S.O.S. Cinema Supply Corporation has announced a new Lectronotch delay timer, variable time delay unit for motion picture printing cue systems. Use of the device is thus explained by Joseph A. Tanney, president of S.O.S.:

"Quite often laboratories are faced with the problem of running negatives notched for a particular machine on another type printer with a longer scene-to-notch spacing. They have met the problem by patching and re-notching, reprinting with a single timing light, or maintaining an old non-standard printer especially for the job. Our new Lectronotch unit simply delays the impulse to the light-change mechanism until the correct frame is in position."

New Chicago Drive-In

To Open on April 29

Special to THE DAILY

CHICAGO, April 18—The 53 Outdoor Theatre, constructed at the intersection of highways 53 and 12 near suburban Palatine, will open on Friday, April 29, showing films first-run for $500,000, has a direct from the Loop. The theatre, 2,000-car capacity and a screen 130 feet wide by 65.

H. Schoem and Sons, theatre owners and operators for over 50 years, are entering the outdoor theatre field for the first time with this new unit.

W.G.A. AMPP

(Continued from page 1)

Cinia Supply Corporation has announced a new Lectronotch delay timer, variable time delay unit for motion picture printing cue systems. Use of the device is thus explained by Joseph A. Tanney, president of S.O.S.:

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New Delay Timer Is Announced by S.O.S.
MPAA Board

(Continued from page 1)

of Warner Brothers Pictures, Benj. Kalmenson, executive vice-president of Wamners, remains a member of the board.

Johnston read to the board a statement from the MPAA advertising and publicity directors committee, signed by Chairman Silas F. Scudder. The statement read:

"In view of the considerable investment of the companies in the recently concluded Academy Awards telecast, they will be pleased to know that all records were broken in the amount of space and attention achieved in the build-up of public interest in the Oscar competition. Twice as many exhibitors bought kits; the participation by theatres, distributors, press, radio, TV, outdoor advertising—in all the nation's mass media—exceeded by far any previous year.

"As a result, Oscar Night won an all-time high audience, more than any program previously. It is obvious that when our industry is united for a common goal there is no ceiling to what we can accomplish. The Academy Awards represent the high-point of industry team-work."

AIP Meeting

(Continued from page 1)

AIP executives James Mason and Samuel Z. Arkoff, who will be presided over by Leon Bleder, vice-president in charge of distribution will be Milton Motz, director of advertising and publicity; Ed Helber, Eastern division sales manager; Herman Berson, Southern division sales manager; Ruth Pologe, Eastern advertising and publicity manager; Spence Steinheut, Southern advertising and publicity manager; Milton Overman, mid-western advertising and publicity manager; and Betty Moos, print controller.

Joe Jackson, chief film buyer for Interstate Theatres of Dallas will also attend screenings of "Circus of Horrors," "Why Must I Die?"; "House of Usher," and "The Rough and the Smooth." Similar meetings will be scheduled on future product to maintain closer liaison between office-office and field representatives in constant touch with exhibitors, the company heads announced.

Women's Clubs Call 'Porgy' Best Musical of the Year

From THE DAILY Bureau

HOLLYWOOD, April 18. — The General Federation of Women's Clubs of the United States has elected Samuel Goldwyn's "Porgy and Bess" as the best musical production of the year.

Presentation of the award to a representative of the Goldwyn organization will take place in Milwaukee May 4 at the annual meeting of the Federation.

ONE OF AMERICAN humorist James Thurber's stories concerned with his perennial theme of the perpetual war between man and his mate has here been translated to the screen by an English production company.

The result is a continuously amusing and sometimes riotously funny film, at its best when it is bawdy, Thurberish and British at the same time and at its worst when it descends to prolonged slapstick.

Best of all the picture stars Peter Sellers, young new sensation of the British acting scene, who gives a wonderfully appealing portrayal of a dour, steadfast Scot who is driven to a mad attempt at murder by the innovations of an American woman industrial expert who has bewitched his employer. Abo outstanding is Robert Morley as the young heir to the house of MacFerison, centuries-old and tradition bound manufacturers of Scotch tweed. Constance Cummings is weakest of the three as the brisk and efficient business woman who invades Sellers' quill pen and musty volume bookkeeping department with adding machines, intercoms and modern filing cabinets.

Sellers' murder attempt comes to naught through his own temerity at crucial moments but his failure suggests a better way to him and he eventually succeeds in discretely the lady and driving her to tears, an eventuality which at the very end suggests that there is no possible way for man to win the war.

The story in the Thurber original was titled "The Catbird Seat," an idiom unknown to the British which is rather clumsily explained in the film.

Monja Danishefsky produced and wrote the screenplay and Charles Crichton directed with a sure hand for the tempo required in the transition from satire to slapstick.

Running time, 88 minutes. General classification. April release.

JAMES D. IVES

Warn 'Third Parties' In British TV Deals

From THE DAILY Bureau

LONDON, April 18. — A reminder that British exhibitors will take action against sellers of films to television here despite any such deals being negotiated by third parties not actively concerned in the trade, was issued by the Cinematograph Exhibitors Ass'n., CEA stated: "Current trade rumours which it is hoped are groundless, to the effect that TV rights in films are being acquired or negotiated by third parties not actively concerned in the trade, presumably with the ultimate intention of such films subsequently being made available to the BBC (British Broadcasting Corporation) and/or commercial contractors, necessitate the Association's attitude being made clear."

Exhibitors here are already operating boycotts against producers David Selznick, John Woolf and Daniel Angell, because of their film sales to the British TV networks.

The board of FIDQ (Film Industry Defence Organisations)—set up to acquire the TV rights of British films—meets on April 28.

Bertolino Going to Rome

HOLLYWOOD, April 18. — Co-producer Goffredo J. Bertolino will leave here tomorrow for Rome to start pre-production on American International Pictures' "Galath and the Dra-

The producers will stop in New York on their way back to the Coast to confer with Marlon Brando, Sr., president of Pennebaker Productions.

Colan MacArthur, managing director of J. Arthur Rank Overseas Distributors, has been named a director of the British Commonwealth International News Agency. The announcement was made by the British Broadcasting Corp., Rank Organisation, the Associated Broadcasting Company and Continental Broadcasting Corp., to take an international service on film.

Janet Green, authoress of "Paris," produced by the Rank organisation and distributed in the UK by Universal—International, will receive an "Edgar" from the Writers of America as the "best writer of the year." It was presented on Thursday at the Ger-Vanderbilt Hotel here as a part of the organisation's 15th anniversary.

Walter Trenor, formerly St. Louis city manager for Florida Theatres, who has been a member of the FST home office executive board in Jacksonville for the past two years, has returned to St. Petersburg to serve as advertising director for the Florida West Coast theatres. He has succeeded in Jacksonville George Vaughan, long an exhibitor, has joined the booking staff of Theatres, Leesburg, Fla.

Jean Renoir, French film director, will be the principal speaker at a day conference on film production which will be held at San Francisco on April 28. Titled "A Weekend with Jean Renoir," the program will be presented by the University of California Extension in the Extension Center.

George Vaughan, long an exhibitor, has joined the booking staff of Leesburg, Fla.

James T. Victory will assuage newly-created post of director of sales for CBS Films, immediately. He was named last week by Sam Cook Dugan, administrative assistant. At the same time, John Hammons, former MPAA representative, was named to succeed James As. Milton as director of sales.

Earl Gehringer, 65

CLEVELAND, April 18. — Gehringer, 65, projectionist for the past 35 years and pioneer member Local 160, IATSE, died here April 15. A veteran of World War I, he was awarded the Croix de Guerre by France and the Silver Star by the U.S. He is survived by wife, Sophia; a daughter, Mrs. Margaret Boose, and a son, Earl.
U. S. Companies Behind Schedule in Releasing Soviet Films; Reds Lag, Too

By RICHARD GERTNER

The major U.S. film distributors have not kept to their original schedule in releasing the seven Russian pictures involved in the cultural exchange agreement between the two countries. At the same time, the Soviets have been extremely slow about opening the ten American pictures they contracted to show, with "Marty" the only one publicly exhibited there to date for a continued run. "Roman Holiday" has had some "pre-release" one-shot bookings under the original plan the Amer-

Columbia Slates Three Regional Sales Meetings

A series of three regional sales meetings involving both home office and field force executives of Columbia Pictures has been set for next month, it was announced yesterday by Rube Jacker, Columbia vice-president and general sales manager. In all, six home office executives and 36 division and branch managers will attend the three sessions.

In calling the sales meetings, Jacker

(Continued on page 7)

Peabody Awards for TV, Radio Are Presented

Distinguished achievement by television and radio during 1959 was recognized with the presentation of George Foster Peabody Awards at a luncheon meeting yesterday of the Radio and Television Executives Society of New York in the Grand Ball-

(Continued on page 6)

Rockefeller Signs Bill Setting $1 Wage Floor

Special to THE DAILY

ALBANY, N. Y., April 19.—Gov. Nelson Rockefeller this afternoon signed an Assembly Rules Committee bill which establishes, effective Oct. 1, a state-wide "wage floor" of one dollar an hour. It likewise "streamlines the flexible industry-by-industry wage-board procedure" for establishing minimum wages for workers in

(Continued on page 8)

TELEVISION TODAY—page 6

Two Dissents

SAG Officially Ends Strike by Huge Majority

Filming Resumes As 1,500 Vote to Accept Peace Terms

From THE DAILY Bureau

HOLLYWOOD, April 19. The 32-day strike against major studios officially ended late last night as 1,500 members of the Screen Actors Guild packed the Palladium Ballroom here at a mass meeting which registered an overwhelming vote to ratify the new three-year contract with major film producers.

The ratification by the meeting, by previous agreement, permits all of the struck studios to resume production of new pictures. Since April 8, when an agreement on terms for settlement of the strike was announced jointly by SAG and the Association of M.P. Producers, work was permitted only

(Continued on page 2)

Report WGA Sticks to Post-'48s Pay Demand

From THE DAILY Bureau

HOLLYWOOD, April 19. The Writers Guild of America, in renewed negotiations with the Association of M. P. Producers here yesterday, is reported to have given no indication of any intention of abandoning its original demand for participation in revenue from post-'41 films sold to television. WGA is said to be particularly insistent in the instance of any pictures which may be shown on pay-TV.

It had been widely believed that WGA would look favorably upon the settlement terms reached by AMP with the Screen Actors Guild, which granted no TV participations on pictures made prior to Jan. 31, 1960.
A BE SCHNEIDER, president of Columbia Pictures, and Mrs. Schneider will leave New York today aboard the "Queen Mary" for Europe.

RUTH POLOGE, American International Pictures' Eastern publicity manager, is in New York for the Coast today for studio conferences.

MRS. RICHARD GASTON, wife of the Griffin, Ga., exhibitor, has given birth there to a girl, their third child.

G. M. LOEB, of E. F. Hutton & Co., film securities specialist, will leave New York today with Mrs. LOEB aboard the "Queen Mary" for Europe.

ED SWEAT, manager of the State Theatre, Cuyahoga Falls, Ohio, is confined to Green Cross Hospital, Akron.

HENRY HUGS, manager of the Strand Theatre, Birmingham, Ala., and Mrs. HUGS are celebrating their 30th wedding anniversary.

HENRY SALTER, television producer, will leave New York today for Europe.

SPECK STEINHURST, Southeastern publicist manager for American International Pictures, has left Atlanta for Hollywood.

"Buddy" Big in Texas

"My Dog Buddy," a McLendon Radio Picture for Columbia Pictures release, rolled up outstanding business in its saturation openings throughout Texas, Columbia reported. It grossed $12,225 at seven theatres in Houston for its first four days. In five houses in Dallas, the four-day total was over $11,000.

Four New Properties Scheduled by Bronston

Four new properties have been placed in preparation for production by Samuel Bronston, who is currently in New York. Bronston will return to Madrid next week to start his "King of Kings".

First of the forthcoming subjects on Apr. 20, "El Cid," which Anthony Mann will direct, "Don Quixote" will be directed by Hugo Fregonese, with a June starting date.

"Carmen" will be the third production scheduled to go before the cameras, and "Captain Kidd" completes the present schedule.

Court Upholds Eight Distributors in Suits Special to THE DAILY

RICHMOND, April 19.—Appeals taken by defendant exhibitors were dismissed here yesterday by the U.S. Court of Appeals, and judgments aggregating over $93,000, which were recovered by distributors in eight percentage fraud actions in South Carolina will stand.

The court granted the motions of Furth-Cant, Universal-Locarno, United Artists, RKO Teleradio, Columbia, 20th Century-Fox and Warner Brothers to dismiss the appeals taken from the judgments entered in the distributors' favor by U.S. J udge C. C. Wycie in Federal Court in Aiken, S. C., after a 55 day trial before a special master who found in favor of the distributors. The actions had been brought in Aiken against Herbert B. Rame and others operating 10 theatres in South Carolina and Georgia.

The distributors were represented by Austin, Augustin, T. Caravello of Columbia, S. C.; Williana R. Glen- don of Royall, Koegel, Harris & Caskey, New York, and John F. Whitle of Sargent & Stein, New York. Representing the exhibitors were attorneys Lonicar Givens and Isadore S. Bernstein of Columbia, S. C.

B&K '59 Net Earnings Reported at $751,220 Special to THE DAILY

CHICAGO, April 19.—Balaban & Katz net earnings in 1959, after taxes but including capital gains from the sale of properties, were $751,220 or $2.86 a share, it was announced here today by David B. Wallerstein, president, at the annual stockholders meeting of the organization. Dividends of $2.50 a share were paid during the year.

Directors elected were Wallerstein, Arthur A. Goldberg, Elmer C. Upton, Leonard H. Goldstein, Simon B. Siegel, Robert L. Hymon and Sidney M. Markley.

AMPP and Directors Guild To Resume Talks Tomorrow From THE DAILY Bureau

HOLLYWOOD, April 19.—Negoci- ators of the Association of Motion Picture Producers will resume their bargaining sessions with Directors Guild of America at the guild's headquarters Thursday night.

AMPP representatives are attempting to schedule their meetings with the writers and directors in a manner that will permit them sufficient time to study all proposals on the new contract demands.

Glett Leaving NT&T; Will Set Up Own Firm From THE DAILY Bureau

HOLLYWOOD, April 19.—Charles L. Glett, vice-president of National Theatres and Television, Inc., tendered his resignation as an officer of the company and its subsidiaries to set up a company of his own, embracing phases of the broadcast industry, it was announced by B. Gerald Cantor, NT&T president and chairman of the board. The effective date of his resignation is to be the sender paid tribute to Glett for his part in acquiring and administering operations of WDAF-TV and radio in Kansas City, and the Williamsport Cable Company in Pennsylvania, for NT&T.

Glett, in addition to parent company duties, has been serving as president and director of the following subsidiaries: National Television Investments; National-Missouri TV, operating company for WDAF-AM, TV, and Williamsport cable co.

Benjamin Fete Planned At '21' Session Here

Key executives of the entertainment and publishing fields attended a luncheon session here last night at "21" for the 20th Century-Fox honoree Honoring Robert S. Benjamin, United Artists board chairman. The dinner will be held in the Sert Room of the Waldorf-Astor on Tuesday, June 7.

Hosts at a cocktail-reception and co-chairmen of the Benjamin tribute are Barney Balaban, president of Para- mount Pictures; Lewis. N. Goldstein, senior partner in the law firm of Phillips, Nizer, Benjamin, Krain and Balbon. Abe Schneider, president of Columbia Pictures and Spyros A. Skouras, president of 20th Century-Fox.

'Flame' Here April 29

Twentieth-Century-Fox's "Flame Over India," a Rank Organization presentation, will open at the Paramount Theatre here on April 29, following "Wake Me When It's Over."

Strike End

(Continued from page 1) on those pictures, eight in all, were in work when the SAG was called.

The report followed tonight's SAG membership meeting last night's SAG membership meeting, the ratification vote missed unanimous by only two dissenters. The official referendum vote will still have to be taken, is regarded as a formality only, are in the mail now and must turned May 2.

Resolution Set

It had been agreed previous new productions could be star of today in the event that no action to the settlement term is recorded at the membership meeting.

On Monday, Motion Picture Daily published a survey of the Hollywood production which sh set sabotage more advanced than any other preparatory stages and w ready to go before the cameras, immediately and others over a of the next several months.

British Hall SAG Deal

HOLLYWOOD, April 19.—Aylmer, president of Britain's Equity Association, telegraphed All England SAG president, offer the new contract ending the strike as follows: "Profound con- lations. History will date actors right rights from today."

Schlaifer to Europe May Open New Office

Charles Schlaifer, advertising manager, left here yester- day for Europe, where he will spend six meetings the practicality of establishing new offices in Paris, Rome and London, and tend the Cannes Film Festival meet with producers of independent motion pictures being made in Europe. Establishment of additional overseas will be an extension of the agency's intention to have a rep- resentative available on the scene of films that is being produced. He is SOLOMON, president of Films, Inc., national distribu- tor, is also president of Solons Media.

Premiere of 'Wicked' in 60 Pema. Theat

Sixty theatres in eastern Pe- nsylvania will participate in the 63- week run of the Reelies Interna- tional, Films production, "The Wicked Hali," on May 4, it was announced by Joe Solomon, president of Films, Inc., national distributor for the film. Solomon is also president of Solons Media.

Included in the mass premiere are eighteen theatres in Phila- delphia and at most circuits in the will participate.

Gems of Showmanship

Special Trailers

by National Screen Service

Motion Picture Daily, Martin Quigley, Editor-in-Chief and Publisher; Sheridan Kase, Editor; James D. Ivers, Managing Editor; Richard Greener, News Editor; Herbert V. Advertising Manager; Gus H. Nage, Production Manager; TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Hern, Eastern Editor. Hollywood 12, Van Ness & Western Avenues, Hollywood, Calif. National Press Club, Washington, D.C. NSPRA National Press Club, Washington, D.C. NSPRA National Press Club, London, B&K; 1600 E. Ontario St. Los Angeles, Calif. New York City address: "Quipspool, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Shull, Vice-President and Treasurer; Raymond Go- Vice-President; Leo L. Bracy, Secretary; Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Merchandising, each published 11 times a year as a section of Motion Picture Herald; Homebox Daily and Film Company, Inc.; 1759 Sixth Avenue, Rockefeller Center, New York 23, New York. Cable address: "Quipspool, New York."
Associated Circuit
4 Harris Houses

Special to THE DAILY BURGH, April 19. — The circuit of this city, which 15 local indoor and drive-in in the tri-state area, has made the four Pittsburgh houses, the Harris Amusement Co., go to an exclusive story in the 7th Sun-Telegraph.

The story said that the Harris directors will meet tomorrow on an offer by Ernest resident of Associated Theaters for the sale of the downtown, the Empire in Mt. Lebanon Theatre in East and the South Hills in Dorr.

Harris circuit, one of the old United States, was founded by John P. Harris more than a century ago. His son, John H. Harris of "Eccapades," is presiding. The Harris circuit owns also in Huntington and St. Pa.

Awards of D.A.R. Made Tomorrow

From THE DAILY BURGERS HINGTON, April 19. — The story of the American Revolution makes their annual awards Thursday. Award the best children's go to Walt Disney Prod., "The Shaggy Dog," as previously announced, an award of the patriotic film will be given Paul Jones, a Warner Bros. son, will be accepted by Charles of advertising and publicity, Disney, producer son for "John Paul Jones." The "Big in Shift

Reuters wire says the first week of its run from the Plaza to the Coronet Theatre in West 42nd St. and in Greenwich Village, "Black And White," which has ranched up a big 53,435 in the theatre. The receipts $24,853 for the Apollo and for the Art.

Soviet-Film Releasing Lags

(Continued from page 1)

ion companies were to release the pictures at the rate of one per month starting last November with "The Cranes Are Flying," drawn by war. The release of "The Collection System of the Murderers," adopted for choosing which company would release which film, "Cranes" opened on schedule with a lavish formal premiere in Washington at the Capitol. The film was simultaneously with the opening of "Marty," in Moscow. Subsequently, "Cranes" was released to art theatres over the country in which it has had some bookings to date, with more now being negotiated.

It was over two months after this before the second Russian film, "Swan Lake," picked by Columbia, had its U.S. premiere in New York in February. Then Paramount opened "Circus Stars" in March also with a Washington premiere.

Two Slated for May

Of the four films to come, two are definitely set for May release — "The Universal

or "Idiot," by 20th Century-Fox. The first will open shortly at the 55th Street Playhouse in New York, and the second is also to have an opening here, possibly days-at-date and with the debuts of Fox's "All About Eve" in Moscow.

No plans have finalized for the other two pictures. United Artists has "Quiet Flows the Don" and "The Red Devil" titled versions in hand. But MGM does not even have a print yet for "Don Quixote," and a company spokesman said that it cannot possibly be released until late summer or fall. Nothing can be done on a campaign for "Quixote" until the executives have seen the picture, he pointed out.

As for the Russians, last reports were that "The Great Caruso" would open in Moscow this month, but there has been no announcement of the date or the theatre where it will be shown. In addition to "Eve," "Holiday" and "Marty," include "Lili," "The Old Man and the Sea," "Oklahoma!" "The Seventh Voyage of Sinbad," "Rhapsody," and "Man of 1,000 Faces."

Two Successful Here

Of the three Russian films released in the U.S. so far, "Cranes" and "Swan Lake" have been extremely successful, although restricted largely to art house bookings rather than put widely into general release as had been hoped for originally. "Circus Stars" presents a special problem and has made a less impressive showing. A quasi-documentary, it runs for only 60 minutes and thus requires another feature or several short subjects to fill out a program.

Business has been especially good for "Cranes," which has had the widest release of any of the films. "Swan Lake," also very big in New York, having grossed $60,000 in seven weeks at the Normandie Theatre.

In Boston it ran for five weeks at the Capri Theatre, grossing $25,000, and has since moved over to the Harvard Theatre. The Miami Herald has reported a total of 15 bookings to date, and Columbia officials express themselves as pleased with the film's showing.

In the case of both "Swan Lake" and "Cranes," however, the American companies have difficulty in evaluating the full performance of the pictures here. Many of the majors have had very little experience with art film bookings and thus have no basis for comparing grosses of the Russian product with other pictures of that type. They are also unused, for the most part, to the method of slow play-off for the Soviet films but realize this is a necessity in handling foreign pictures.

Whether the Russian dialogue would be dubbed into English or the films shown with subtitles was left to the distributor. "Cranes" and "Quiet Flows the Don" are using the former and "Don Quixote" is expected to follow suit. Both "Idiot" and "Othello" have been dubbed. With "Swan Lake" and "Circus Stars," there was no problem, of course, since it was simply a matter of notation being recorded in English.

Lumber Assn. Objects

To Minimum Wage Bill

WASHINGTON, April 19. — The House labor standards subcommittee has been called by George J. Tilyey for the National Lumber Manufacturers Association that Congress should not approve an increase in the minimum wage. He added that, ideally, minimums should not be legislated but left to free collective bargaining with the government's role limited to assuring the basic rights of the parties.

It now looks as though the motion picture industry's witnesses will be heard by the subcommittee during the first week in May, provided all scheduling difficulties can be worked out.

The subcommittee is trying to arrange a mutually agreeable date with prospective witnesses.

Technicolor 1960 Meet

Set for May 16 Here

The annual meeting of stockholders of Technicolor, Inc., will be held on May 16 at the offices of Manufacturers Trust Co. at 510 Fifth Ave. here. The principal business of the meeting is the election of four directors for three-year terms.

Directors, all of whom are scheduled to retire are: James Brown, Edward E. Ettinger, Patrick J. Frawley, Jr., and Hugh Fulton. Four of the remaining eight directors were elected for terms expiring next year, and the other four for terms expiring in 1962.

Skelton Is Buying AIP Coast Studio

From THE DAILY BURGERS HOLLYWOOD, April 19. — Red Skelton has made a deal to purchase the former Chaplin studios, currently operated by American - International Pictures as AMI, for a reported price of $1,500,000. The studio, located on La Brea Avenue, just south of Sunset Boulevard here, is being purchased from Milton Sperling and Phil Rosen, who expect to take over operation May 1, as soon as deal clears escrow, and anticipates an investment of $3,000,000, to include a mobile unit. The comedian has 10 properties which he plans to film at the studio. American - International has given up its master lease on the plant, viewing the possibility of the bulk of its product being made on a co-production basis in Europe, but will maintain its headquarters at the studio and rent space to make some of its films.

'Bulk-Lot' Booking

(Continued from page 1)

against six film and TV companies.

Robert Norvet, a technical authority from Metrocolor studio in Culver City, Calif., told Judge Archie O. Dawson that in the fall of 1956, when he and other company representatives were going over negatives of old pictures they found that the prints had decomposed, shrunken and generally were not usable. After querying holders of their films in various parts of the world, the technical group was finally able to make 16mm duplicate negatives and 16mm prints. As a result, Harper reported, he has a full sevenyear contract with Metrocolor television on selective buying until March, 1957.

Richard A. Harper, general sales manager for MCM-TV, testified that before the company went on a selective buying basis in 1957 it made 20 full library deals and 40 more deals after the change in sales policy. However, he added, more than 90 deals for pictures in odd lots also were made.

Charged along with Loew's with selling their films to TV in violation of government anti-trust laws are C & C Super Corp., Screen Gems, Associated Artists Productions, United Artists and National Telefilm Associates.

Ferguson to Des Moines

DES MOINES, April 18.—Robert S. Ferguson, Columbia Pictures national director of advertising, publicity and exploitation, arrives here tomorrow for meetings with Business Builders to discuss merchandising and promotion of forthcoming Columbia product. Ferguson will meet with Kenneth B. Ferguson, chairman of the independent circuits comprising the Great Plains Business Builders, including the Central States, Tri-State, Commonwealth, Fox-Midwest, Minnesota Amusement, Dickinson, Video and Pioneer circuits.
THE SCREEN'S NEXT GIANT...

A GIANT AMONG MEN IN A GIGANTIC SPECTACLE!

GIANT THRILLS! Beautiful girl, a living battle-ripe Scythe-wheeled chariots against naked heroism! Olympic hero and the fiery girl he tamed! Hordes of invaders by land and sea! Pagan revels, dervish danse, mighty athletes in savage combat! Underwater attack enemy craft by fearless swimmers and MANY MO...
STEVE REEVES’ LATEST AND GREATEST!

You haven’t seen anything yet! Storming across the Giant Screen with massive eye-filling wonders, M-G-M brings you this Giant Spectacle, greatest of its kind! It has everything to thrill, amaze and enthrall movie audiences. Everything is in GIANT size, including the promotion!

METRO-GOLDWYN-MAYER Presents

STEVE REEVES
Star of "Hercules" and "Goliath" as

THE GIANT OF MARATHON
IN DAZZLING COLOR

with

MYLENE DEMONGEOT

DANIELA ROCCA - NICO CARRANI - PHILIPPE HERSENT - SERGIO FANTONI - ALBERTO LUPPA

Produced by BRUNO VAILATI - Directed by JACQUES TOURNER

EASTMANN COLOR • DIALSCOPE • A Titanus Galatea Lux Production

GIANT MARATHON

ANT ACTION! In a land of sinful pleasures he
esse his Gallant Hundred to defy the cruel invaders.
A trembled before the fury of his naked strength,
en hungered for the embrace of his powerful arms.
Peabody Fete

(Continued from page 1)
room of the Hotel Roosevelt. The winners were announced by Peabody board chairman Benedict Cerf and the announcement was made by Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism, which, with the Peabody Board, administers the awards. The recipients and the classifications in which they won awards follow:

Television News: "Khrushchev Abroad," ABC.

Television Entertainment (non-musical): "The Time, the Place, and the Exception," WNTA-TV, Newark, New Jersey, and David Suskind for "The Moon and Sixpence," NBC.

Television Entertainment (Musical): "The Bell Telephone Hour," NBC; and Frank Mielke and executive vice-president, WGNTV, Chicago.


Local Television Public Services: WDSU-TV, New Orleans.

Television Special Awards: Dr. Frank Stanton, CBS, and "The Lost Class of '59," ABC.


Radio Public Service: "Family Living, '59," NBC.

Local Radio Public Service: WCCO, Minneapolis.

The president of the Radio and Television Executives Society of New York, DeWitt M. Noyes, has elected that "the latter part of 1959 was a rough time for broadcasting," adding: "But there were good things accomplished by the industry and radio last year, as the awards to be presented today testify. Moreover, a review of the Peabody prize-winners during the 20 years of these awards will show that quality and high ratings can and often do go together. If more of the kind of thing which wins Peabody recognition were broadcast, there would be less anxiety about what is around the corner for broadcasting. "The evil does not lie in our system, nor is it a matter of commercial broadcasting vs. educational or pay television or greater governmental

around the TV circuit

with PINKY HERMAN

FION one President to another: General Eisenhowver sent a wire congratulating Dr. Frank Stanton of CBS on having won the special Peabody Award, presented for his "courage, insight and energy in fighting for freedom of journalism on the air." Bill Hobin, whose credits include producing-directing "Your Show of Shows," "Pat Boone Show," "Andy Williams Show," "Bell Telephone Hour" among others, has just been signed to head the forthcoming "Ford Startime" NBCoralde, "Sing Along With Mitch" May 24. (Here's a special pitch) Mitch, Freddy Hillbrand's new novelty tune, "Let's All Sing Off-Key, says to us like a natural. TV is the sub for this exciting young executive vice-president of Flamingo Films, has succeeded Herman Rous as prev. A subsidiary of the Buckeye Corporation, Flamingo will concentrate on distribution of its 15 telefeature films, 8 half-hour programs as well as "Nutty Squirrel" and other popular comic cartoons. . . .

Aside to Guy Lombardo:— There's a fine performer around town named Freddy Lightner whom you should sign to play the role of "Battling Smith" in your forthcoming production of "Hit the Deck" at the Jones Beach Marine Theatre this summer. Freddy was "Smith" in the original Broadway production of the musical and when hit the deck hit the road he continued to thrill them. Guy, here's one LIGHTNER that will strike twice. . . . Dick Schneider, director of "Dough Re Mi" TVia NBC, landed the plum assignment of the year. He flies to London next week to meg the NBCoverage of Princess Margaret's nuptials and thence to Paris for the Summit Conference. Lou Hassam will be producer for both events. Ted North to do the "Ed Sullivan Show." . . . Julie Wilson should do the ditto, "Find The Lady A Mait" next she gueststrills on the "Ed CBSullivan" show. The number is her biggest click at the St. Regis and was penned by the talented new ASCAP member, Joan Bander. . . .

* * *

CBSigned to co-star in a special hour-long telecast Thursday, April 28 Ray Bolger and Al Kelly will be supported by Herb Shriner, Dorothy London and Smith & Dale. The program, "Accent On Comedy," will be narrated by Mike Wallace. . . . One of the most popular of pop songwriters, M. K. Jerome, in town from Hollywood with a briefcase full of new songs, surrounded by a gang of tune peddlers on his first visit to the Big Apple in years. . . . We hear that Triangle Publications (TV Guide) are dicker in to buy KFSD and KFSD-TV (San Diego) from CBS about a new syndication plan. The "Underwater World of Eddie Hodges" special which will be telecast June 23 will unveil the brilliant talents of song composer-conductor-arranger Peter Matz. . . . Joel Spector, who produced "Make A Million" on Broadway last year, left for Hollywood yesterday to sign a director and stars for John Crosby's new comedy, "All The Best People" which he plans to open on Broadway in the Fall with Buff Cobb co-producer. . . . Seeco Records will honor Alan King with a cocktail party tomorrow afternoon at Danny's Hideaway to help launch the company's new LPA. Incidentally King has been pacted for two more guesthosts on the Gary Moore CBShow in May and June. . . . ABC Films doing fine with two J. Arthur Rank packages, "Special Six" and "Festival 35," the former already booked into 51 markets and "Festival 35" sold in 34 markets. Firm's "People's Choice" certainly living up to its name—currently appearing in 102 U.S. markets . . .

Make Children's Album

For TV 'Gang' Series

National Telepix is negotiating a children's album based on the original songs and music of the original "Our Gang" comedy series, which is now being scored for television syndication, it was announced by David Dietz, National Telepix president.

The album will feature 12 songs and original music composed for the series by Jack Saunders. Included also will be the special original "Our Gang" theme song, with words and music by Saunders. Illustrations of the original control or any of the other fear-inspired suggestions. A better day for TV and radio lies in general recognition of the fact that quality and quantity can be synonymous; that good programming and wide acceptance can go hand in hand; that the tastes of the American people are higher than much on the air would seem to indicate. Peabody awards are bestowed each year in recognition of distinguished achievement and meritorious public service. If these terms had daily meaning for all broadcasters, rather than annual significance for a few winners, the future could be better than 1959."
Capra Backs Radnitz
On Film Hiring Trend

A producer's recent criticism of Hollywood's reluctance to give young producer personnel sufficient chance to prove themselves in the film industry drew a qualified affirmation here yesterday from producer-director Frank Capra.

Capra, Director's Guild of America, agreed with Robert Radnitz, 35-year-old producer of "A Dog of Flanders," who on April 4 said that younger men, especially producers, are being overlooked by the major companies.

But, Capra reasoned, "we have to make it tough for the new ones because there's so much unemployment in Hollywood."

Contacted later, Radnitz said that if the present negative hiring trend continues, the younger workers, by "sweating" that of their own drive and talent, will voluntarily bypass the majors and form independent companies, really only their means of getting ahead in Hollywood today.

Allied Bulletin

(Continued from page 1)

A.F.M. Seeks N.L.R.B.
Studio Musicians Vote

FROM THE DAILY BOXOFFICE

HOLLYWOOD, April 19 - The American Federation of Musicians, AFL-CIO, has petitioned the NLRB for a representation election at major film studios, again challenging the Musicians Guild of America, which has represented studio musicians for the past year and a half.

The petition was filed this week. It was signed by A.F.M. president Kenin.

"Doors Always Open"

"My doors have always been open to exhibitors for discussions of problems, even if they want to speak to me about, and I will continue, as I believe we are, that we should have more screening to get a better idea of what is going on in the industry."

"Every time I have been offered a job, I have accepted it without qualification."

"I have never seen the picture, and another huge audience who have seen it and will want to see it again."

"The campaign, budgeted at nearly twice the cost of the original amount, was a record for its time, includes a series of radio spot announcements, television trailers in variety, a brand new press advertising campaign stressing the size and power of the picture, a new theatre trailer in color, sheet music and a song sung by Dick Haymes for the Decca label which is in the mood of "Sink the Bismarck!" now a top hit on the disc jockey and jake box lists."

The radio and television campaign, demonstrated by Martin Michel, features the flash technique of ten second spots but also repeats of spots, both types shown three times, by a "SEE . . . SEE . . . SEE" copy line. Eight different spots are ready now for shipment to exchanges and theaters.

The television trailers are arranged in a double series—one for adult listeners on late night spots which feature the love story and the other aimed at action fans. There are three trailers of varying length in each.

Appeals to All Age Groups

The advertising campaign, directed by Max Stein, features "Stupendous" copy line and has elements aimed at adult, teen-age and juvenile audiences.

Goodman and his staff emphasized the cast value of the picture—Gregory Peck and Susan Hayward are as big or bigger at the box office now than in 1951 when the picture was made.

Full-page newspaper advertising preceding and accompanying saturation area openings are planned by the company as were screenings for opinion makers in key cities. Particularly heavy concentration planned in places where broadcasting and television advertising is used such as in musical and movie advertising..

A.F.M. Seeks N.L.R.B.
Studio Musicians Vote

To Start New Theatre

PHILADELPHIA, April 19—Melvin J. Fox, head of the independent Fox Theatres in this area, announced that construction will begin shortly on the new Fox, Levittown, N. J., to be located in the shopping center at the new construction.

The new house will accommodate 1,200 people and will be completely modern and air-conditioned.

Columbia Sets

(Continued from page 1)

said that Columbia's high-powered release schedule requires continuous close coordination between the home office and the sales forces in the field. In addition to laying plans for the company's forthcoming releases, they will also confer on the new role of the sales department in the handling of Columbia's theatre trailers and advertising accessories.

The first meeting will convene in Washington, D. C., on May 2-3 at the Shoreham Hotel and will be attended by executives representing sales divisions in the Eastern region of the United States and Columbia Pictures of Canada.

Subsequent meetings will be held May 9-10 in New Orleans for the Southern and Southwestern divisions, and in Chicago May 23-26 for the Far Western and Mid-Western divisions.

To Reopen After 4 Years

MOBERLY, Mo., April 19 — The State Theatre here, dark four and one-half years, will be reopened May 1 by Louis M. Senna, owner of the building, said he would remodel and redecorate the 500-seat theatre.
N.Y. Wage Bill

(Continued from page 1)

the state," to quote the governor's memorandum.

Motion picture theatres are one of the 10 intra-state industries presently covered by minimum wage orders. Under a scale which became effective March 1, all film house workers, except ushers, ramp attendants and sev-
eral other minor categories, are paid at least one dollar an hour.

Opposed by Industry Groups

The Council of Motion Picture Orga-
nizations and the Metropolitan Mo-
tion Picture Theatres Association were
among the organizations which sought
an exemption, in the rules committee
measure, for motion picture theatre
employees. The argument was that
the bill would prove financially bur-
desome to exhibition, already suffer-
ing from conditions which had ad-
vancedly affected business and which
had, in most cases, forced the closing of theatres.

Prior to the Senate vote, taken in the
closing hours of the session, Sen.
Julian B. Erway, Albany Democrat,
inquired whether it exempted motion
picture theatres. He had been told
that the legislation would increase op-
erating costs; that larger theatres
could absorb them, but smaller ones
would find this difficult.

Sees Smaller Circuits Hurt

MMPTA's position reportedly was
that the bill would place a heavy burden on "smaller circuits"—those of,
say, 25 theatres. Long operating hours
would be a factor, too.

Sen. Erway was told the measure provided no exemption for motion picture theatres.

The upper house vote was unani-
ous; that in the lower house over-
whelmingly affirmative. The Demo-
crats favored a $1.25 minimum, but
went along with the Republicans in
approving the measure. The Demo-
crats did so on the ground that it was
"the best possible under the circum-
stances."

Governor Rockefeller, who had rec-
commended the $1 minimum in his
annual message, said that the ap-
proved bill "extends the minimum wage coverage to 700,000 workers who are not covered by either state
minimum wage order or by the Fed-
eral minimum wage law, and estab-
lishes for them a minimum of one
dollar an hour."

Make $1 Rate General

He continued: "It raises to one
dollar an hour all rates in the exist-
ing minimum wage orders that are
lower than one dollar an hour."

The chief executive pointed out
that the bill makes certain exceptions,
also that it establishes a more expe-
ritions wage board procedure by re-
ducing, in a reasonable manner, the
time-delay between the convening of
the board and the effective date of
new wage orders.

Likewise reduced is the number of
earnings required for promulgation
of a final wage order, "while preserv-
ing fully the opportunity of all inter-
ested persons to be heard."

A half-dozen characters
pledged to a jumble of racial strains and as
many political and tactical points of view spend most of their time
in "Flame Over India" struggling across deserts and plains, a dyna-
matic bridge and through life-saving tunnels. This is a long picture, well-pho-
tographed on location and authenticated further by careful strokes of
period color. Reliable star value is present in Laurence Bacall and Kenneth More and, fortunately, the film's design is topical as well as melodramatic:
oppressed brown-skinned peoples invited to war against each other and
their colonial landlords, in this instance the British.

The picture moves purposefully, if at times slowly, toward its happy
end. The principals range in age from the elderly to an orphaned native
infant. Their chariot of escape and evasion is a patched and battered pot-
belly locomotive crewed across a menacing land by a grinning, heroic
Hindu and two native machine-guns. Their mission is, in effect, to
save India. For in their charge is a five-year-old Hindu prince whose
death would precipitate civil war between Hindus and Moslems.

Many close calls impede safe passage: frequent attacks from the hills
by tribal warriors, fuel problems aboard the train itself, and the dupli-
city of one of the passengers. He is Herbert Lom, a journalist of Dutch
Indonesian and Moslem blood who is sent along to kill the young prince
and almost makes good. But when he dies so does the sudden attacks
from the natives and the Hindu and B. Schwartz.

Other members of the gristy little group are Miss Bacall, the prince's
governess; Wilfred Hyde White, an aging but spunky foreign service
clerk; Ursula Jeans, wife of a British colonial governor, and Eugene
Dockers, a cynical firearms salesman. After such a gamey trip More and
Miss Bacall seem to be in love with each other; their brave engineer,
though shot full of holes, is alive and still grinning, and the highly civil-
ized English pair are restored to civilization.

There is plenty of heartfelt talk in this film and an orderly pattern of
adventure. Hyde White, a noted character actor, helps to sustain the
excessive running time with his rare touches of English charm and
caudor. More, too, is inclined to be flexibly free and the rest of the
cast does well. But India, here presented not only skillfully but frankly-
dead, but no splendor is to be seen—is the most important heroine.
Cred for this should go to J. Lee Thompson who directed, and to editor
Alex Vetchinsky and producer Marcel Hellman. The film is in Cinema-
Scope and De Luxe color.

Running time, 130 minutes. General classification, Release, in May.

Paul Ostrove

Piano Competition for
goetz 'Song Tie-In'

Through a tie-in with William Goetz's "Song Without End," the story of
Franz Liszt, and a Columbia Pic-
tures release, the Franz Liszt Sesqui-
centennial Committee is sponsoring
a nation-wide piano competition among 21 young professional American
pianists. The three-day preliminary
auditions are taking place this week
with the public finals to be held on
Monday evening at New York's Town
Hall.

First Prize $500

The grand award consists of a $500
cash prize donated by producer Goetz;
a Town Hall recital, also sponsored by
Goetz; an orchestral appearance with
the Little Orchestra Society; a recital
tour under the auspices of the National Association of Concert Man-
gers; and a recording contract with
Colpix Records.

400 to Attend Luncheon; List Dais (Cont'd)

Over 400 will attend the
luncheon of Abbe Dickstein, 20th Cen-
tury-Fox New York branch manager,
due to be held at the Statler-Hilton
Hotel at a luncheon tomorrow in the
Ballroom of the Hotel Astor, an-
ummed by Rabbi Brandt, the
chairman of the President's
Committee on Russia, Alfred W. Schalit,
will be honored as retiring presi-
dent.

The luncheon will be the gathering of industry mem-
bers of the Special Committee of Cinema's exist-
ing A. Hellenbrand, presi-
dent, Grand Lodge No. 1, will
Rabbi Ralph Silverstein, chair-
man of the Jewish Culture Commit-
ttee Lodge, will offer the benedict
invocation.

Top Erechteh on Dais

Dais guests will include
B. Leopold Friedman, V.
German, Morey R. G."lts
Haverlin, William J. Heine-
ward L. Hymon, Rube Jac-
iffe, Harry Kahmne, Joseph
Moore, Credit, Eugene Picker, Walter Be-
Rinder, Herman Robbins,
Schmuel, Samuel Rosen,
Scharitz, William P.
min Sherman, Spros S.
man M. Straubnag, Joseph
Richard Walsh and Dickstein
berg, Hellenbrand, Brandt
Silverstein.

N.E. Variety Awar

go to Louis Peri

STOCK WHITE, April 10

BOSTON, April 10—The
Club of New England has un-
lady voted Louis R. Peri to be
of the Great HRH
which is given annually to
vaud who has "done the
most to add to the great-
people." It will be pres-
banquet to be held on Thu-
ing, June 9, in the Im-
tent Hotel. 20th Century-

Among previous recipi-
His Eminence, Richard
Cushing, Thomas A. Yakw
B. Crotam, Arthur H. Lock
Walter A. Brown.

'Hercules' Paintin

Commissioned by

Joseph E. Levie, preside-
ng body Pictures, has commis-
America's foremost artists
their stylized impressions
ules Unschooled." The art
and visualized photographs of the
ted to $800 in conjunction
release of

The artists commission
magazine illustrators Trun
Chadwick and Sam Nor\nappears on the theatrical pic-
New York Daily News at
leading newspapers through
United States and Canada.
Convention
a. Slates onal Sales ting in L.A. 

Starting Tuesday First in Ten Year

- Paramount Pictures' first les convention in 10 years, by meeting to be convened sely under new vicin of sales, current-day, of pany's New York, office, field adinan will gather to formulate long-range sales and pro- plans on an augmented pro

Record Quarter
$3,336,000

ed net operating earnings of Broadcast - Paramount for the first quarter of 1960 highest in the history of and increased 44% over quarter of 1959, Leonard H. president, reported yester- sater earnings were $3,336,- (continued on page 5)

Artists Forms Special Film Div.

in THE DAILY Bureau
TWOOD, April 20.--Forma- division of Allied Artists to make commercial, educa- tional films with Jack and as its executive producer named today by Steve president. Briefly called it a (continued on page 5)

Stevens Given Carte Blanche to Make 'Greatest Story' Sublime Sacred Film

By SAMUEL D. BERNs
HOLLYWOOD, April 20.—Syrnos P. Skouras, president of 20th Century-Fox, has given George Stevens a "blank check" to serve the industry with the most elaborate film yet produced the subject of the life of Jesus Christ, the producer-director revealed today at a press conference in his offices at the 20th Century-Fox studios, where he disclosed also his viewpoint in filming "The Greatest Story Ever Told." Based on Fulton Oursler's book, the film, whose estimated cost will exceed $10,000,000, will be made later. (Continued on page 4)

SAG's Board Will Meet On Coast This Weekend

From THE DAILY Bureau
HOLLYWOOD, April 20.—The two-day national conference of the Screen Actors Guild board of directors and executives will be held here this weekend regarding upcoming contract negotiations covering filmed television programs. The conference will make recom- (Continued on page 4)

Heart-of-America Unit Elects R. L. Barritt

Special to THE DAILY
KANSAS CITY, April 20. — R. L. "Woody" Barratt, Wichiata, was elected president of the United Theatre Owners of the Heart of America at a meeting of the board of directors of the Theatre Owners of America affiliate held here. Fred Soultur, Kansas City, an official of National Theatres and Television, was named first vice-president; Richard Orec, Kansas City of Commonwealth Theatres, treasurer, and Glenn W. Dickinson, (Continued on page 5)

'HERALD' Merchandising Conferences Set May 18-20

The fourth series of Merchandising Conferences, sponsored by "Motion Picture Herald," will be held May 18 to 20 in New York. Offered in cooperation with the major companies, the meetings, which have enjoyed a high degree of success, will be attended by circuit promotion executives from across the country, who will see the latest major product, and discuss the promotion of the films with distributor promotion executives.

At Washington
Industry Will Present Wage Case on May 3

Seven Film Witnesses Scheduled to Testify

By E. H. KAHN
WASHINGTON, April 20.—Motion picture industry witnesses will be heard on May 3 by the House labor standards subcommittee. The industry has one hour scheduled before the group, which is considering mini- mum wage legislation.

Tentative witness list for the industry includes G. Elmar Nolte, Jr., of the F. H. Durkee Enterprises, Balti- more, and LaMar Sarra of Florida State Theatres, co-chairman of the COMPO National Minimum Wage Campaign Committee; Duncan Ken- nedy of Public Great States Theatres, Chicago; John Thompson, opera- (Continued on page 5)

W. Pa. to Weigh Allied Tie; Finkel to Resign

Special to THE DAILY
PITTSBURGH, April 20. — The board of directors of Allied MP TO meet in the future to hear and consider a report on the meeting held here on Tuesday between officers of the organ- ization and a special committee re- presenting Allied States charged with attempting to bring the local organiza- tion back into national Allied mem- bership.
Western Pennsylvania was one of two Allied units which resigned from the national organization following last December's stormy board meet- (Continued on page 2)

UJA Annual Lunch Will Honor Sol A. Schwartz

Sol A. Schwartz, president of RKO Theatres, will be honored by the Motion Picture and Television Division of the United Jewish Appeal at its annual luncheon, to be held in the Essex House here on May 25, Irving Greenfield, chairman, announced yester- day.
PERSONAL MENTION

R AOU LEVY, producer of "Moderato Cantabile," will arrive in New York today from France.

DAVID HOHN, vice-president and general manager of Tira Sound Studios, will leave here today for Miami and Nassau.

ZINC ARRTHUR, executive assistant to JOSHUA LOGAN, producer-director, has left New York for Paris.

R. J. "Har" BARNES, president of ABC Enterprises, Atlanta, has left there for Knoxville, Tenn.

L. D. HARMS, of the Moonlight Drive-In Theatre, Trion, Ga., is hospitalized at Summerville, Ga.

DELMER DACKS, producer-director of "Swamp," for Warner Brothers, has arrived in Hartford from Hollywood to select location sites.

A. J. VANZI, district manager for Stanley Warner Theatres, Philadelphia, and assistant to Hahne- mann Hospital in that city.

Crabill Dies; Former Warner District Head

Special to THE DAILY

ELMHRA, N. Y., April 20. — Ralph E. Crabill, former Western New York district manager for Warner Theatres, is dead here at the age of 65.

Crabill entered the exhibition field in 1922 with Balaban & Katz in Chicago, subsequently joining Public Theatres which he served in many parts of the country. From 1927 to 1931 he was director of all Public theatres on the West Coast and in the Rocky Mountain area. He joined the Warner organization in 1931 in the New Jersey and Texas territories prior to being named Western New York district manager.

Crabill left the Warner circuit in 1952 when the organization's Elmhra theatres were sold and joined Schine Theatres in Rochester, remaining there for six months, after which, in 1953, he retired because of ill health.

C. J. CASHO Is Dead

NEW ORLEANS, April 20.—Funeral services have been held here for Charles J. Casho, representative in this area for Berko Vending Co., who died Feb. 26 after suffering a heart attack. He is survived by his wife, Nancy, a daughter, son and brother.

W. Pa. to Weigh Allied Tie

(Continued from page 1)

ing at Miami Beach, Independent Exhibitors of New England, Inc., the other unit to seven tie-ups. Allied, has said it is adamant in its position and discouraged a meeting with the special national committee. On the committee are Myrick, Allied States president; Trueeman Rembusch and Irving Dollinger, national directors.

Although Harry Hendel, president of the Western Pennsylvania MPTO, and Morris Finkel, board chairman, refused to divulge any details following the meeting with the national committee, both admitted that a definite difference of opinion on national organization affairs still exists.

Finkel declared, "We are agreed (with the national committee) that there should be a strong, unified national Allied, and we listened to what all three visitors had to say. But nothing was really agreed upon."

Dollinger, questioned before board-

Cooper, UA in Deal For Three New Films

Gary Cooper's Barada Productions has completed a major deal with United Artists for distribution of three pictures to be made within the next 18 months under the Barada banner.

Cooper will star in all of the films. The first of them, "Back to the Good Weekend," "The View From the 40th Floor," and a third picture not yet chosen.

'Wackiest' Resumes

HONOLULU, April 20. — The Wackiest Ship in the Army," Fred Kohlmans production for Columbia Pictures, which was forced to suspend its location filming in Hawaii on March 7 because of the actors' strike, went before the cameras again March 30 near Jack Knoll, Vicki Nelson and John Lund, the film is being directed in CinemaScope and color by Richard Murphy from his own screenplay.

'Strogoff' to CDI

Continental Distributing, Inc., has acquired "Michael Strogoff," a Holly-

Big Radio Spot Drive For 'Glenn Miller' Set

Universal-International is developing an extensive local radio announcement campaign on its re-release of the "Glenn Miller Story," featuring the use of special tapes prepared by George McLendon, it was announced by George Gerard, Eastern advertising and publicity director of Universal.

The McLendon tapes have already been used in openings of "'The Glenn Miller Story" in Houston, St. Louis and elsewhere.

Fox Acquires 2 Drive-Ins

READING, Pa., April 26.—Richard A. Fox, president of Fox Drive-In Theatres, Inc., has acquired a 70,000-seat sit-down-to-stick, with a combination of two nearby open-air theatres—the Pottsville Drive-In at Pottsville, Pa., and the Deer Lake Drive-In, Deer Lake, Pa. This brings to seven the total of Fox drive-ins, the others located in Williamsport, Sinking Spring and Reading. He also announced that offices have been set up here to centralize the operation of the drive-in chains.

People—Not Dollars

An audience potential of at least 35,000,000 people can be reached by "David and Bathsheba," 20th-Fox biblical epic which is scheduled for release with a brand new and extraordinarily heavy campaign, Abe Goodman, advertising director of the company, told the press Tuesday. A headline in The Daily yesterday inadvertently indicated he had predicted a $35,000,000 gross for the picture.

Race Next at Capital

Perlberg-Seaton's "The Rat Race," Paramount release, will be the next attraction at Loew's Capitol Theatre here.

LETTERS TO THE EDITOR

EDITOR, Motion Picture Daily

I read with tremendous interest a heartfelt agreement your ed in April 7's Your View point I entitled "A Goal for All," in

you quoted from a letter from Pinanski pointing out that few industry problems which will not be solved by the product, that we, as an industry, should center our efforts on the merchandizing of available product and not distracted by minor side issue campaigns.

This has been a personal goal of mine as president of TOA. That Mr. Pinanski is a former donor of TOA is in itself testimonial size fact that this has also long been the prime aim of TOA.

You might be interested in knowing what I have reported to the TOA of Directors last February in my annual address I conclude my report these words:

"We must not overlook one important fact: We are still in distress, still working and strained. We must continue our efforts, our time and ability and our energies toward mining how we can get people into our theatres. We have a situation here in the industry. We are losing money out of the films we play will be playing. I urge you to take the lead.

"Let our competition, be it vision, night baseball, bowling, anything else, take care of its own lens. Let us concentrate on our business; on how we can cut our costs and improve our average rate, then if we do we will be on the place where everyone will go for good entertainment."

Without a doubt, more work will be required from our current lens. We are theatremen must be distracted by intramural sport unless they become interested to jeopardize our existence and as exhibitors. We must strive to make the land and the good will of our current lens. We are theatreman must be distracted by intramural sport unless they become interested to jeopardize our existence and as exhibitors. We must strive to make the land and the good will of our current lens. We are theatreman must be distracted by intramural sport unless they become interested to jeopardize our existence and as exhibitors. We must strive to make the land and the good will of our current lens. We are theatreman must be distracted by intramural sport unless they become interested to jeopardize our existence and as exhibitors. We must strive to make the land and the good will of our current lens. We are
YOUR NATIONAL CARBON MAN...

Sells you the best product—gives you the best service!

The illustration shows a NATIONAL CARBON Sales Engineer using a brightness meter for checking the reflected screen light to obtain a reading in foot-lamberts. This is another one of the services performed by your NATIONAL CARBON Sales Engineer to help you realize the ultimate in picture quality.

These sales engineers—equipped with compact service kits containing the most modern tools in the trade—stand ready to assist you on any screen lighting problem you might encounter.

Use "National" projector carbons and call on NATIONAL CARBON for free technical service. For details, contact your NATIONAL CARBON supply dealer or write to National Carbon Company, Division of Union Carbide Corporation, 270 Park Avenue, New York 17, N. Y. In Canada, Union Carbide Canada Limited, Toronto.

"National" and "Union Carbide" are registered trade-marks for products of NATIONAL CARBON COMPANY UNION CARBIDE
March Film Dividends  
Up Sharply from Feb.

From THE DAILY Bureau

WASHINGTON, April 20 — Motion picture companies paid $3,639,000 in cash dividends in March, up sharply from the $3,314,000 paid in February, a rate moderately higher than the $3,561,000 paid in March, 1959. All corporations issuing public reports paid $1.9 billion during the period.

Total for the first quarter was $3.3 billion.

During the first quarter, motion picture firms paid $6,020,000, somewhat less than the $6,074,000 paid in the same period of 1959.

J. A. Mulvey  
(Continued from page 1)

vision of the distribution of Goldwyn pictures.

36 Years with Goldwyn

Mulvey joined the Goldwyn organization 36 years ago after an association with Price, Waterhouse & Co. He was representative of the Society of Independent Motion Picture Producers during the 1948 negotiations in England, helping to settle the controversy over the British ad valorem tax on foreign pictures. He was credited at the time by Eric Johnston, president of the Motion Picture Association of America, with being largely responsible for the success of those negotiations. Currently he is chairman of the executive committee (in New York) of the Notre Dame Foundation.

Has Interest in the Dodgers

Following his retirement from the Goldwyn organization, Mulvey will devote his time to his other interests, one of which is the Los Angeles Dodgers.

Tour of Brandeis Set  
For Industry Leaders

Brandeis University will play host to leaders of the motion picture industry who will make a tour of the college and its campus on Saturday, May 21, in conjunction with the University’s dinner honoring Robert S. Benjamin, United Artists chairman of the board, on Tuesday, June 7, in the Sor Room of the Waldorf-Astoria Hotel.

Foster Blake Conducts  
Favorite Films Meet

From THE DAILY Bureau

HOLLYWOOD, April 20.—A meeting of field and home office officials of Favorite Films of California, Inc., has been called by Newton P. “Red” Jacobs, president. Sessions are being conducted today and tomorrow by Foster Blake, general sales manager at the company home office here.

**National Pre-Selling**

Variety Club News

ALBANY—The members of Variety Club and the Albany Club joined recently in a buffet supper, card party and dance. The Variety group is concerned with mourning its headquarters in the Albany Club and will discuss the matter further at meetings to be held on Thursday and Friday of this week. Among other club projects in preparation is an event being planned between B. C. Kranzke, vice-president of Cinecama, Inc., operators of the theatre, and Moe Levy, Fox representative in Minneapolis.

SAG’s Board  
(Continued from page 1)

mandations to the SAG’s national board of directors on the guild’s demands for the no-strike clause in the old contract expires May 31. Negotiations are expected to get under way in mid-May.

John L. Dales, SAG’s national executive secretary, will preside.

**Can-Can in Minneapolis**

Twentieth Century-Fox’s “Can-Can” will have its northwest premiere at the Century Theatre in Minneapolis on June 8. Negotiations for the engagement were consummated between B. C. Kranzke, vice-president of Cinecama, Inc., operators of the theatre, and Moe Levy, Fox representative in Minneapolis.

Day the wife, Janis Paige is an altur- 

ning actress, Spring Byington the mother-in-law and Patsy Kelly the maid.

This MCM film was selected by Radio City Music Hall for its Easter show.

**Ott"** Prendergast who is directing 

producing “Easter Parade” in Lyot, has an informative “on location” article about his new film in the April 17 issue of “The New York Times.” The article tells of the Arab village of Kfar Kara (the Biblical village where Jesus performed the miracle of turning water into wine) and Atlet, once a British detention camp for “illegal” Jewish immigrants. The “Times” article is illustrated by a location photo of Prendergast directing Paul Newman, Eva Marie Saint, Sal Mineo and Jill Haworth in a scene on Paris Square, in Haifa.

**Toby Tyler**,” the Walt Disney produ- 

ction has been selected the picture of the month for “Redbook,” by Florence Somers. In her opinion this is a picture which will delight all members of the family. It is the dream of the child brought to life, and it will bring wonderful memories to everyone who remembers circus days. Mr. Stubb’s, the chimp, is a member of the cast and he, of course, steals every scene in which he appears.

• Please Don’t Eat the Daisies,” the film about a drama critic and his family, has been selected by “Redbook” as the picture of the month for April.

David Nivenplays the critic, Doris

Greatest Sto

(Continued from page 1

this year in Todd-AO and will release in 1961, and will have a month shooting schedule, stated.

Our objective is to have a comfort with the people except of Jesus Christ at this rather than to reflect the part and illustrations familiar Steven's seen.

Seeks Link with Audience

“Our work on this film is very ‘bullish’ on the film and dusty itself. Whether we can not, the movie production house day has to do with the many people that devote a certain amount of time to see a film, and it has to do with more people cast or production. It has to do with the people in the audience,” stated.

Steven's paid tribute to Skan King, Adler for their “hard and warm commit” in reach conclusion for the making of indicating that the 20th-Fox provided great stimulus in the conception of its treatment.

He further cited with sum to the M-G-M heads, the film and industry it took to make it."

Going Abroad this Week

Steven's will leave this week a sister with of local house, the Holy Land, Sp-Germany for exterior shoot interiors will be shot at the be.

Steven's will be accompanied by associate producer, George Jr., and their two research by Van Rentgherum and “The Leip.”

On their return, and predite the conclusion of the writer-writers will be assigned to the project.

Steven's disclosed further company, producing the film association with 20th-Fox, is we in the development of a de-called “Multi-Vox,” which we sound tracks of five different gauges in addition to English out a uniform literal translatethe dialogue and which can be precalculated for on-the-spot groups, especially those film festivals, and which will convened audience reaction is depicted on the screen.

Mellor in Charge of Photos

William C. Mellor, an A-Winning-cameraman, is the photographer, and film units are expected to rested with the production.

Present also at conference Tyrone R. Fitzpatrick, Free-Lance with C. Neil McCann, this year’s Screen Director critics award, and who said act as editorial consultant the making of the film.
Industry’s Wage Plea May 3

(Continued from page 1)

whether the House or the Senate committee will finish its work first. The House hearings are scheduled to run through the second week in May. The Senate has not met for many weeks. Senator Kennedy (D., Mass.) has been preoccupied with campaigning for the Democratic presidential nomination. With the West Virginia primary coming up on May 10, it is possible that he may try to rush out a vote-getting bill before that date.

Administration May Be Split

When Labor Secretary Mitchell testifies on Thursday, it is possible that a split in the bureau, which is to be discouraged since it would make a patchwork out of an otherwise cohesive law.

The industry’s witnesses will have to persuade them that the data of the situation, plus the adverse economic effects of hiking the minimum wage, outweigh other considerations.

Even if the House labor committee should report out a bill that the industry does not like, the Senate labor committee may write a more favorable measure.

It is now impossible to tell

AB-PT’s Net

(Continued from page 1)

000 or 80c a share compared with $2.313,000 or 54c a share in the 1959 first quarter.

In his report to stockholders, Gold- enson said the increase in earnings reflected primarily the improvement for the ABC broadcasting division. Overall results of other operations, including theatres, were also ahead, he reported, with 1959’s improved theatre results continuing through the first quarter.

Video Web Strong

The ABC Television Network continue to maintain the strong competitive position, in terms of program acceptance and audience circulation, that it achieved during the past year, Goldenson said. This growth and attendant advertiser support was reflected in an increase of 20% in gross time sales for the first quarter over the like period of 1959. For the 1960-61 television season which starts this fall, he noted, advertisers are already substantially ahead of last year’s levels at this time.

Heart-of-America

(Continued from page 1)

Jr., Kansas City, of Dickinson Theatres, secretary.

Beverly Miller, Kansas City, former president, was selected chairman of the board, and Norris B. Cresswell, Kansas City, was elected executive secretary.

The directors voted to sponsor “Show-a-Rama IV” next March 7, 8 and 9 at the Hotel Continental here.
American International

IS PROUD TO ANNOUNCE THE WONDER SHOW OF 1960

ALI BABA and the SEVEN WONDERS OF THE WORLD

TECHNIRAMA
IN 70 TECHNICOLOR

TO BE PRODUCED IN ROME, PARIS, TOKYO, BRAZIL, INDIA, AFRICA, U.S.A. AND (IF POSSIBLE) ON THE MOON

A Trans-International Production for release by American International Film Dist.
TOA Hopes for Post-Strike Boost in Releases; Ponders Higher Film Costs

Despite implications of the 32-day strike at major Hollywood studios and its probable after-effects, the outlook is optimistic, the current membership Bulletin of Theatre Owners of America asserts.

"Production will resume quickly. More, though still far from enough, product will be available. There are no signs of any imminent post-38 sales," the Bulletin sums up the post-strike situation.

However, it cites the negotiations (Continued on page 5)

Dickstein Inducted as Head of Cinema Lodge

More than 450 members and guests, representing the largest turnout in the group's 21-year history, attended the Cinema Lodge B'nai Brith "presidents' luncheon" honoring Alfred W. Schwalberg, retiring president, and welcoming Abe Dickstein, who was (Continued on page 6)

Levine to London on "Hercules" Openings

Embracing what he describes as a "merchandising invasion of the foreign market, Embassy Pictures president Joseph E. Levine flies to London at the weekend to begin a series of promotional meetings on his upcoming presentation of "Hercules" (Continued on page 4)

Business Booms

Best Spring Holiday Week Yet Predicted

All-Time Record at Hall; Other Cities Are Big, Too

By SAUL OSTROVE

Theatre business on Broadway and in the neighborhoods here, along with that around the country, continued its sharp upturn trend all week, following a smashing Easter weekend during which many house records were broken. The greatest spring holiday week in history was predicted for the period running through this Sunday by several theatre managers and distributors here.

A new all-time high box office record for a single week was established (Continued on page 5)

Admits RKO Library Was Sold in Bulk Lots

An executive for Television Industries, Inc., formerly called C & C Super Corp., admitted during cross-examination yesterday that his company required TV stations to buy at least one-half of RKO's 723-film library in bulk lots, or what the government contends is "block-booking." Erwin Ezers, vice-president and (Continued on page 5)

SBA Loans Go to Theatres in Kansas and Nebraska

From THE DAILY BUREAU

WASHINGTON, April 21. – Two theatres participated in loans made by the Small Business Administration during March. The Hill-Crest Drive-In Theatre, Osceola, Kan., and the Imperial Theatre, Papillon, Neb., were approved for a total of $42,000 with a local bank participating. A disaster loan of $40,000 was made to the Papio Theatre, Papillon, Neb.

SBA approved a total of 316 loans worth $15,434,000 in March, up from 308 totaling $13,867,000 in February. Loan applications in March were 35 per cent higher than in February.

28th Edition of Fame—Audit Of Personalities Is Ready

The 28th annual edition of "Fame," Quigley Publications' audit of personalities of the screen and television, goes into distribution today. Its 200-pages of multi-color display cover the Top Box Office Champion Pictures, the Champion Producers, Directors and Writers, the Stars of Tomorrow, and the British Champions.

The television section, comprising a third of the volume, rates the programs and performers on the basis of the annual poll conducted by Television Today.

A special section in the motion picture section, titled Looking Forward, gives display attention to the productions which because of their elements of proven box office appeal are most likely to be the candidates for the Fame of Tomorrow.

Talks Under Way for Release of "The Bridge"

Negotiations for the distribution of "The Bridge," an Academy Award nominee, are underway between a major company and Dr. Herman Scheyer, the producer of the anti-war film made in Germany. "The Bridge" has won a number of international awards and has broken box office records in Germany.

Munio Podhorzer, representative in (Continued on page 5)
Stern in Plea for Exhibitors

(Continued from page 1)

GEOFFREY SHURLOCK, Production Code administrator, has returned to Hollywood from New York.

ROBERT S. FERGUSON, Columbia Pictures national director of advertising-publicity, will return to New York today from Des Moines.

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, left there this week for Knoxville, Tenn.

MRS. SAUL COOPER gave birth here yesterday to a son. Father is a member of the Paramount publicity department.

HERBERT L. GAINES, of Warner Brothers, was in Oneida, N. Y., this week from Alhany.

HAYA HARARET has returned to Hollywood following two days in Denver participating in the "Ben-Hur" opening ceremonies there.

GINA LOLLUBIGADA will arrive in New York today from Italy, and will leave here tomorrow for Hollywood.

SONEY KALLET, chief buyer for Kallet Theatres, Oneida, N. Y., has returned there with Mrs. Kallet from a vacation in California and Arizona.

New U-I, Turner Film

HOLLYWOOD, April 21 - "The Colonel's Lady," an original story by Stanley Roberts, has been acquired by Universal - International as a starring vehicle for Lana Turner, it has been announced by Edward Muhl, vice-president in charge of production. At the same time Muhl said the picture will be co-produced by Robert Arthur and Roberts, with production scheduled to start in the late Summer or early Fall. "The Colonel's Lady" will mark Miss Turner's fourth picture for U-I, where she starred in the highly successful "Imitation Of Life," and just completed "Portrait In Black."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • 2-6400
Doris Day • David Niven
"Please Don't Eat the Daisies"
James Cagney • Spring Bonita • Richard Attenborough
From a novel by Cheever and Robert Jones • The Music Hall's greatest Easter stage show

7 COMPANIES SET FOR SMPTE EQUIP. SESSION

Seven companies will take part in an equipment papers and demonstration session, May 4, at the Ambassador Hotel in Los Angeles during the 87th convention of the Society of Motion Picture and Television Engineers, according to Herbert E. Farner, convention program chairman.

The session, at which exhibitors will present descriptions and demonstrations of their newest pieces of equipment, will open at 9:30 A.M. and conclude at 12:30 P.M.

The following companies will participate in the session: Bell & Howell Co., showing the new Jl motion picture camera; Donman & Baff, Inc., J. F. & B. O. Nickel cadmium batteries and power supplies with transistorized inverters; Hollywood Film Co., HFC 180mm hot splicer; Mole-Richardson Co., special effect equipment; Rocker spin, pugmogars, 18-inch windrider; Ryder Sound Services, Inc., the new perfec- tone and accessories, the Ryder sync camera, and the Ryder's transistorized inverters; S.O.S. Cinema Supply Corp., time-delay unit for motion-picture printers; Traut Corp., AUTO-MAAN-35mm data recording camera.

Toronto Variety Tem

Boosts Conclave Place

Special to THE DAILY
TORONTO, April 21. - "Fighting" was the label chosen by J. J. (Jack) Fitzgibbons, Jr., general secretary and treasurer of the Variety Club of Canada, to describe the international conclave which will convene May 31st at the Royal York Hotel. Associated with Mr. Fitzgibbons is an executive committee whose main task will be to determine whether it is possible to call all the world over with such an enthusiasm and enthusiasm as they enjoyed at any of the previous conventions of Variety Clubs Interna- tional. He stated that details for the day meeting will be released next week.

Heavy Attendance Expected

It is expected that Toronto productions will cause an overflowing attendance response. The previous convention held in London, England, was accompanied by the presence of several chief barker, to establish a new record for a Variety convention.

Mrs. Smith President

Of Atlanta WOMPI Unit

Special to THE DAILY
NEW ORLEANS, April 21.-Carmen Smith, of Hodges Th Supply, has been elected president of the local chapter, Women of the Motion Picture Industry, for the 12th term of office.

Other officers elected at the annual meeting held in the Variety Club quarters are: Mrs. Dellia Fayre, vice-president; Erma Goodbody, treasurer; Mrs. G. Richard Goodbody, secretary; and Mrs. Anna S. Brethous, recording secretary.

Okun, Eby to Toronto

Charles Okun, in charge of the sales for Coca-Cola, will leave New York this week for Toronto, with George Varieties Clubs International, for conferences there with Fitzgibbons, chief barker of the Toronto Tent, for final arrangements of Variety International's annual con- vention in Toronto, May 31 to June 3.

From Toronto, Okun will visit England, returning to New York at May 3.

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From Toronto, Okun will visit England, returning to New York at May 3.
The Queen has that Universal Appeal!
Television Today

Who's Where

Kenneth E. Brighton, for the past six years a film director for Marathon TV Newsreel, has been named production manager of Newsfilm, Inc., Marathon affiliate. Marathon president John Kassel said Brighton will also serve as Newsfilm's assignment editor and co-ordinator of special events. Brighton is a former NBC-TV news staff member.

Robert Laphorne has been appointed by Fremantle International of New York to service the company's television accounts in Australia.

Felix Jackson has been appointed vice-president, NBC Television Network Programs, West Coast, it was announced by David Levy, vice-president, Television Network Programs and Talent.

Charles W. Fries, who joined Screen Gems in December as executive production manager, has been elected a vice-president of the company.

'Cheyne Suspense Show' For Summer on NBC

"The Cheyne Suspense Show," a new series of full-hour live colorcast suspense dramas, will become a feature of the NBC-TV Network's Sunday night summer schedule starting May 29 (9:10 P.M., EDT) for 18 weeks, it was announced by David Levy, vice-president, programs and talent, NBC Television Network.

Walter Skrzek, star of stage, screen and television, will be host for the new NBC series, "The Cheyne Suspense Show" will be sponsored by Chevrolet Division of General Motors Corporation. Campbell-Ewald Company is the agency for the sponsor.

Quinn Martin Signed For New ABC-TV Series

Quinn Martin, executive producer of ABC-TV's "The Untouchables," has been signed by ABC-TV to create new program series for the network. It was announced by Thomas W. Moore, vice-president in charge of programming. Working through his newly formed QM Productions, Martin will be responsible for the creation of at least two pilots a year for ABC-TV, one each for a half-hour series and a full-hour series. In addition, he will serve as consultant to the network on other programs.

Martin starts working for ABC-TV on June 1. His current contract with Desilu, which has produced "The Untouchables" since its inception, expires on May 18.

NBC Offer Presidential Candidates 'Press Time'

The National Broadcasting Company will give the Democratic Republican nominees for President the opportunity of appearing side by side in prime evening time on network television beginning eight weeks before election day, it was announced by Robert W. Sarnoff, chairman of the board.

To make these appearances possible under existing law without the penalty of giving equal time to numerical minor and splinter-party candidates, Sarnoff said, NBC will invite the two major candidates to appear on "Meet the Press," television's oldest news interview series. During the campaign the program will be expanded to a full hour and rescheduled on Saturday evenings in place of "Wide World of Sports." The appearance of political candidates in regularly scheduled news interview programs as well as newscasts was exempted last year by Congress from the "equal-time" restrictions of Section 315 of the Communications Act.

Sarnoff described NBC's plan for presenting the candidates in an address to the Academy of Television Arts and Sciences at the Hotel Biltmore here yesterday.

'Candid Camera' To Be Weekly Series On CBS

"Candid Camera" will be presented as a regular, weekly half-hour series beginning in October on the CBS television network under the sponsorship of Lever Brothers Company and Bristol-Myers Company, it was announced by William H. Hylan, CBS Television Network vice-president of sales administration.

The series, currently a weekly highlight of "The Camp-Moor Show," will be presented Sundays at 10:00-10:30 P.M., EDT. It will be produced by Bob Banner Associates and Allen Funf Productions.

The 30-minute version of "Candid Camera" will feature Mr. Funf, the originator of the program, plus a regular host and two other performers, all of whom will discuss, introduce and appear in the candid interviews. A name guest star also will appear each week in a specially prepared film sequence.

The production trio of Bob Banner, Joe Hamilton and John Di Loreto will supervise the new series with Allen Funf producing the "Candid Camera" film.

John Payne to Star

John Payne will star in "O'Conner's Ocean," a full-hour mystery-suspense series scheduled for fall showing on the NBC-TV Network.

Levine Planning

... (Continued from page 1)

Unchained, Levine will confer with representatives of Warner - Pathé, which is releasing the spectacle film "Mr. Smith Goes to Washington," and top executives of the key British theatre circuit planning the massive British Isles-wide saturation of the attraction in late August.

"Hit or a Dud" will mark Levine's initial effort at applying his elaborate promotion technique in the overseas market.

While in London, Levine will participate in conferences with D. J. Coodlate, managing director of Associated British Cinemas Ltd., Louis Lewis, managing director of Warner - Pathé, and W. P. general sales manager, and Arthur Abeles, managing director of Warner Bros. Ltd., and W-P's supervisor of the Continent of Europe, among others.

"Can-Can" Tickets

... (Continued from page 1)

high kiosks imported from Paris, behind which models will sell the reserved-seat tickets. Each booth has a direct wire phone to the Rivoli and customers will have their reservations confirmed immediately, with tickets mailed to their homes that day.


Full-length windows in each of the six stores, Herald Square, White Plains, Jamaica, Flatbush, Roosevelt Field and Parkchester, are now decorated with actual costumes from the film as worn by the stars.

Performers in Parkchester

Additionally, at the Parkchester Macy's next Thursday the new "ballroom version" of the "Can-Can," as created by Arthur Murray will be shown to the public by professional dancers in a show on the main floor of the store. More than 5,000 people are expected to attend the event.

Rosenbohm said that Macy's full bulletin and mailing list to all charge and in-store customers will herald the multi-ganged tie-up for six full weeks starting with today's release, calling their 28,000 charge customers and 10,000 daily shoppers' attention to the project.

Macy's advertising director also declared that in the Herald Square branch alone, at least 300,000 customers will be reached by the "Can-Can" display.

$1 Wage Floor

... (Continued from page 1)

that Mitchell's own belief is that the proposal "would not cause any great problem of adjustment or hardship to em- ployers or workers." He opposed Roseen's proposal to the minimum by 25 cents.

The bill supported by the Ad- tration, according to Mitchell, would extend coverage to an additional million workers, mainly in the trade. About 650,000 now have a floor of $1.

Mitchell, it is more important to keep the floor within the law's scope than to raise the floor.

Cites 'Diversity' of Bills

Mitchell said, however, that there is a "vastly" of bills before the committee that it is too much to hope for, said, for example, that the 8 labor hearings, in which after 10 hearings, had reported a bill to a floor of $1.50..."Mitchell said, however, that the Senate labor committee, 'is still wrestling with this proposal far out before he has made any conclusions.

Mitchell told the House group the impact of a half-hour and a minimum of $1.25 "would be far too great to permit absorption of the require- ments in wage costs without substantial curtailment of employ- ees. It would actually result in the loss of jobs by large numbers of low- paid workers," he said, adding that firms would have wage costs increased of 50 per cent and more.

"As a practical matter," he said, "the plan of Labor assured, the wage- law can be extended only by federal regulations."
**Best Spring Holiday Week Yet Is Predicted**

(Continued from page 1) at the Music Hall Wednesday night when Metro-Goldwyn-Mayer's "Please Don't Eat the Daisies" grossed $227,884 in its third week to break by $906 the single-week record set by "Avalanche," released Christmas, 1958. "Daisies" also established new highs at the Music Hall for Good Friday, Easter Sunday, Easter weekend and on Monday, Tuesday and Wednesday this week for non-holiday weekdays.

United Artists' "The Fugitive Kind" rolled up a whacking $52,519 at the Astor, while "The Immortal," in business there since "East of Eden" in 1955. Playing day-and-date at the Plaza, "Fugitive" drew $19,557 for the week, high at that theatre since "Last Flag for Lute" in 1936. The Criterion's first full week with Columbia's "Who Was That Lady?" was a terrific $62,800, only slightly under the record-holding first week of "Suddenly, Last Summer." For the week ending yesterday, 20th-Fox's "Wake Me When It's Over" recorded a solid $35,000 at the Paramount. "The Unforgiven," a UA release, piled up $30,000 for the week at the Capricorn, "Ben-Hur," MGM's winner of 11 Oscars, played to over-capacity audiences every day for the holiday week and racked up $64,510. "Expresso Bongo," released by Columbia in Trans-Lux, and "Dixie," went to impressive first-week gross of $20,600 at the Sutton. Columbia's "The Mouse That Roared," now in its sixth week at the Guild, did $9,380 this week, tops since the picture's 14th week.

At the Forum, Columbia's "Our Man in Havana" registered $12,650 for the week ended Wednesday, its 13th. The same film grossed $9,775 playing at the Trans-Lax 52nd Street. Elsewhere around the city, "Solomon and Sheba" was doing "terrific生意" in the Loew's circuit. Universal said "The Snow Queen" was doing "excellently well" for an Easter release here and in circuit houses across the country where it is being held over in many situations. Columbia reported "Cinerama's They're Young," now in several keys, was running ahead of "Gidget," last year's Easter picture aimed at a similar audience.

See $8,000,000 for "Ben-Hur"

"Ben-Hur," which had grossed $7,135,000 nationally through Tuesday, was expected to surpass $8,000,000 by the beginning of next week. In 125 national engagements, "Please Don't Eat the Daisies" has produced $1,500,000. M-G-M reported the film was running slightly ahead of "Some Came Running," which opened to date. "The Unforgiven" pulled in $4,422-195 during the Easter holiday period in 53 key city situations throughout the country.

**TOA Hoping**

(Continued from page 1) remaining with other guilds and craft unions before the Hollywood employment situation is restored to normalcy, and observers pointedly that "Another lasting, that only time will answer will be the effect upon film rentals of the higher production costs entailed by the new (producers') agreements.

"One big hope of exhibition," the TOA Bulletin asserts, "is that some of the companies—notably Metro, Paramount, Warners and Columbia—which have been holding back completed films so they could be spread over the balance of the year in event of a long strike, will now re-evaluate their plans and issue more pictures in the immediate months ahead. The extra films will be sorely needed."

**Comments on Pay-TV**

The Bulletin also reports on recent pay-TV developments and summarises by saying the "Telemeter operation in East Bi coke, Ont. "will be watched with interest for the first collection reports" and "will monitor carefully the progress made by Video Independent Theaters of Oklahoma City, with its Telemeter franchise applications and the RKO General-Zenith plans for over-the-air pay-TV experimentation in Hartford, Conn., the determination of whether pay-TV is a month or two away from the market."

"Meanwhile," the Bulletin reports, "we are continuing to campaign for pay-TV set by which Congress would place cable-TV under the same stringent test controls as broadcast TV, and would leave to Congress, after the long test period, the determination of whether pay-TV is in the public interest—something we strongly say it is not."

The Bulletin also urges exhibitors to continue to contact their senators and representatives in Washington to petition exemption for theatres from new Federal minimum wage legislation. The House labor committee hearing of industry representatives on the legislation has been scheduled for May 3.

**MPAA Asks**

(Continued from page 1) reported to the recent association board meeting that he had requested such information in reply to a letter of inquiry from B. R. Kahane, Academy president, concerning an early expression from MPAA on the underwriting of the 1961 program. Costs of the annual event are estimated at $650,000.

No Preliminary Planning

MPAA board members agreed there was no point in giving consideration to next year's and nothing before the information sought by Johnston had been received. Most directors feel that the program should not be charged for, as it has been, at the full commercial rate, inasmuch as it has public service aspects and no commercials are used. They feel that placement of the program with a network on a public service basis should be investigated thoroughly before a new commitment is made, as well as the charges by networks which have not carried the program.

The Academy's three-year deal with NBC-TV and Radio expired with this year's program.

**Tour for 'Killers'**

CHARLOTTE, N. C., April 21—A big game hunter is touring 19 Carolina cities in connection with playdates of Warwic's "Killers of Kilimanjaro," a Columbia Pictures release. Driving a special single-jungle land rover, the hunter is touring the "Kilimanjaro" over North and South Carolina in behalf of the film.

**Edmondson, Sr., Dies**

ATLANTA, April 21—Rev. Robert A. Edmondson, Sr., 84, father of Ray Edmondson, vice-president of Dixie Drive-in Theatres, died here following a short illness.
**PEOPLE**

Ray Cooper, chairman of the executive committee of Theatre Owners of America and president of West Side Valley Theatres of San Francisco, on April 27 will address the members of the Oregon Theatre Owners Association at their one-day meeting to be held at the Benson Hotel in Portland. Albert Forman, president of the Universal TOA group, will chair the meeting.


**Phillip Blaine** has been named manager of the West Drive-In Theatre, Denver, a Wolfberg Theatres operation. In other appointments the company has recently promoted Williams to manage the Valley, Lauren Vernon for the Monaco and Dick Bayer for the North. Ralph Morin, now with the Wolfberg organization, will direct the South, while Paul Clymer, another newcomer, will take the helm at the East.

Robert Goldstein, director of administration for the owned-and-operated stations of National Telefilm Associates, has been elected assistant secretary of that organization and of the parent company, National Theatre and Television. Additionally, he has been named assistant to the chairman of the board of NTA.

Raymond S. Smith, former Warner Brothers manager in Albany, N. Y., now is buying-booking the Ideal Drive-in, Canton, N. Y., for Alec Papayanakos, and the Route 32 Drive-in, Greenville, N. Y., for Peter Carelas.

Stella DeFoor, formerly on the staff of Universal in Atlanta, has joined Continental Distributing, Inc., there as secretary to James V. Frew, Southeast division manager.

**Caroline J. Branson**

Tom Carlile, Hollywood publicist, will join Samuel Bronston’s “King of Kings” publicistic organization in Madrid in two weeks, according to Robert S. Taplinger Associates, Inc., public relations representatives for the film. Carlile, who recently completed an assignment in charge of “The Alamo” location publicity, will spend a few days in the Taplinger New York office before proceeding to Spain to join Harry K. McWilliams, coordinator of advertising, publicity and promotion for “King of Kings.”

**Cinema Lodge**

(Continued from page 1) inducted president yesterday at the Astor Hotel here.

Dickstein, New York branch manager for 20th Century-Fox, was sworn into office by Harvey Platt, executive secretary of Bna’s Fifth Lodge No. I. The ceremony was preceded by an address by Schwalberg and remarks by Platt concerning the activities of Bna’s Fifth in the U.S. and throughout the world.

Certificates of achievement were presented to Jack Hoffberg and Max Youngstein in whose absence the award was accepted by David Picker. Schwalberg received a transistor radio from the lodge as a token for his services the past year. Harry Brandt was luncheon chairman.

**Industry Leaders on Dais**


Brandt’s co-chairmen were Howard Minsky, Martin Levine, Jack Levin, Herman Schleier and Noel Medow.

**Heralds for Loew’s Fair**

A quarter of million heralds have been distributed here as part of Loew’s Theatres campaign for “Loew’s Spring Movie Fair.” The 11x14 heralds, printed in sepia on a white background, emblazoned four pages of stills on the stars in the pictures that will be shown during the “Spring Movie Fair,” as well as a schedule of the attractions, with dates and theatres. The heralds were distributed at subway stations, in supermarkets, and in the theatres.

**DAR Awards Presented To ‘Shaggy’ and ‘Jones’**

From THE DAILY Bureau

WASHINGTON April 21 — The Daughters of the American Revolution today presented their annual awards to Walt Disney’s “The Shaggy Dog” as 1959’s best children’s picture and to “Juno and the Paycock” as the year’s best historical film.

On Friday night, Laurence Harvey is scheduled to receive an award, in the absence of John Wayne, for “The Alamo.” It will be presented on behalf of the Children of the American Revolution. At the same time a TV award to Disney’s “Swamp Fox” will be accepted by the Bona Vista Washington representative, J. B. Brechen.

Charles Levy, director of advertising and publicity for Walt Disney Productions, accepted the award for “Shaggy Dog,” He assured the DAR’s that “we’ll go on trying to earn more of them.” He presented a special Disney statuette to the DAR in appreciation for the organization’s interest.

Ley said that Disney plans a 1961-62 TV series on “The Constitution of the U.S.” and promised a “thinking kind of entertainment.”

**Clark Accepts for ‘Jones’**

MPA vice-president Kenneth Clark accepted the “John Paul Jones” award on behalf of producer Samuel Bronston and Warner Bros. Clark told the ladies that he hopes to think that this award is also recognition of the motion picture as the farthest-reaching medium of communication of our times. He added that the DAR’s efforts in the motion picture field are a “welcome and invaluable” contribution to the industry’s efforts to improve the quality of pictures.

**Ray Thayer Is Winner In L&G Manager Contest**

Special to THE DAILY BOSTON, April 21 — The winners of the managerial contest of Lockwood & Gordon Enterprises have been announced by Douglas Amos, general manager, with cash prizes given to the first four places. Called “The Grand Nine of ’59,” the contest was judged by three district managers, Jack O’Sullivan, William Dougherty and Carmen Cimini.

The winner was Ray Thayer, manager of the Lewiston, Me., Drive-in, whose extra efforts in business-building, exploitation, community activities and overall managerial ability won him the coveted first prize money.

Other winners were Edward Stokes, Avon Cinema, Providence; Merrill Cattanach, Salem, Me.; Lionel Collins, State, Waterville, Me.; Charles King, Playhouse, Scituate; Richard Boone, Concord, N. H., Drive-in; Joanne Hartley, Ansburn, Me.; Robert Young, Mix-Isle, Johnson, Castle, Providence; William Murphy, Wiclb, Wethersfield, Ct., and Bill Howard, Danbury, Ct., Drive-in.

**DAR Rates 31 ‘Famis’**

From THE DAILY Bureau

WASHINGTON, April 21 — The 1953 films reviewed over a period of four months by the Motion Picture Critics Association and American National Board of Review, were only rated for family viewing. Miss Reilly reported to the executive committee of the DAR. Sixty-one were rated with 11 for adults. Mrs. Reilly said that her committee feels that “one of its most important functions is to alert the DAR to the development of ever more released for commercial showings.”

The DAR review has 1,789,000 members, public, private, and members. This is a cent increase. Biggest number of subscribers is in New York State, and Georgia a close second.

Mrs. Reilly urged the DAR to adopt the DAR that each chapter, using the publication “as a guidepost” report at each meeting of the attractions of their local theatres. She noted that 29 states now do many of their chapters, and the 12 months ending March 1 there had been 400 full program 67 partial programs on motion pictures. Mrs. Reilly says that Women’s DAR members serve on Betty’s, “a committee which should be increased.”

28 states reported effort by chapters to promote good programs for children.

**Moral Climate’ Stresses**

According to Mrs. Reilly, the film industry with one of its most important aspects of the youth is “the moral climate they mature.” She observes the industry not more than it is possible to motion picture audience, as “the motion picture theatre the most popular rendezvous of families.” Use of the 100 years, the DAR motion picture committee sent 1,000 films suitable for the organ meetings and for schools of the local DAR groups. Films listed were used in 349 school and chapter programs. Program DAR committees listed films.

Please for promotional of use of DAR motion picture been awarded to Rhody Wyoming, and Delaware.
Industry 'Oscar' Promotion Is Called Top Coverage for Any Single Project

The industry promotion campaign for the 1960 Academy Awards presentation program on April 4 involved what was perhaps the greatest coverage ever afforded any single project, Si Sandler, chairman of the Motion Picture Association's advertising - publicity directors committee told trade press representatives on Friday.

Members of the advertising - publicity committee were hosts for the (Continued on page 6)

Redstone Suit Settled
With Clearance Change

Special to THE DAILY
BOSTON, April 24.—An anti-trust case was settled after five days of trial in the Federal District Court at Washington, D.C., filed by Redstone Drive-In Theatres Corp., against the major film companies with the exception of Paramount and Buena Vista. No
(Continued on page 4)

Picketing at Woods
Permanently Enjoied

Special to THE DAILY
CHICAGO, April 24.—Picketing of the Woods Theatre by Local Two of the Stage Hands Union was permanently enjoined late last week by U.S. District Court Judge J. J. Hoffman. The court order will remain in effect (Continued on page 2)

TOA Urges Support of Quigley Merchandising Conferences; Calls Them 'Unequalled Opportunity'

Exhibitors are once more urged to support the upcoming Merchandising Conferences of "Motion Picture Herald" in a reminder in the current Bulletin of Theatre Owners of America. The Conferences, which are fourth in a series, will be held in New York May 18, 19 and 20.

TOA comments, "The conferences have been successful in the past because an increasing number of independent exhibitors and circuit officials are realizing this is an unequalled opportunity to see and plan the handling of important pictures.

"We would again, as we have in the past, urge theatremen to attend the May conferences, and particularly to have their advertising men there. The Quigley Publications are conducting the conferences as an industry service, and this is one which merits exhibitor support."

Film Supply Action

New Film, Pay-TV Alliances Worry ACE

To Study Reports 2 Majors Weigh Deals with Skatron

Trade reports that two of the major production - distribution companies are considering buying into the Skatron pay - TV system are being accepted with the greatest concern by the nation's exhibition leaders who will examine the situation exhaustively at a dinner meeting here tonight of the executive committee of the American Congress of Exhibitors, of which S. H. Fabian is chairman.

Any film company alliance with Skatron would constitute a third pay-TV innovation, all of which would be almost wholly dependent on theatrical pictures.
(Continued on page 3)

Para. Sales Meet Will Stress Three Themes

From THE DAILY Bureau
HOLLYWOOD, April 24.—Three major themes—the company's augmented promotion - distribution program, the development of new star personalities, and expanded national promotion—will be underscored at Paramount Pictures' first national sales convention in ten years, which will be convened here tomorrow un-
Survey on Economics Of British Industry Set
From THE DAILY Picture
LONDON, April 22 (By Air Mail).—Harold Wilson, labour member of Parliament and one-time president of the Board of Trade, is to conduct an inquiry into the economics of the film industry on behalf of the Federation of Film Unions. The inquiry will include those aspects of the television industry which affect production and the employment of members of the constituent unions of the Federation.

Wilson expects to submit an interim report before the end of the year and to spend more time on the problems disclosed over the next year or two. He will receive no fee or any other remuneration in connection with the inquiry. Individuals and organisations are invited to submit evidence on the subject to Wilson at the House of Commons.

Proposals Were Rejected
The Federation recently had its proposals for a joint meeting of all representatives of the film and television industries to seek an agreement on cutting the number and frequency of showing a week to 18 films on TV, rejected by the Five Trade Associations. Views were then expressed that "there was something not proper for a body representing employers to make common ground with a body representing employees on issues where threats of industrial action might be implemented."

Zenith Pictures Boys Film Rights to 'Mary'
Special to THE DAILY
DETROIT, April 24.—Motion picture rights to the stage play "Mary Had a Little" have been sold to Zenith Pictures, Inc., by its publisher, Horace Herzo, of this city; Muriel Herman of Van Nuys, Calif., and Al Rosen of Los Angeles, the original producer, to whom credit is also given.

The first run starred Edmund Lowe and Mary Brian. The farce ran in this country for two years, subsequently in Australia and England, later replaying in the United States.

Ingram-McEwen Bill Is Signed by Rockefeller
Special to THE DAILY
ALBANY, April 24. Governor Nelson Rockefeller signed, without comment, the Ingram-McEwen bill. It amends section 767 of the penal law, to exempt from election frauds the payment of money for the presentation of radio, television, motion pictures or any other means of mass communication, speeches, advertisements or personal appearances as an inducement for attendance at the polls.

The quoted portion is new matter in the statute, which already covered a "source of pecuniary materials and media exempted."

The measure, sponsored by Assemblyman Verner M. Ingram, St. Lawrence County Republican, and Senator Robert E. McEwen, Onondaga Republican, takes effect immediately.

It had undergone a minor textual amendment before passing the Assembly and going to the Senate where there was substitution for the McEwen act, on third reading.

Mrgr. Little Is Named to Pontifical Commission
Monsignor Thomas F. Little, executive secretary of the Legion of Decency, has been named a consultant to the Pontifical Commission for Motion Pictures, Radio and Television by Pope John XXIII.

Mrgr. Little has been with the Legion of Decency since 1947 and took his present post as executive secretary in August, 1953. He was elevated to the rank of Papal Chamberlain by Pope Pius XII in 1955.

The Pontifical Commission, instituted under Pope Pius XII in general supervision over the International Catholic Film Office under which the various national Catholic film activities function. The Commission was recently incorporated into the Vatican City Secretariat of State by Pope John.

Maryland Exhibitors Plan Three-Day Meet
Special to THE DAILY
BALTIMORE, April 24. — The Maryland Theatre Owners Association, an affiliate of the Theatre Owners of America, will hold its annual meeting at the George Washington Hotel in Ocean City, Md., on Tuesday, Wednesday and Thursday, June 28, 29 and 30, John G. Brouman, president of the MTOA, announced today.

The three-day session will include forums, clinics and discussions of industry problems, product, showmanship, and theatre and movie operations. A luncheon will be held Thursday evening with a banquet. Brouman said the committees for the annual meeting would be announced shortly.

Par. Meet. (Continued from page 1) As the direction of George vice-president in charge sales.

During the opening day, Wolters will focus on the situation with Paramount's television line-up for summer, which are more popular than the riod last year.

Jack Karp, vice-president of production, will discuss the grooming of new star. The screen tests of Geraldo set to cost-so opposite Laure very "Bum Smoke" and Rod Lauren. singing star making his debut will be in Wallis' "The Sons Elders," will be shown to the tives. Other newcomers discussed include Nance Kwan, now major role in Bay Stark's "The of Szu Wongs;" Bobby D. of the nation's top singing addition, Wallis proteges Jo- man, Barbara Lawson and Hart, the latter recently cast role in "Girl of Summer."

Mrgr. Little was in charge of advertising, pub exploitation, and Martin D. tion advertising, publicity an tator general, will until expanded promotional merchandising activities.

Picketing at Wood (Continued from page 1) pending disposition of the di between the theatre and the um of the latter. The theatre hire three stagehands it does not have stage shows, is in the hands of the Nation Relations Board, which is hearings today on the matter.

Gala Handling Ph Distribution for F
From THE DAILY PICTURES
LONDON, April 24.—As an agreement between Gala Films de France here, Gala films the physical distribution Films de France's present and future product. With the increasing of cinemas controlled by the Gala wider distribution pattern available to both companies, Gala and Films de France, retain their separate identity remain independent of each other is stated.

WANTED
Executive Secretary for Motion Company executive. Preferably with administrative experience. Write state location. Box 425, Picture Daily 1270 Sixth Avenue, New York, N. Y.
ETTERS

THE EDITOR

Hi, Motion Picture Daily:

I congratulate you and the staff of the Paper for the new section entitled "A Goal for All," which ran in last Tuesday's edition. It is that virtually all our industry's problems would be solved if the more sufficient profit for theatres, distributors could be able to concentrate their attention on selling and, at the same time, clearly reflected my views, I have been a long-term vice-president of the Theatre Owners of America. Back in 1953 and 1954 I see that the effects of film divestiture and rising costs, revision competition were eroding supply of pictures. More productivity of any of my major goals, situation continued to drop in following years, made it almost a standard aim of each TOA, and continues to be so just as firmly convinced today as seven years ago, that Holzblatt has the capacity and ability to see more pictures, and that a supply of screen fare is the key to a balanced exhibitors. I feel our as it is available to audiences, of availability, film rental terms, of modernization of our physical plants, of attracting more of our growing audience back to our theatres, would be solved. If our theatres could head from month to month with a sufficient quantity of stock at their disposal, that would be at the disposal of our members, a belief that most of our industry's problems could be solved with the help of government, particularly those led by some people with per- ceives to govern would be more successful than fall on deaf ears, if we were successful product. Every member of our industry would be in better position to turn full attention to the improved merchandising of films.

May I say that your editorial in Finanski's comments echoed my views. Our major goals, in order to be more films after merchandising with a eye always alert, of course, ting all those other problems which threaten to time and time and place a threat to our survival. This is know, and one which will continue to have my full support.

WALTER READE, Jr.
Oakhurst, N. J., April 21.

Hi, Motion Picture Daily:

If you so very much for your constructive column of April 19, I am sure that the Motion Picture industry's principal concerns and offers what seems to me to be the only answer, namely, pictures, as good as they can be made.

The motion picture product carries interest at the individual level, a community-wide basis around the nation. It is distressing to cal motion pictures for programming.

Under way in Etoh Ike, Ont., of course, is Paramount's wired Tele- picture line of pictures. Telemechanik Communications Commission preliminary channels are applications under which RKO General and Zenith Radio hope to be able to operate a pay-TV experiment in Hartford, Conn. A high executive of one of the two film companies mentioned in the Report, a Skirton alliance told MOTION PICTURE DAILY that his company has gone into the Skirton possibilities carefully over a long period of time and had about concluded that financial considerations made remote any immediate possibilities of a deal.

Company Comment Lacking

Responsible executives of the second company involved in the Skirton report either could not be reached or declined to comment.

Skirton's stock has been suspended from trading on the American Exchange for several months by the Securities and Exchange Commission because of alleged irregularities in sales of the stock without SEC registration. The next SEC hearing on the matter is scheduled for Thursday in Washington. James Landis, Skirton attorney, stated in the early stages of the SEC hearings that the suspension of trading in the stock prejudiced Skirton negotiations with a major film company for substantial financing of its pay-TV system.

Denies Intention of Dealing

However, the company understood to have been negotiating told M. P. DAILY at the time that it had no intention of entering into a deal with Skirton.

Trade circles, however, believe that if the Paramount and RKO General pay-TV operations appear to be promising, two or three other companies would be interested in them.

Bick's Nomination As Anti-Trust Head

WASHINGTON, April 24 — Robert A. Bicks, acting head of the Justice Department's anti-trust division for the past year, is expected to be named head of the division if President Eisenhower is re-elected in the upcoming election.

In the past few days the Department of Justice has checked with New York Senators to ascertain their attitude on the appointment. New York is Bicks' home state. The checking is routine preliminary to formal submission of a nomination to the Senate for confirmation.

Bicks has addressed Theatre Owners of America annual conventions and has been involved with exhibitor organization officials on the possibilities of certain changes in the industry consent decree.

Theatre to Test Censor Ordinance in Portland

PORTLAND, Ore., April 24—The Civic Theatre here has decided to test the constitutionality of the city's municipal film censorship ordinance. Nancy Welch, manager of the theatre, said that the constitutionality of the ordinance will be challenged in an action to be filed initially in Municipal Court here. A defendant will contend the ordinance violates both Federal and state constitutions.

The theatre's action follows on a ban on its exhibition of the French film, "The Lovers," after two city detectives ruled it was in opposition of the city's censorship ordinance.

$21,319 for Globe Film

First week gross of the French film, "No Morals," at the Globe Theatre here was $21,319, William Mishkin, distributor of the film, reported.
Wage Bill Pattern Shapes Up Slowly

From THE DAILY Variety

WASHINGTON, April 24 - Timing of a compromise wage bill is becoming clearer, though its scope remains in doubt. Rep. Roosevelt (D., Calif.), sponsor of the most far-reaching measure proposed in the House, says he hopes subcommittee hearings will end by mid-May, and that he hopes the full committee will be able to report a minimum wage measure to the House by June 1.

This is believed to be an optimistic timetable. Though the House leadership is disposed to bring out a wage bill fairly quickly, there is a chance that it might be delayed in the rules committee, which schedules bills for floor action.

Senate Could Act First

In the meantime, the Senate may act on a wage bill. The labor committee at the weekend had not scheduled any meetings to consider the measure during the week of April 25. But one could be called on 24 hours notice. Staff work on the bill is understood to have been productive. Conceivably, the Senate committee—and the Senate itself—might act before the House. This would put a bill directly before the House—possibly a more liberal one than will emerge from the House committee, since the Kennedy (D., Mass.) bill is of even broader scope than the Roosevelt bill.

The shape of the compromise that will have to be worked out is difficult to discern. Rep. Roosevelt has said that he will go along with a gradual rise to $1.25 an hour minimum pay and that fewer than the $8,000,000 new workers his bill would cover will be blanketed by the final draft.

The Money to Elect 8 to Board

From THE DAILY Variety

HOLLYWOOD, April 24 - Election of new board members will highlight the annual membership meeting of the Writers Guild of America, West, scheduled for May 19 at the Beverly Hills Hotel. The meeting will be primarily for the purpose of counting ballots for the election of four new board members of the Screen branch and four board members of the television-radio branch. Ballots were mailed to the members on Friday.

Palace Books 'Rutledge'

"Sergeant Rutledge," John Ford's new production for Warner Brothers, will have its New York premiere at the RKO Palace Theatre late this spring, directly before the House—possibly a more liberal one than will emerge from the House committee, since the Kennedy (D., Mass.) bill is of even broader scope than the Roosevelt bill.

The shape of the compromise that will have to be worked out is difficult to discern. Rep. Roosevelt has said that he will go along with a gradual rise to $1.25 an hour minimum pay and that fewer than the $8,000,000 new workers his bill would cover will be blanketed by the final draft.

Redstone Suit

(Continued from page 1)

money was involved in the settlement, but the Redstone circuit received the desired relief in clearances it had asked for.

The suit involved the Lehigh Drive-in, Church Falls, Va., which had been closed for 14 days after downtown Washington instead of the current 21 days, matching the same run as two indoor theatres in Alexandria (D.), Va., the Virginia and the Richmond, both operated by the Alexandria Amusement Company. Attorneys for the Redstone were Summer Redstone, who, with his father Michael and his brother Edward, is an officer in the company, and Robert Shee of Washington. Attorney for the film companies was John Caskey of Washington and New York.

Miss Stanwyck to TV

The Alberto-Culver Company will sponsor the new "Barbara Stanwyck Theatre" drama series on NBC-TV beginning in the fall, it was announced by Don Durgin, vice-president, NBC Television Network Sales. The filmed series, scheduled for Mondays (10 to 10:30 P.M., N.Y.T.), will present Barbara Stanwyck as hostess and star, with well-known Hollywood personalities in supporting roles.

Shapiro-Henning $272

From THE DAILY Variety

HOLLYWOOD, April 24 - sal-international has acquired Come Back," original screenplay, by Stanly Shapiro and Paul Henning. It has been announced by Edward Universal vice-president in charge of production.

Shapiro who, with Maurice Rosen, is the 24-year-old Academy Award-winning screenplay writer of Pillow Talk and Cabot and Howard, has been announced by Edward Universal vice-president in charge of production.

Fee Said to Be Very Large

Irving Paul Lazar handled negotiations for Shapiro and Henning, received an undisclosed sum of at least $272,000, one of highest U-I has paid for an original play.

‘Mouse’ Gross $272

The Mouse That Roared" is a six-month run yesterday at the Palace Theatre in New York. The Highroad to Columbia Pictures released the record-breaking gross of $272,000, a new "nomenal" figure for the 150-seat Palace Theatre, Columbia said.

LANA TURNER • ANTHONY QUINN • SANDRA D

LLOYD NOLAN • RAY WALSTON • VIRGINIA GREY

AS "MATTHEW CABOT"

AND ALSO STARRING

ANNA MAY WONG • RICHARD BASEHILL
Have Access to

motion: Stanton

from THE DAILY Bureau

HINTON, April 24, — Free-

access to information that is

essential for the democratic life

was labeled as the most

important problem that all jour-

nalia-Americans—the newspapers

casting—has in common, by

Stanton, president of the Co-
broadcasting System, Inc., in

a recent before the American So-

Newspaper Editors here Fri-

ton of the press was never

do of as a luxury in this coun-

try. He said: "From the very

guts, it was considered a

little for a self-govern-

ing."


tes Other Side of Coin

opening remarks, Stanton

assembled editors that he has

since found it easy to tell what

lies bothering you.” He re-

flects the criticism by the press of

on television. He pointed out

"one of the most righteous

on (of violence) has come

papers which assign whole

reporters to exterminators

of thermal qualities while dis-

creetly summing up the latest

giant proposal."

AROUND THE TV CIRCUIT

with PINKY HERMAN

WEDNESDAY's NBCCom show, an hour-long sight-seeing tour of

London, was taped in cooperation with the BBC and seen as

guests will be Dame Margot Fonteyn, prima ballerina of the Royal Bal-

let, Michael Sones, The Duke of Bedford, building a "Cook's Tour" of

his ancestral estate, Woburn Hall, comedianess Fanny Fielding, Harry

Secombe and pianist Russ Conway. Regulars Frank Gallop, Mitch Ayres, 

Ray Charles, Clark Jones, Henry Howard producer and assistant pro-

ducer respectively, and choreographer Louis Da Pron accompanied Perry

on the safari to the wilds of London. . . . A new situation-ABComedy

series, "My Three Sons" co-starring Fred MacMurray and William Fraw-

ley, will bow into the Thursday 9:00-9:30 P.M., (EDST) in the Fall. . . .

Under the personal supervision of Tony Termini, TVT has just shot

a Video-taped pilot for a new half hour series titled, "Life Begins At 40,"

with N.Y. Journal-American Columnist Robert Peterson, host and nar-

rator. Peterson will interview retired and elderly citizens who have

started new and successful enterprises during their "retirement." . . .

Leslie Nielsen (Walt Disney's "Swamp Fox) has just been honored by the

Children of the American Revolution, with the radio-TV award. (The

group is the natural offspring of the D.A.R.) . . . Seems to us we just

mentioned something about people in retirement. Hence this timely and

interesting item from Milt Robertson rates a line. About a year ago, John

Gambling, after 35 years on WOR, retired with J. G. junior taking over

(and doing a fine job incidentally). Gambling senior took up the raising

of flowers as a hobby and the nursery developed so successfully that he's

expanded the enterprise and now has bought time on Gambling Junior's

program. Starting next Saturday morning a series of taped commercials,

voiced by John B. Gambling will be heard on John A. Gambling's pro-

grams. . . .

Screen Gems

Continued from page 1)

witness Hurl Hanft, vice-president and

former business manager, who testi-

fied that after he read a published

report to the effect that his salesmen

were allegedly selling pictures to TV

stations in large lots, he issued a memo

ordering them to cease sales contrary

to established company policy. The

memo was dated March 13, 1956, and

the defense contended that because

Hanft's orders were followed, the gov-

ernment had no case, because it

charges Screen Gems with illegal

practices dating from 1937.

TV Stations Complained

During cross-examination by Leon-

ard Pooner, government trial attorney,

it was brought out that the govern-

ment received complaints from TV

stations which said Screen Gems was

selling packages containing a mini-

mum of 26 films after Hanft's memo

was distributed. The government fur-

ther contended that Screen Gems did

not establish prices for individual films

but only for pictures in bulk lots.

Defendants Total Seven

Besides Screen Gems, on trial for

allegedly violating anti-trust laws are

C & C Super Corp., United Artists,

Loew's Inc. (M-G-M), National Tele-

film Associates and Associated Artists

Productions.
Billy Wilder has been honored by Carilino, Brazilian newspaper, as “Best Motion Picture Director of 1959” for his work on “Witness for the Prosecution.” A trophy symbolizing the award is on its way to Hollywood.

Clifford Wells, formerly with Standard Oil Co. of Indiana and Ideal Pictures, has joined Modern Talking Picture Service, distributor of public relations films, as an account executive.

Richard Conn, 18-year-old accordion player and tap-dancer from Coutesville, Pa., has won the first Radio City Music Hall Award of Merit, made this year. It will assure a professional appearance for the youth as part of the Music Hall’s next stage spectacle.

Ernest Lehman, author of the screen play for M-G-M’s “North by Northwest,” last week received the annual “Edgar” award of the Mystery Writers of America for the best mystery motion picture of 1959. Presentation of the award—a bust of Edgar Allen Poe—was made at the Manger Vanderbilt Hotel here. Ben Hecht was the keynote speaker. Runners-up in the film category were “Compulsion” and “Anatomy of a Murder.”

Charlton Heston on Friday received from Goodwill Industries a special award of merit for the actor’s contribution in the making of a film for the national charity organization. The award, presented in Washington, was accepted for Heston by Marvin Levy, of the M-G-M home office advertising and publicity department.

McWilliams noted that the total cost to the industry of the promotion campaign was $50,000, of which $32,000 was spent to buy network spot announcements calling attention to the “Oscar” awards program.

Result of the combined endeavors, as previously reported, was the largest listening audience ever to see any TV program. The 24-market Nielsen rating reported that the program at its peak gained over 90 per cent of all the sets that were turned on at that time, an occurrence unprecedented in Nielsen rating service experience.

‘Porgy’ Big in Germany

Samuel Goldwyn’s “Porgy and Bess” is a “smash” success in its premiere engagement at the Royal Palast, Munich, Germany, Columbia reported at the weekend. Topping opening week, it rolled up 40 per cent higher grosses for the second week, the company said. The film also set a new box-office record at the Gloria Palast, Stuttgart, Germany, its second European, Todd-AO roadshow engagement, which opened April 12. First week receipts broke the all-time high records of previous pictures—as a result of the ovation from the press and the tremendous public response.

‘Oscar’ Drive Is Called Tops

(Continued from page 1)

not a one man job but, rather, the result of magnificent team work on the part of many.”

“ar a thrilling demonstration,” he said, “of what the industry can accomplish when it unites on anything.”

He noted that National Screen Service, which handled distribution of the “Oscar” show promotion kits to exhibitors, had reported that over 4,000 showmen ordered kits, compared with 2,400 the year before.

National Screen, which has cooperated in similar manner in virtually all industrywide campaigns over the years, described it as the greatest number of exhibitors which have ever worked together on any comparable project, Scudder reported.

Lands Trade Press

He also expressed the committee’s appreciation for trade press cooperation, and mentioned the following as having played important roles in the promotion campaign: Taylor Mills, MPAA information director; Phil Gerard, for publicity direction; Martin Davis, advertising; Rodney Bush, exploitation; Robert Ferguson, radio and TV cooperation; Roger Lewis and Jerry Pickman, administrative assistance; West Coast committee members; the NBC-TV and Radio press desks; Compo managers and field publicity organizations; theatre managers; field exploitation men, and film salesmen under the direction of the MPAA national distributors committee, James Velle, chairman.

MPA Appropriated $50,000

McWilliams noted that the total cost to the industry of the promotion campaign was MPAA’s appropriation of $50,000, of which $32,000 was spent to buy network spot announcements calling attention to the “Oscar” awards program.

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REVIEW:

Private Property

Kena Prod.—Citation Films

Hollywood.

Here is a daring, suspenseful domestic melodrama highly recommended for its house build-up, and because nature and treatment of its subject only for careful adult mature audiences.

Its magnetic force is given in the form of two opposites, one a beauty, a beast, drawn together by a hunger for love. Kate Manx, escaped from an institution, is a piercing, blonde news bunny. The screen, portraying the woman of an ambidextrous inscrutable, becomes the symbol of her fruitless attempt to make physical pressure, displays more interest in his acumen.

Corey Allen can count on his board to an implosive career. He excels the role of the blade drifter, who falls victor over cunning. In an attempt to a woman for his coarse played effectively with synesthesia, interpretation by Warren Oates becomes emotionally involved. Oates, a woman in his role, finds sincerity and creates a beautiful woman to be his guide.

Making their debut as a production team, producer Stuart and screenwriter Leslie, who plays his ability as a woman, with this film, will have II gaps in wonderment in order to be able to produce such a film at a modest budget. The Stevens story and personal establishes the terrifying characteristics Allen and his companion as they engage Cowan to give them a sporting car driven. Manx, after Allen brings his buddy that he will get him a car.

Stealing into an unoccupied next to Miss Manx’s hotel, a car.Purse a surprise and gather sufficient information about her and then to develop his plan of the house herself as a gardener in work. Playing on her sympathy, capitalizing on the knowledge frustrations, Allen gets his woman romance desires to make good his pact with suffering pangs of desire.

Oates, left alone with the victim threatens her with a knife if she discloses his pair to make love to a woman. Allen is interested Miss Manx allowed her to take Oates, flies into rage and kills Oates as they are a swimming pool, and eng. switchblade fight underwater.

Robert Wark, Miss Manx’s return from a business trip takes her to meet the real Allen.

The film will be distributed outside of the United States, with Citation Films handling domestic distribution. Running time, 79 minutes. Classification. Release, in April.
**ke it a twosome!** Now every Monday through Thursday noon, your wife can fly with you on American for just two-thirds first class fare. From Los Angeles American Airlines offers you 707 Jet Flagship flights: 4 nonstops to New York, 4 to Chicago, 2 to Washington-Baltimore, 3 to Dallas-Ft. Worth, also nonstop to Boston. Fly de luxe Mercury or economical Royal Coachman service. Call your Travel Agent or...
HOW?

with TRAILERS...that's how!
Allied Artists National Sales Meet Slated for Chicago; First Since 1956

Allied Artists domestic and Canadian division and branch managers will meet with key executives of the company from the West Coast studio and New York in a three-day sales convention at the Sheraton Blackstone Hotel, Chicago, starting Friday. It will be the first convention of representatives from all of the company's branches to be held since 1956. Steve Brody, A-A president, will outline production plans and describe forthcoming releases for the sales executives, and Morey Goldstein, vice-president and general sales manager, will discuss sales policies.

Balaban Will Welcome Para. Sales Heads Today

HOLLYWOOD, April 25—A giant sound stage has been converted into a convention hall at the Paramount Studio for a three-day sales conclave which gets underway tomorrow. The national conference, to be directed by George Wieland, vice-president in charge of world sales, is the company's first at the studio in ten years.

Barney Balaban, president of Paramount Pictures, who arrived here from New York tonight, will deliver a well (Continued on page 8)

Early in May

Plan Further Talks by Units Of ACE-MPAA

About 60 at Today's Meet; Delay Newsreel Session

Arrangements for a resumption of meetings between the American Congress of Exhibitors and the company presidents on the Motion Picture Association of America's exhibitor relations committee are scheduled to be made during the current series of ACE meetings here.

Indications are a date for a meeting will be arranged for early in May to take up a wide range of exhibitor-distributor subjects. The meeting will be the first between the ACE executive committee and the company presidents in about six months. Those planned for earlier in the year were cancelled because of the need for company presidents to attend negotiating sessions with Hollywood (Continued on page 2)

20th-Fox 1959 Earnings Reported at $4,163,135

Consolidated earnings of $4,163,135 for the year (52 weeks) ended Dec. 26, 1959, have been reported by 20th Century-Fox. This figure includes a gain of $1,830,000 under a contract to sell certain of the studio properties, less assumed Federal capital gain tax of $801,000.

The $4,163,135 figure amounts to $1.78 per share on the 2,358,536 shares of common in the hands of the public, as compared with earnings for (Continued on page 8)

Judge Warns Against Perjury in TV Case

A conflict between testimony given by a defense witness and several TV station executives called by the prosecution earlier in the case yesterday caused Judge Archie O. Dawson to warn both sides against perjury in the government's "block-looking" case against six film and television companies.

Judge Dawson interrupted questioning (Continued on page 6)
More MPA-ACE Talks Set

(Continued from page 1)

...gaulds and later because of the actors and writers strikes.

It was decided that the presentation which C. B. Stratton, chairman of the MPPA newsmen's division, was to make to the ACE meeting today in an endeavor to enlist better exhibitor support of newscasts, will be held over for the ACE-MPPA May meeting being because those agenda for the current ACE meeting.

Large ACE in New York

About 60 members of the ACE executive committee and other working committees arrived in New York yesterday and went into session at a dinner meeting at the Park Sheraton FIDO here last night of three days, and still in progress at present time.

ACE's working committees will convene in individual sessions at the same hotel this morning, and again jointly this afternoon to make reports. If necessary, the executive committee will remain for a clean-up meeting tomorrow.

S. H. Fabian, ACE chairman, presided at the opening session last night. The meeting is concerned to an important extent with current and future developments in the subscription television field and with possible new sources of film supply and means of encouraging increased feature production.

Other Subjects on Agenda

Industry-government relations, particularly in the areas of obtaining Justice Department sanction for other affiliated circuits to go into film production, and the growing potential of foreign movies to their own films, also looms large on the ACE agenda, as does Federal and state legislation affecting industry.

FIDO Will Pay

(Continued from page 1)

($1,200,000) will be paid by FIDO which is financed by an exhibitor levy, for the British TV rights of some 70 British Lion features. This is FIDO's largest deal yet and the first with a major distributor here.

When FIDO came into existence 20 months ago the Bank Organisation and ABC, as controllers of the largest backlog of British films, agreed not only to withhold them from TV but to assist the industry further by not even offering them to FIDO for a minimum period of three years, so that its financial resources should not be strained. British Lion did not give a similar undertaking.

Wise. Allied to Hold Annual Meet June 28-30

Special to THE DAILY

COLUMBUS, 0., April 25—The annual convention of ITO of Ohio will be held here Oct. 12 and 13, with a convention theme of business-building which will feature talks by industry authorities on equipment, advertising, concessions and theatre operation.

Jack Armstrong, chairman of the convention committee, has announced that the following were appointed to a convention committee: Jack Armstrong, Park Belden, Chris Prister, Sam Schintz, John Tender and Lou Wiethe.

Resolution Lauds Academy

The board of directors adopted a resolution commending the Academy of MPAA Arts and Campaigns for this year's awards presentation program, asserting it had done a great deal of good for the industry generally and would have far-reaching effects from future productions standpoint.

Member exhibitors were urged by Ken Prickett, ITO of Ohio executive secretary, to participate in local school "paint-theater" campaigns on this year's awards presentations program, asserting it had done a great deal of good for the industry generally and would have far-reaching effects from a public relations standpoint.

FIDO will again payI

Special to Handle Promotion on Pepe

A special unit will be set up to handle the worldwide promotion of 'Pepe,' a George Sidney International-Posa Films International Production for Columbia Pictures release, it was announced yesterday by Jonas Rosenfield, Jr., Columbia's executive in charge of advertising and publicity, on his return from the film's Mexican premiere. He was there with producer-director George Sidney and associate producer Jacques Golman.

On the basis of these meetings, Rosenfield said, it was decided that the maximum potential and boxoffice potential of 'Pepe' warranted continued special handling throughout its worldwide distribution. The manner and time of release are yet to be discussed, he said. It will be one of Columbia's major releases of 1960-61.

DeMille Closed for 70mm Installation

The DeMille, Walter Reade theatre in New York which has been closed for several weeks to complete the second phase of the renovating program announced last fall, Walter Reade, Jr., circuit president, said, installation of 70mm projection and a completely new sound system will be completed during this period.

Also scheduled is the installation of a new air conditioning system, greatly enlarged and refurbished lobby and front, and two new side box offices.

15 Shorts from WB


MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherrin Kato, Editor; James D. Irwin, Managing Editor; Richard Gertzer, News Editor; Herbert Advertising Manager; Gus H. Fang, Production Manager; TELEVISION TODAY, Charles S. Aramson, Executive Editor; Pinky Herman, Eastern Editor; Hollywood News Bureau, Manager; George Williams, Production Manager; Greg, News Editor; Correspondents. The principal capital of the world Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, N. Y.

Motion Picture Alliance, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, N. Y., the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copy...
Bill Signed by Governor Ups Unemployment Pay

ALBANY, April 25—Gov. Nelson Rockefeller today signed bills increasing the maximum weekly benefit rates for unemployment insurance from $45 to $50 and the maximum weekly benefits under the Disability Benefits Law from $45 to $50, the last-named measure also extends workers' compensation to apply to employers of more than one employee.

A fourth bill approved by Rockefeller extends an increased employer workers' compensation benefits for the first seven days of his disability, where such disability endures beyond 28 days.

All four proposals were part of the social insurance program recommended to the legislature by the governor in his annual message.

Points to Hardships

In a memorandum on the Senate rules committee's hiking of the maximum unemployment insurance benefit, Rockefeller stated that "since the present maximum is limited to $45, unemployed workers whose weekly wage exceeded $50 are receiving unemployment benefits at less than half their weekly wage. The present maximum has adversely affected many workers suffering from the hazards of unemployment."

The bill, which also tightens provisions as to "disqualifications," will cost the state $2 million more next year, but the amount may be reduced by $3 million in 1970.

Awa d of Controversy

In approving the legislation, the governor said "I am not unaware of the controversy it has provoked." On the one side "there are those who have opposed as wholly unnecessary the increased benefit rates; on the other, there are those who have attacked the new disqualifications as severe and undesirable."

On the balance, the bill appears reasonable, will help restore public confidence in the integrity of the unemployment insurance program, and should be approved," Rockefeller concluded.

Rockefeller's message on the increase in maximum benefits under workers' compensation pointed out that "the present law provides an industrially injured worker shall receive two-thirds of his lost weekly wages, but the amount may not exceed $45."

'More Adequate Compensation'

The maximum worker who is earning more than $67.50 per week at the time of his injury does not receive any benefit for any portion of his wage loss exceeding that amount. By increasing the maximum weekly benefit to $50, this bill will help provide more adequate compensation for a substantial number of workers in the state, Rockefeller commented.

Arid's Eyes Breaks a New Record at Music Hall

Continuing its record pace at Radio City Music Hall this past weekend, M-G-M's 'Please Don't Eat the Daisies', did the biggest Saturday business in the history of the theatre with a box office gross of $38,650.

This topped the previous record, the 'Monthly Magazine', which did $39,294 last December 19. 'Daisies' also holds third place with the $38,111 it amassed on Saturday, April 16.

NAC Meetings Set in Toronto and Atlanta

CHICAGO, April 25—National Association of Concessionaires regional meeting dates and locations for May were announced today by S. J. Papas, president of the National Association of Concessionaires. The next two meetings in 1960 will be held in Toronto, Canada, and Atlanta, Ga. There is a possibility of an eastern regional at a later date.

The next special sessions on concessions will be:

Canadian Regional—Westbury Hotel, Toronto, Monday, May 16, 9:30 A.M. with luncheon and meeting until 4:00 P.M., with a social hour immediately following. The chairman of the meeting is Syd Spiegel, Soper-Puff-Papas, and the speakers are Jack Fitzgbobins, Jr., Theatre Confections, Ltd., both of Toronto.

Southeastern Meet May 30

Southeastern Regional—Hotel Dinkler Plaza, Atlanta, Ga., Tuesday, May 31, 10:00 A.M. to 12:30 P.M. (In connection with the combined annual meeting of the Alabama Theatres Operators Association and the Motion Picture Theatre Owners and Operators of Georgia and Tennessee). James Q. Hoover, Martin Theatres of Georgia, Columbus, Ga., will be the chairman of the concession clinic.

Newark Legion Agency Expands Its Service

NEWARK, N. J., April 25. — The Newark archdiocesan decency agency handled more than 2,500 telephone requests about the moral ratings of movies and plays during its first full year of operation. Callers can find out how the National Legion of Decency evaluated movies produced as far back as 1936. They can also obtain the moral ratings of stage plays presented in New York since 1945. Ratings of plays are taken from the Sign, monthly magazine published by the Passionist Fathers.

The telephone-answering service is conducted by the Newark Archdiocesan Decency Office for Decent Literature and Decent Motion Pictures. Because of its success, the office has expanded its service. Volunteers now answer calls eight hours each day, except Sunday.

Clear Definition of Obscenity is Urged

WASHINGTON, April 25—The ACLU today called upon many congressional committees to remove from the bill a clear-cut definition of obscenity that it would be highly desirable for the Supreme Court to define itself more explicitly at this point. Aldo Lado, managing director of the American Book Publishers Council, and board member of the American Civil Liberties Union, said it was a breach here. He spoke at the 1960 biennial conference of ACLU held at the Hotel La Salle.

Lado went back to the court's opinion in the Roth case that the boundary of constitutional protection lies at the point at which any picture or form of words becomes part of a community's communication having "even the slightest redeeming social importance." This definition, according to Lado, "is only collaterally linked to the definition of obscenity itself.

Would Appeal to Constitution

Lado suggested that the ACLU take the position whose stakeholders and authorities trying to enforce an obscenity statute that has the effect of punishing an idea having "even the slightest redeeming social importance" is an abridgment of the freedom of press and speech guaranteed by the First Amendment. He recommended that the union support appeals of defendants whose conviction offend the Constitution in this respect.

and that it seek an opportunity of bringing a carefully selected test case before the Supreme Court in the specific hope of clarifying Justice Brennan's statement referring to obscenity as "utterly without redeeming social importance."

Draws Fine Distinction

It seems, Lado cited, that statement should be defined as being that note that the presence of any redeeming social importance removes the community from the category of the obscene; so formulated, this statement becomes an integral part of the definition of obscenity.

Magazine Ad Drive for 'Strangers' Is Underway

The tie-in campaign with 13 home building manufacturers for Columbia's 'Stranger When We Meet,' has begun with the placing of $500,000 worth of ads in leading magazines. The promotion is based on the manufacturers' participation in a $250,000 modern "dream house" built especially for the picture.

Some magazines will carry as many as four separate ads from companies cooperating in the promotions. Many more national ads are planned for the overall promotion. In addition, TV spot advertising is budgeted at $900,000 and radio spots at $600,000.
NOW IN PRODUCTION
Directed by NICHOLAS RAY
Screenplay by PHILIP YORDAN

BY SAMUEL BRONSTON

CARMEN
BASED ON THE STORY BY PROSPER MERIMEE
MUSIC BY BIZET

CAPTAIN KIDD
the greatest sea saga of all times.
ARDING THE TV CIRCUIT

with PINKY HERMAN

B ALLOTS for the 12th annual Emmy Awards have been sent to 6,000
members by the Academy of TV Arts & Sciences. Nominees
will be announced May 23 and the winners will be presented Monday,
June 20 (10:11:30 P.M., EDT) over the NBChannels.. Henry O. Dor-
mans suggests us a special note to advise us (you) that the Livia Sylvia
Brown of Hope Ham will be seen with Melvin Griffin's "Play
Your Hunch" ABC-TV Vehicle is worth A Million Dollars. (Oh Henry!!!
?????) . . . Aside to Cliff Petersen and Don McNeil—A beautiful
and talented young blonde songstress named Lynn Roberts, rates a guest
booking on the "Breakfast ABC." Lynn was a terrific click last week
when the Lambs Club honored Otto Harbach, the dean of American
composers who was gifted with the club's coveted "Mugg" on his 50th
year as a Lamb. . . . The May 13th seg of "Music For A Spring Night
TV" in ABC will star Miriam Makeba and the Belafonte Folk Singers.
Miss Makeba is the South African lark whose vocal pipes are slightly
sensational. Titled "An Evening with Harry Belafonte Folk Singers," the
total full hour musical will be produced by Fred Heider. . . . We're still
lafting at the ad-gibbs Alan King dispensed recently at the Seeco Record
party for him held at Danny's Hideaway. . . . Mother's Day falls on
May 8 but the "Frances Langford Show" will NBCelebrate it May 1
on the "HellaX TV Special" (8-9 P.M., EDT). Entertaining guests will include
the Variety Safety Edtor Company as planned. Richard Carson, Great Lakes
Studios, Lou Costello, Tony Curtis, Doris Day, Glenn Ford, Mrs. Samuel Gold-
wyn, Dorothy Dumour, Frances Langford, Jack Lemmon, Anita Louise,
Dean Martin, Ann Miller, Wayne Morris, Mrs. Ken Murray, Ginger
Rogers and Cesar Romero. (Someone goofed. Included in the list of songs
we didn't see Howard Johnson's immortal "I-Is For The Million Things
She Gave Me" nor Walter Donaldson's "My Mom.") . . . Pat Boone's
"Teen-agers ABC-TV Special" (9-11 P.M., EDT) with Nick Vanoff, producer-director guests Paul Anka, Frankie Avalon,
Bob Denver, Fabian and Annette Funicello . . . Someone should show
Julie Wilson the clever, sophisticated ditty, "Who Wants Love?" carelessly
by Irving Caesar and Gerald Marks. A show-stopper if we ever heard one
and made to order for the talented Julie.

Two New Sponsors for
ABC Football Coverage

Humble Oil & Refining Co. and the
Liggett & Myers Tobacco Co., for
L&M Cigarettes, have joined The
Gillette Safety Razor Company as
sponsors of NCAA football coverage
on the ABC Television Network, it
was announced by William P. Mullen,
ABC-TV, vice-president in charge
of network sales.

The companies will sponsor 13 foot-
game on 12 Saturday afternoons
and Thanksgiving Day. On nine of
the 13 dates a single national game will be
televised coast to coast. On four of
the 13 weeks, the country will be
divided into three areas with each region
airing one of three games televised on
each such date.

Salute to Teen-Agers
As ABC Special June 27

"Swing Time," a star-laden one-
hour musical salute to America's teen-
agers starring Pat Boone will be
scheduled Tuesday, June 27, for an
ABC-TV special to be televised in
charge of network sales. Youthful
singing stars already signed to appear
with master of ceremonies Boone are
Paul Anka, Frankie Avalon, Bob Den-
ver (of the "Dobie Gillis" TV series),
Fabian and Annette Funicello.

Additions to Be Announced

Additions will be announced shortly. Also appearing will be the winners of
the "Talentville U.S.A." competition in sponsored by many communities
by local Coca-Cola bottlers. The orchestra will be conducted by Vic
Schenone, and Dick Williams will direct the chorus.

Hospital Gets $20,000

JACKSONVILLE, April 25—Fred
Mathis, Paramount manager and area
chairman for the Will Rogers Me-
norial Hospital fund drive in 1939,
announced that total donations ex-
ceeded $20,000.

Met. Bdcstg. Annul Meet Here on May

The annual meeting of stockholders of Metropolitan Broadcasting,
will be held in New York, here on May 9 to elect directors and
vote on amendment to the
pany's stock option plan.

Nominated as directors are
Lloyd, C. Haring, Jr., John P.
Arnold, C. E. Rawlings, George
James T. Goldsmith, Jr., J.
C. Ham, Roy P. Krueger, Warren
H. Lasher, F. Long, J. Lincoln
Morris, Laura Olend and Percy M. Stewart.

The proposed amendment
corporation's stock option plan
crease the number of shares of
for option by 20,000 shares.

In a move to find some modus
of 9,000 shares
cluded in five officers of the
pany's Foster and Kleiser is
outdoor advertising company a
from W. R. Grace & Co., Inc.

Net Income $41,416

Metropolitan's annual report
net income of $41,416, farsales
$1,416,314, company
$302,035 and sales of $1,068.

1959 was a statement
inclusions of WNEC-TV, New York
WTTR-TV, Washington; and
dio stations, WNEW, New York;
CHWK, Cleveland. Not inco radio
station WIP, Phila, KOMO, TV,
and TV, Peoria, acquired last

Last December, Metropolitics
ed to buy The Work Broadcasting
System, and the Television Co., owner of WJ
Decatur, Ill. Both acquisition

$3 Billion Is Goal

TV Revenues by '64

A goal of $3-billion in TV revenues by
the end of 1961 is the 1959 total—was set by
t of directors of the Television
Association of Advertising at a meeting
ton, Fla., in conjunction 1960 annual meeting of the
Association of Advertising
it was announced here.

Doubling television revenue
five years involves the
creasing its share of total a
from 14% of 1959 to
in addition to the at
of all advertising, "can
be attained through
the television
medium," Otto Branc
chairman said.

Ses Budgets Up 25 Per
Norman E. Cash, pres-
TVB, predicted the top 10
ners in five years will be at
least $750,000,000, and the
ers will increase their
by a third while
TV, the rapid-
field, will double expen-
our mediums.
In the World-Wide Service of the American Motion Picture Industry

Motion Picture Herald

Foremost weekly of the American motion picture industry. Founded 1915. Includes as monthly sections: BETTER THEATRES, devoted to theatre equipment, design and physical operation . . . BETTER REFRESHMENT MERCHANDISING, devoted to theatre vending.

Motion Picture Daily

Providing spot news coverage of the industry. Correspondents throughout the U. S. and in major foreign countries of the free world.

Motion Picture Almanac

Who's-Who and statistical annual of the motion picture business, comprehensive for the U. S., international in purview.

Television Almanac

Who's-Who and statistical annual of the television industry—companion volume of Motion Picture Almanac.

Fame

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain.
Pay or Die

[Continued from page 1]

a huge, select group of Italian actors, is certain to achieve top results at the box office.

Ernest Borgnine, appearing in almost every scene of the film, delivers another of his Academy-caliber performances with a fascinating enactment of the heroic, dedicated Petrovski. He finds many moments in his role to display the warmth of “Marty” as well as the use of his brute strength in “From Here To Eternity.”

Co-starring as Borgnine’s young wife is newcomer Zofia Lampert, an attractive brunette whose earthy charm, sensitivity and endearing quality registers sufficiently to assure her of a long lifetime in films.

After scoring with his performance of a big money-maker like “Al Capone,” Richard Wilson answers that old cliché, “what are you gonna do for an encore,” with his superb production and direction of this fine screenplay by Richard Collins and Bertram Millhauser.

Lucien Ballard’s camerawork, David Rakinski’s background music, Walter Hannemann’s adroit editing and especially Fernando Carrere’s production design are noteworthy components of the film.

Aside from the development of the romantic interest between Borgnine and Miss Lampert, which is flavored with many heart-warming situations, the story progresses on a great number of shocking incidents attributed to unknown extortionists who terrorized “Little Italy” with warning notes signed “The Black Hand.”

Among the outstanding scenes in which Borgnine is able to ferret and bring the criminals to justice is one in which the great operatic tenor Enrico Caruso is rescued from a bomb plot; and another in which a number of little parochial schoolgirls are killed in the bombing of a jeweler’s shop. The father of one of the girls had masteredmind the bombing.

Borgnine convinces the City Commissioner he can get information by going to Italy which will enable him to track down the heads of the terror society. His visit to Sicily is successful in uncovering some of the names, but he dies a martyr on his mission.

Alan Austin, member of Borgnine’s squad, and earlier competition for the hand of Miss Lampert, follows through on information derived from Borgnine in Sicily and arrests the head of the Mafia in “Little Italy.” Running time 111 minutes. General classification. Release in June.

SAMUEL D. BERNs

German Cleric

(Continued from page 1)

er instincts and financial considerations should alone determine the level of funds.

“Evoc motion picture publicity in magazines, in newspaper advertisements, and on billboards,” he said, “often causes serious preoccupation.”

The bishop said he is “deeply concerned” by the primitiveness and lack of sculpure that is often shown.

The prelate expressed a desire that the film level might be raised through “reciprocal understanding and cooperation between ecclesiastical authorities and the leaders of the film industry.” He said he hopes “motion pictures may become a medium of sane recreation, of edification and inner elevation of mankind.”

Can-Can in Cleveland

CLEVELAND, April 25—“Can-Can” will open May 25 at the Palace Theatre under a hush seat policy, it is announced. This will be an exclusive area engagement, and returns the Palace to the policy it maintained for five years with Cinerama, “Porgy and Bess” and “Spartacus.” First of the year has the theatre played a continuous policy of conven-

SDG Nominates Four as First-Quarter Winners

Special to THE DAILY


Results of the poll were announced by Jerry Bresler, chairman of the SPG’s feature awards committee. Final winners are announced annually at the guild’s award dinner, together with the winners of the television series.

Reelect Jeffrey Sayre

Extrs Guild President

Special to THE DAILY

Hollywood, April 25—Jeffrey Sayre today was reelected president of the Screen Extras Guild, leading the entire administration to victory. Unopposed in the election were Paul Costo, first vice-president; Tex Broxton, second vice-president; Murray Pollack, third vice-president and Kenner Kemp, treasurer, with Evelyn Ceder recording secretary.

Allied Arti

(Continued from page 1)

in addition to Goldstein will be Colburn Hammer, Eastern division manager; Ed Morey, vice-president Arthur Greenblatt, special sales representative; Roy M. Brewer, in branch operations; Lloyd general sales manager of IBF TV; and from the Coast, in addition to Broly, there will be Sandy hams, national advertising - production manager; and Western division sales manager for Canada, Nat Taylor, Osen- sen, Douglas Rosen, Jack Ber- David Grinsfeld and Morn- mers.

Upcoming releases to be id “Pay or Die,” “Hell to Hu- tanna,” “Journey,” “I Passed for a week period of 200 College,” and the forthcoming “The Plunderers.”

20th-Fox Earnings

(Continued from page 1)

the year (52 weeks) 1958 of $3,137, or $3.30 share on per 4.25 shares.

In above figures reflect a in amortization policy relating to costs of production of part. Heretofore, these costs had been off from the receipt of rents as they came in that the world and when insufficient of interest was provided time to time.

In order to place the cost- ducted participants on the the basis which 0.10% applies to the 100-owned p company applied in 1959 week of off-fees upon such picture costs.

The effect of the change was duc- inventories as of Dec. 26 by $4,442,000 in addition to 5,000 of which had already been in the budget for the year. Included $4,442,000 was $1,919,000 applicable to prior year (587,382 almost $2 million in incomer, which charged directly to earnings. The charge to current earnings quarter of 1959 was $2,000 in addition to $2,500,000 alre- vided for.

The company estimates th that for the first 13 weeks of 15 he substantially better than the period of 1959 when 41 cents was earned.

Para. Sales Meet

(Continued from page 1)

coming speech to the delegate to set sales and promotion plan augmented 18-month roster of films.

Jack Karp, vice-president in production, will head a del of studio officials at the meeting led by Welner with vice-pres- Jerome Pickman, Hugh Eastover, Sidney Denman, James Perkins, president of Paramount International Russell Holman, Eastern pro- manager, also will be in attendi
Columbia Domestic Billings to Exceed $11,000,000 for First Quarter This Year

Domestic billings of Columbia Pictures for the first three months of this year will exceed an estimated $11,000,000, Paul N. Lazarus, Jr., vice-president, said yesterday. The high figure, he added, is proof that a number of major releases can be promoted "successfully and simultaneously" by a film company.

This marks the third important stage of our 'Big C' program for 1960," Lazarus said. "In the short period of two years since the present management took over the reins of Columbia, our production arm has reaped a blockbuster slate of releases. Our sales department has shown that it can merchandise a number of major releases simultaneously, putting four and five pictures into key cities at one time. Now, our promotion forces have demonstrated that they can get public attention." (Continued on page 5)

U.A. Promotions for Posts Overseas Told

A series of key appointments and promotions involving operations of United Artists in Europe, Latin America and the Far East was announced yesterday by Arnold M. Picker, vice-president in charge of foreign distribution.

John H. Funder has been named manager in Germany. He comes to UA after many years with 20th Century-Fox's foreign organization, serving last as manager in Venezuela. Ernst F. Goldschmidt has been promoted from salesman to manager in Switzerland. (Continued on page 2)

ACE Reasserts Opposition to Pay-Television

The executive committee of the American Congress of Exhibitors yesterday reiterated its complete support of a full program being waged by its joint committee against toll-TV, following a trip to Washington Monday by an ACE group which presented its case to Robert Bicks, acting-head of the bureau division of the Department of Justice.

Concluding two days of meetings with an all-day session yesterday at the Park-Sheraton Hotel here, the ACE executive committee voiced concern over rumors that other film companies were ready to follow Paramount into toll-TV.

S. H. Fabian, ACE chairman, said he had heard reports that M-G-M and 20th Century-Fox were negotiating with pay-TV concerns with a view to investing in them.

Fabian said the committee trip to (Continued on page 2)

Crawfordsville to Get 'Fair-Chance' for 'Hur'

WASHINGTON, April 26—Joseph Vogel, president of M-G-M, has told Rep. Fred Wampler (D., Ind.) that Crawfordsville, Ind., will be the first city of its size to exhibit "Ben-Hur.

Vogel told Wampler that Crawfordsville exhibitors will "get the fair treatment accorded to all other exhibitors." (Continued on page 2)

Oregon Paper Sets Up Film Ad Regulations

PORTLAND, Ore., April 26—The Oregonian, again being published as a single publication, will hereafter decline to accept film advertising which tends to incite behavior contrary to established codes of morality and good taste, local theatre owners have been (Continued on page 7)

Meet Told: amount Has Set for Next 18 Mos.

Columbia's domestic billings to exceed $11,000,000 for first quarter this year.

Ten U.K. Campaign Set for 'Hercules'

From THE DAILY Bureau

LONDON, April 26.—More than £50,000 ($10,000), the largest amount ever expended on the opening of a motion picture in Great Britain, has been earmarked by Embassy president Joseph E. Levine for the midsummer saturation here of "Hercules Unchained."

The record budget was announced today by Levine following a series of top-level conferences with representatives of major British companies.

Top U.K. Campaign Set for 'Hercules'

(Continued on page 7)

Reasserts Opposition to Pay-Television

Reports on D of J Meet; Plans Film Supply Boost

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(Continued on page 7)

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ACE Opposes

(Continued from page 1)

Washington to see Bicks, was not made to stir up legal trouble for advocates of pay-TV, but was intended to present the final terminal government consideration. The committee, headed by Sol Schwartz, included Emanuel Frisch, George Kerosatos, Irving Dollinger, Stuart Aarons, Sumner Redstone and Solomon Levy. Fabian accompanied the sub-committee.

Fabian said that ACE favors increased production and plans "very shortly" to encourage it although it is informed that ACE itself would have a direct hand in production.

ACE also voted to create an agency to negotiate for the resale of post-1945 pictures for theatrical showing, with national sales campaigns for pictures purchased and full exhibitors' support of purchases. The agency repeatedly will be financed by exhibitor contributions.

Another Committee Named

Another ACE committee was appointed, this one to create a more "formal" national structure. This committee includes Albert M. Pickus, Dollinger, Max A. Cohen, Bill Forman and Frisch.

Fabian said ACE is looking forward to resumption of talks with film company presidents "as soon as possible." Talks were postponed during the Hollywood strike earlier this year.

About 60 exhibitor leaders attended the sessions here.

Crawfordsville 'Hur'

(Continued from page 1)

in the country." Though M-G-M cannot predict when "Ben-Hur" will be available to Crawfordsville, Vogel asserted that "the exhibitor there will have the same opportunity to negotiate for "Ben-Hur" on a strictly impersonal, fair basis." He added that "Ben-Hur" is the costliest picture ever made, and that M-G-M "spent years making it for its distribution company." Therefore "very imperative that every policy adopted with respect to this picture be carefully reappraised and re- viewed from time to time." This was said by Bennie Wallace, author of the book, resides. The drive included a resolution calling upon M-G-M to date the picture and "eliminate all other arguments of the picture." Ralph Kaufman for Indianapolis for Crawfordsville citizens who want to see it." Postal cards were addressed to Vogel calling upon him to make the picture available to the Indianapolis Post Office to New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co-

AMPP Negotiating Today

With Writers and Directors

From THE DAILY Bureau

HOLLYWOOD, April 26. — The Writers Guild of America will continue its negotiations with major producers at the headquarters of the Association of Motion Picture Producers tomorrow morning following a two-hour session today. The two consequences were scheduled for the first time since the strike began gave strong indication that progress is being made.

AMP will meet with negotiators for the Screen Directors Guild on its new contract in the afternoon.

UAPromotions

(Continued from page 1)

land, succeeding Hans J. Meier, re-

Tony Forrester, former manager in Trinidad, has been appointed manager in Thailand, replacing George Apac, resigned. Forrester's successor in Trinidad is Ike Greenberg, a newcomer to the UA ranks, who previously served as manager in the Far East, and Columbia Pictures Export.

Fernando Rodriguez, formerly with Columbia Pictures and Allied Artists in Japan, has been named manager in Puerto Rico, succeeding Sam Jones, resigned.

Arthur Ehrlich, formerly manager in Panama, has been assigned to Chile in a similar capacity. Naun Lefevre has been transferred from his post in Uruguay to manager in Panama. Elias Barberis, previously in Chile, has been named manager in Uruguay.

Bountifully the new appointments is the assignment of Frederick Rieger to the European auditing staff, and Paul Fehlen to the post of travelling auditor in the Far East.

Variety Convention

Chairmen Heads Named

Special to THE DAILY

TORONTO, April 26. — Chairmen for the first "showcase" formal discussions on various phases of the organization's operations to be held during the 33rd annual convention here May 31 have been named by Variety Clubs International, it is announced by Rotus Harvey, of San Francisco, Variety second international chief banker and convention chairman.

They are as follows: fund raising for charity, Joe Podoloff of Minneapolis; general club finances and operations, Ralph Pisoni of Philadelphia; charity operations, Tracy Hare of Miami; public relations, Eugene Murphy of Las Vegas; and social activities and membership, Bob Bostic of Chicago, Ca.

direction of requiring the auditor to keep hands off the product distribution of films, but to an exhibitor hell if he shows an o picture," Myers observes.

He contends that U.S. Judge Campbell's decision in Chicago case sets up a stumbling block to those who want a pre-censor and punishment for law violation.

"Judge Campbell had no difficulty in deciding that The Lover's Welcome. The mayor's ordinance is valid. His reason the latter connection may see what contrived, but he has done the basic issue so that a high if the case is appealed, can it.

Sees Controls Necessary

Judge Campbell held that this censorship of motion pic not only necessary, but it is a only feasible method of re-up on unlawful pictures. It is not that an exhibitor has any rights of ship on the suppression of free expression may not be great subsequent punishment for lification of improper films, and that under sati on film policies an improper film with its playing possibilities area, if not subjected to ship, "having a trial as a punishment, violation of the would be possible. Our only conclusion Judge Campbell's decision time when everything is going to be " I hope that the losing party, International Film Corp., with the case to the Supreme C would clear away a great deal of argument and could reach the tribunal no it will be extremely difficult court to dispose of this case even if there is a campaign for an "one way to navigate dangerous w.

Wants 'Discrimination' D

Commenting in the same on the recent Federal court's setting up restrictions on dit of Mexican films in the United by Cinex, a Mexican company that the Department of Justice's use of the word "d ifortion" in the new decree will be extended to the P decree in the same means that the restrictions of piracy and price-fixing in the Mexi e means 'what they want," Department continue to "star us, perhaps interpretations of the statement."
AMERICA GOES
"DAISY
DAFFY!"

FIRST
150 SPOTS
ARE "DAISY"
DYNAMITE!

IT’S
DOUBLE
LAST YEAR’S
EASTER
BIZ!

IT’S
10% AHEAD
OF XMAS-NEW
YEAR’S "NEVER
SO FEW"!

NECK AND
NECK WITH
"CAT ON HOT
TIN ROOF"!
GOLD-MINE!

7 NEW
RECORDS AT
MUSIC HALL (N. Y.)
Biggest Seven Days! Biggest Saturday!
Biggest Good Friday! Biggest Easter Sunday!
Biggest Easter Week! Biggest Easter Week-end!
Biggest non-holiday Week-day!
...AND STILL GOING
STRONG ENTERING
5th WEEK!

IT TOPS
PREVIOUS
XMAS-NEW YEAR’S
"SOME CAME
RUNNING"!

BRAVO TO YOU ALL!
Metro-Goldwyn-Mayer presents DORIS DAY
DAVID NIVEN in A Euterpe Production “PLEASE
DON’T EAT THE DAISIES” co-starring Janis
Paige • Spring Byington • Richard Haydn • Screen
Play by Isobel Lennart • Based On the Book by
Jean Kerr • In CinemaScope and Metrocolor
Associate Producer Martin Melcher • Directed by
Charles Walters • Produced by Joe Pasternak
JERRY WALD'S
IS HITTING

COMPLETED

D. H. LAWRENCE'S
Sons and Lovers

starring
TREVOR HOWARD - DEAN STOCKWELL - WENDY HILLER - MARY URE - HEATHER SEARS

Directed by JACK CARDIFF - Screenplay by GAVIN LAMBERT - T. E. B. CLARKE

A 20TH CENTURY-Fox RELEASE

CINEMA-SCOPE

IN PRODUCTION

MARILYN MONROE
YVES MONTAND

in
LET'S MAKE LOVE

co-starring
TONY RANDALL - FRANKIE VAUGHAN - WILFRID HYDE WHITE

Directed by GEORGE CUKOR
Original Screenplay by NORMAN KRASNA

A 20TH CENTURY-Fox RELEASE

CINEMA-SCOPE
COLOR BY DE LUXE

IN RELEASE

The Best of Everything

starring
HOPE LANGE - STEPHEN BANION - SUZY PARKER - MARTHA UPSHAW - DIANE BAKER - BRIAN ALLEN - ROBERT EVANS - LOUIS JOURDAN - JOAN CRAWFORD

Directed by JEAN NEGULESCU
Screenplay by EDITH SOMMER and MANN RUBINSTEIN

A 20TH CENTURY-Fox RELEASE

CINEMA-SCOPE
COLOR BY DE LUXE
Company of Artists
On All Six!

Gregory Peck
Deborah Kerr
in
ELOVED
INFIDEL
co-starring
Eddie Albert

Directed by
Henry King

Written and Directed by
CLIFFORD ODETS

Anchored by
SY BARTLETT

A 20th CENTURY-FOX RELEASE

Color by DE LUKE

IN RELEASE

In Release

RITA HAYWORTH
ANTHONY FRANCIOSA
GIG YOUNG

in
The Story on
Page One

Written and Directed by
CLIFFORD ODETS

A 20th CENTURY-FOX RELEASE

Color by DE LUKE

HOUND-DOG
MAN

starring
FABIAN - CAROL LYNLEY
STUART - ARTHUR
WHITMAN - O'CONNELL
DODIE STEVENS

and introducing

Directed by
DON SIEGEL

Screenplay by
FRED GIPSON and
WINSTON MILLER

A 20th CENTURY-FOX
RELEASE

Color by DE LUKE
Fox TV Drive

(Continued from page 1)

campaign which was the dominant factor in the success of "Journey to the Center of the Earth" and "Sink the Bismarck!" will be put into action shortly, he said.

The idea is to expand the successful pattern, increasing the huge budget used for "Journey" and "Bismarck," was decided at a series of meetings at the studio last week between 20th Century-Fox's Spyros P. Skouras, executive production head Buddy Adler, Enfield, general sales manager Alex Harrison, studio publicity director Harry Brand, and "Last World" producer Irwin Allen.

Going Free to Stations

Allen is now shooting a special TV subject, 15 minutes in length simultaneous with the end of production on the film. This subject will be utilized as a free attraction to TV stations across the country, and will be edited down to be shown on the single spots of distinctly different TV spots, each of 60-, 30- and 20-second length.

The TV campaign will be supported by a concentrated radio drive due to begin in late June and continuing through July.

"The Lost World" will have a world premiere on July 13 at New York's Warner Theatre.

Board Okays Terms

(Continued from page 1)

settlement are Dick Powell's Four Star Productions; Breneman-Westgate Productions; Danny Thomas' Marterto Productions; Mayberry Enterprises; Louis Edelman Television Productions; Wyatt Earp Enterprises and Northgate Productions.

The proposal will go to the Writers Guild council tonight for consideration and upon the council's approval will be submitted to the television branch for ratification at a meeting to be held Thursday evening at the Beverly Hilton Hotel.

Terms for the proposed settlement call for a 10 per cent increase in minimums for the first two years of a contract, plus a 5 per cent raise compounded in the second two years, amounting to a 15 per cent total.

In addition the proposed terms call for a 5 per cent non-contributory pension and welfare payment on an agreed compensation up to double minimums.

The proposed contract also provides for recommendation that "the writers have the right to participate in the proceeds of the exhibits of television films in the foreign countries."

Length of contract is for four years, dating from January 1, 1960.

musifex co
45 w. 45 st, n.Y.C.
background
music scoring
cl-6-4061

AROUND THE TV CIRCUIT

with PINKY HERMAN

BE OUR GUEST!" will CBS late Irving Berlin on his 73rd birthday, May 11. Program will feature Jane Kean, 14-year-old Brenda Lee, Harold Lang and the perennial Smith & Dale. Leland Hayward's daughter Brooke makes her dramatic TV debut in "Mandy," this CBS Sunday ... Two more "CBSid Caesar Specials," have been programmed, May 5 and June 2. Baton-wielded by Master Charles Sanford, the first show will present as guests Charlton Heston, Howard Morris, Chita (Bee Bye Birches) Rivera and Audrey Meadows, with the first three also signed for the second Revlon-sponsored programs. . . . American Tobacco will again sponsor "Bananza," first hour-long Western to be NBCcolorcast. Featuring Lorne Greene, Perrellt Roberts, Dan Blocker and Michael Landon, program will again be seen Saturdays at 7:30 P.M. . . . Last week on WABC-TV, Jan McArt proved herself a witty pretty as well as a deft delineator of a ditzy. Incidentally Jan just left for London where she's booked for a month's engagement at the plush Colony Club. . . . Columbia is rushing a new LP "Freedomland," which will be released just about the time that the new Bronx Amusement Park with the same name opens, June 19. Frank de Vol will baton the album which will feature solos by Jill Corey, Richard Hayes, Jerry Rushing, Cliff (Charlie Weaver) Arquette and Earl Wrighton. . . . Those evenings with Fred Astaire just seem to go on and on. The original NBCast of "An Evening With Fred Astaire" after winning an Emmy was re-sked and the subsequent Another Evening With F.A. has just been re-booked by the NBC network. Mon., May 9th in both b & w and NBColor. . . . One of the most popular artists in town, Johnny Andrews has been named to sub for Bill Cullen who starts 4 week vacation Monday. With his many talents that include emceeing, ivorian tickling, singing as well as composing, the lad rates heading his own TV variety series. . . . One of ASCAP's greats, Harry Tierney, whose Broadway hits included "Irene," "Kid Boots" and "Rio Rita," has just returned to Gotham from a trip around the world.

Like the famous rejouer Mark Twain, made quote, "The report of my death is greatly exaggerated unquote"—the personable proxy of Termini Video Tape Services Tony Termini called us earlier today to declare that that "rumors to the effect that his firm was about ready for interment are FALSE." Based on new commitments and orders by top ad agencies, Termini is planning to expand the firm's operations and servicing services. Incidentally TVT's hour-long Tom Tully (Impact Productions) pilot, was taped in Pasaica, N.J. in a single ten-hour session. . . . The great Turkish Piano Pasha, Capri (pronounced Chapley) who records for Dot and who recently closed a successful 2 month stay at the Embers in N.Y., starts a 1-week stint at the Pampas Room in Ft. Lauderdale Monday. . . . Mill Fishman, new director of news for ABC western division, is a capable exec. We learn from our San Diego spy, whose opinion we respect and who's never let us down yet in all the years we've corresponded. . . . The tenth annual Sidney Hillman award for Radio News was won by News ABCommentator Edward P. Morgan. . . Advertising pays, EVERYONE KNOWS THAT! Soo eyebrows shouldn't be raised because station WMAL, Washington, D.C. buys time at WNTA (N.Y.) to sell N.Y. time buyers on WMAL's new morning team of Harold & Weaver. . . . Oscar Homolka and Charles Laughton will co-star in Rod Serling's Playhouse 90 CBSeg, "In The Presence of Mine Enemies," May 18, story of the inspiring uprising of the Warsaw Ghetto Jews against the Nazi oppressor in World War II. . . . Arlene Frances to CBSbar in U S Steel's "When In Rome," Sept. 7. . . .

Screen Gems Trial

Summations Are In

Universal Pictures, Columbia Pictures and Screen Gems, a unit of Columbia, all defendants in crumulent suit charging them with restraint in competition in the films to TV, will present suit in the case today in New York court. The government presented yesterday before William B. Herlands. The judge is expected to decision in the suit follow summation. The government charged that a competitor moved in the field of film TV when Screen Gems acq Universal pre-1949 library.

‘Babette’ Next at Paris

"Babette Goes to War," starring Brigitte Bardot, will have its New York opening at the Paris Theatre, following the current "Private Property."

‘Planet’ to Bow Here


Decision Reserved i
TV ‘Block-Booking’

Decision on a move by the industry to dismiss the government suit against six film and television companies charging them with "block-booking" in the sale of product to TV channels yesterday by Judge Arthur Dawson in New York Federal. The motion was made by Robert Nizer, following completion of the testimony for Associated Productions (now United Artists).

Rich Outlines AAP Polie

Robert Rich, national sales manager for AAP, testified that the sellout for his company was to groups of 58 films each but the station wanted to buy in a manner it could do so. On examination Leonard Posner, examination, George Avery, attorney, showed Rich documents purporting to show that Rich had been for a buy in block only, and Rich could not remember the document instances.

Alvin Sussman, film sales manager for AAP, testified that a of 221 he said sold, 83 were selective.

Confirmed by Salesman

A third witness was Lester also a film salesman for AA, testified in similar vein. He said to Marion Gold, film for KILS-TV, Las Vegas, others on a selective basis. Examination, George Avery, attorney, recalled previous testimony Miss Gold in which she claims he had been denied the right to make deals for films even she offered to sell.

Following this National Tele sides began presentation of with Ely Landau, chief exec face, on the stand when the n served the day for.

"ON THE BIBLICAL PLANET"

"The Angry Bed Planet," a film that was an American International release, will open in 75 theatres in the New York metropolitan area next Wednesday, May 4.
Paramount Has 27 Set for Next 18 Months

(Continued from page 1)

national sales convention in progress at the studio. Twelve of the 27 already have been cast with top star names. Four others are now in production.

Wayne will star in Howard Hawk's tentatively-titled "The African Story" which will be filmed in Tanganyika in October. Kauf will star in a comedy in color and with music which will start this winter. Sinatra will head the cast of a color by Technicolor color to be made by Mel Shavelson and Jack Rose, who will also make "Who's Got the Action," a comedy, and the screen version of Donald Downes' novel, "Easter Dinner."

Annette Vadim will star in "Helle," a romantic drama to be directed by Roger Vadim. Also, Paramount is about to conclude a two-picture deal with Ingmar Bergman, Sweden's prize-winning director.

Henry Blanke, whose first production for Paramount will be Taylor Caldwell's "Dear and Glorious Physician," has two other properties to Morty. These are "Opus," and "Affair in Arcady." Hal Wallis will star Rod Lauren in an upcoming picture. In December, he will start filming Tennessee Williams' "Summer and Smoke," starring Laurence Harvey and Geraldine Page, with Peter Glenville directing; and will make "The Sons of Katie Elder," a large-scale western this year.

'Counterfeit Traitor' to Start


"My Geisha," starring Shirley MacLaine, will be made in Japan this fall from a Norman Krasna screenplay, with Steve Parker as producer. Bryan Foy will produce "The Big Boston Robbery" and another picture about a woman's prison. Jerry Lewis will produce and direct "The Ladies Man."

Three Now in Work

Currently in production for Paramount release are Wallis' "All in a Night's Work," starring Dean Martin and Shirley MacLaine, with Joseph Anthony directing; and "G.I. Blues," starring Elvis Presley and Juliet Prowse, directed by Norman Taurog; Ray Stark's "The World of Sazli Wong," starring William Holden and Nancy Kwan, with Richard Quine the director. William Perlberg-George Seaton's "The Pleasure of His Company," starring Fred Astaire, Debbie Reynolds and Lilli Palmer, was halted by the actors' strike and will be completed this fall.

In addition to those stars already mentioned, Karp said that Paramount has commitments with Audrey Hepburn and Tony Perkins and that properties for the two stars will be announced shortly.

See $11,000,000 Col. Billings

(Continued from page 1)

downtown Boston is still in existence, but there is a move-up of availabilities should the picture play longer than three weeks.

From four to six weeks, the clearance is moved up to 14 days and if a film plays seven weeks or longer, the availability is seven days.

This new schedule, affecting approximately 30 first sub-runs in the area and indirectly the entire sub-run structure, is the result of a concilia
tion meeting held earlier this year in the UA office of Segal attended by a dozen circuit heads, their buyers and bookers, and independents. Gene Tonick and Milton Cohen came here from the UA home office to listen to the appeals of the theatre owners at that time.

Paramount Instituted Plan in March

UA thus becomes the second distributor to offer relief to the sub-run situations here. Paramount was the first when it put into effect in March a plan which also held the 21 days after downtown Boston for its scheduled but granted the right of a subsequent run to play a Paramount picture in 14 days if the film runs three or four weeks, and in 7 days if it runs fact, at one point, we took a full page in the Sunday Times devoted exclusively to ads for Columbia releases playing at seven showcase houses in New York.

UA Changes Clearance

(Continued from page 1)

Defining his terms, he said that comprehensive means embracing all media, all audiences, and all aspects of promotion; creative means attempting new ideas, initiating original approaches and trying worthwhile methods; commercial means it must sell tickets or it's not worthwhile; and continuing means the campaign starts before the film goes into production and it must carry through the playoff.

"The key to our successful concurrent promotion campaigns is depth planning and long-range activity," Lazarus said. "As an example, at the present time we are already deep in planning and activating programs for such films as 'Pepe' and 'The Guns of Navarone,' both still before the cameras."

"Our promotion operation has been realigned to meet the needs of our world-wide merchandising program."

Welcomes Competition

Turning to the merchandising of the top line-up of quality product during the first few months of 1960, Lazarus noted, "In many instances we were competing with our own product, in terms of editorial and advertising space and attracting public attention. But, we found that this competition, rather than being a drawback, was actually a healthy situation.

"One of the reasons for this is the fact that our advertising and publicity campaigns were tailor-made for each individual picture. Each campaign was so distinctive in character and subject matter that there was no problem in having the ads running on the same page or competing for editorial space in the various media. In fact, too many, if not all, pages were devoted to this purpose in the Sunday Times for ads to be tailored for Columbia releases playing at seven showcase houses in New York."

Juty on Wide Film Penny a Foot

from THE DAILY Bureau

DON, April 26 – The Board today announced a reduce
the import duty on positive c 35mm in width, bearing not an one frame across, to one cent. Orders, which follows application the industry for a reduction in film, now brings 65mm and new process films into line with paid on 35mm film.

on Newspaper (Continued from page 1)

by Harold V. Manzer, The

advertising director.

ADVERTISING: The code was sent out in to all theatre owners, reading the theatre and we at The to share a common problem. At the same time throughout the country, have been competing not only with the other, but with many out-

liers for patronage. A few, in this competition, have lowered standards of their advertising.

Oregonian takes pride in be-

hood neighbor to every family area and, consequently, cannot try to such a program. This period has consisted upon modifica
copy or illustrations for the these advertisements, some-
jecting the whole ad. For the ode of theatre managers we en-

regulations governing picture advertising. These will be:

Suggestions Outlined

Illustrations of persons in coming positions.

Illustrations of persons in a state or under that would be con-
siscriptive or indecent on the box office, or any public place. Illustrations portraying a high of violence.

Headings or copy that tend to be an unnatural of unhkeable-attitude or interest in sex, narcotic addiction or im-

Headings or copy that use the of double meanings the pur-
which is to convey an impres-
stricted by these standards.

Illustrations, copy or quotations imply are part of the pic-
they are, in fact, a part of a

A COMPLETE LINE OF PROFESSIONAL CINE FILMS

Sales
Offices
and
rehouses

321 West 54th Street
New York 19, N. Y.

6370 Santa Monica Blvd.
Los Angeles 36, Calif.

6601 N. Lincoln Ave.
Lindenhurst (Chicago), III.

1355 Canton Street
Dallas 7, Texas

1935 Blake St.
Denver 2, Colo.

THE GEVAERT COMPANY
OF AMERICA, INC.

Quality
photographic materials
backed by more than half a century of experience.
New Hellman Theatre Called Answer To Industry’s ‘Prophets of Doom’

Special to THE DAILY

ALBANY, N. Y., April 26.—The motion picture houses that are closing, beautiful, luxurious theatres’ stage, in a curtain speech at last night’s premiere of the 1,060-seater.

Industry executives from New York, Philadelphia, Scranton and Buffalo joined local distributor representatives and county officials in attending the opening of the first indoor film theatre built in this section during the past 30 years.

The theatre is located on upper Washington Ave., adjoining Hellman’s Thruway Motel and close to exits of the State Thruway and the State Northway. The site is easily accessible from Troy, Schenectady and other communities within a 100-mile radius. Not far away are two shopping centers and the state’s 100 million dollar campus site. The theatre has adjacent parking facilities for 900 cars.

Contest Winners Present

Nearly 700 winners in WGY’s “Academy Awards” contest were among guests at the premiere. A record-breaking total of 10,913 entries were received by WGY during the six-week period.

Demonstrating wide interest in the new theatre, this figure was more than three times that for previous TVGY promotions.

Bill Edwards, WGY deejay, concurred in the stage, which included a recorded interview with Doris Day, star of the opening film, “Please Don’t Eat the Daisies.” She promised to visit the theatre in the fall.

In addition to Miss Ritter, Nancy Kovack, of Columbia’s “Strangers When We Meet,” spoke briefly in person of the Hellman Theatre.

Hellman in Tribute to His Father

Neil Hellman, president of Hellman Enterprises, related that the new house had been constructed in memory of his father, Harry Hellman, who opened Albany’s Fairland in 1908 and “whose dearest dream would have been to be here tonight.”

“Substituting” for the senior Hellman was “a wonderful mother, grandmother, and great-grandmother, a wonderful business woman and one who I will always respect and cherish.” The son then introduced Mrs. Nettie Hellman.

Extend Schlanger Pict

Ted Schlanger, former Philadelphia area manager, has extended his contract with Stanley Warner Corp., for his services as adviser and consultant to the senior officers of the company. His primary duty will be in assisting Nat Lapkin, first vice-president of Stanley Warner.

Correction

Mrs. Carmen Smith of New Orleans was elected president of the Theatre of that city instead of Atlanta, as incorrectly stated in a headline in MOTION PICTURE DAILY on April 22.

Hercules

(Continued from page 1) and, in the United States, by Associated British Cinemas, Ltd., other key exhibitors who will be the attraction. The previous film promotion budget here is stood to be £20,000 ($84,600) expanded on “Around the World in 80 Days.”

The large expenditure will Levine’s initial efforts in the field of applying the merchandising approach which gained him n in the United States with the “Hercules.”

Levine, in a radical departure from the normal exploitation approach, the United Kingdom, will have his promotional forces behind Seven, full-page ads in Great Britain’s largest newspapers. Several of the papers are investigating the possibility of introducing color to daily ad “Hercules Unbcd campaign.

Radio and TV Included

In addition, Levine plans to use his heavy newspaper campaign backed by needed promotion via radio and commercial television, and expects to use 24-sheet the metropolitan centers of London, Edinburgh, Newcastle, Liverpool and Birmingham.

Reopening Theatre

MT. GILEAD, O., April 26—Staliv is reopening his Capito- re, closed since Christmas, on Monday. He will present a modified version of the play.

RCP Acquires Film

“The Devil’s Commandment,” a suspense production of Cinemeco purchased for domestic it by RCP, is among the company’s recent properties.

The finest carbons ever made...

NATIONAL STAMP CARBONS

PROJECTO CARBONS

The finest carbons ever made.

MOTION PICTURE DAILY

Wednesday, April 2, 1955
**MOTION PICTURE DAILY**

**Address: New York, U.S.A., Thursday, April 25, 1960**

**TEN CENTS**

**Official Is Showmen Higher Films Threat**

*From New Guild Urges Pay-TV Fight*

*By DOUGLAS CAMERON*

**A WEEK IN THE TRADE**

*For THE DAILY Broadcasters*

**New York, April 18.-** For a second time in a week exhibitors met against the possibility of a rent-sustaining lease raised in costs to elements with bywodd and dows.

**IFIDA Says Parents, Not Government Should 'Classify' Films for the Young**

The idea of classification of films for young people "by governmental fiat" was firmly rejected yesterday by the International Film Importers and Distributors of America in a statement issued following a special meeting here.

The group represents 25 importers and distributors of foreign and domestic films.

At the same time IFIDA said the control of what pictures a child sees (Continued on page 2)

**MPEA's Board Weighs New India Film Pact**

The board of directors of Motion Picture Export Ass'n. on Tuesday discussed the pending new film agreement with India covering imports and remittances. Expectations are terms of the new pact will approximate those of the old agreement which provided for importation of 75 percent of the ('Continued on page 2)

**Boren Reveals Terms Which WGA Rejected**

By SAMUEL D. BURNS

**HOLLYWOOD, April 27.** Fear of a "prolonged continuance" of the strike by the Writers Guild of America against the major producers was expressed here tonight by Charles S. Boren, executive vice-president of the Association of Motion Picture Producers following a meeting with the theatrical-films negotiating committee of the WGA. "We deeply regret," said (Continued on page 2)

**'Wild River' World Bow at Victoria in Mid-May**

Elia Kazan's "Wild River" will have its world premiere at the Victoria Theatre here in mid-May. In addition, the 20th-Fox release will debut simultaneously at an East Side Theatre, yet to be selected. It is producer-director Kazan's first motion picture in three years.

**Levine to Employ 80 Prints in Britain With Saturation Booking of 'Hercules'**

By PETER BURNUP

**LONDON, April 27.** No fewer than 80 prints will be employed in the saturation opening of "Hercules Unchained" in Great Britain this summer, as contrasted with the ordinary 30 prints, Joseph E. Levine, president of Embassy Pictures, said here prior to his departure tonight for New York. The showman had just concluded three days of discussion of his plans for a mammoth publicity campaign to launch the picture here.

The saturation distribution plan will commence May 1 with full cooperation of the ABC circuit and 45 openings in the London area alone. Within five weeks, Levine said, he anticipates grossing 70 to 75 percent of his expected return.

ABC has pledged full support with its own point-of-sale campaign, including prizes to two lucky theatre managers and their wives of all-paid trips to New York. Levine also expects support from independent exhibitors and will kick off this facet of his campaign with a mammoth banquet for delegates to the Photographic Exhibitors Assn. conference next month at Folkestone.

**To August 1 Extend Fox Studio Sale 90 Days More**

Zeckendorf Firm to Pay $1,000 Daily for Time

A second 90-day extension of time has been granted a Webb & Knapp corporation for the purchase of the Beverly Hills studio property owned by a 20th Century-Fox subsidiary, it was confirmed yesterday.

The original 90-day extension of the purchase agreement will expire Saturday night. It provided, as does the new extension to Aug. 1, for payment to the 20th-Fox company of $1,000 per day by the Webb & Knapp company for the term of the extension. The daily payments are not applicable to the purchase price, when the ultimate closing takes place.

Under the terms of the agreement (Continued on page 2)

**See House Unit Action On Pay Before Senate**

**WASHINGTON, April 27.**-Senate minority leader Dirksen (R., Ill.) indicated today that the House labor committee is expected to act on minimum-wage legislation before the Senate does. He denied that there is an understanding on this point between the two party leaders in the Senate, but said that it has been discussed.

When asked directly whether "the (Continued on page 6)

**Wilby-Kiney Official Denies 'Trust' Charge**

**Special to THE DAILY**

KNOXVILLE, April 26. - The use of large film-circuit buying power to take advantage of the local Pike and Tower theaters was emphatically denied here today by James H. Har- rison, general manager of the Wilby-Kiney Service Corp. of Atlanta. The (Continued on page 6)
PERSONAL MENTION

MOREY F. GOLDSTEIN and Saul M. Stern, vice-presidents of Allied Artists; E. L. Goldhammer, Eastern division sales manager; Arthur Greenblatt, special sales representative, and Roy M. Brown, manager of branch operations, will leave here today for Chicago.

Joseph Breen, former Production Code administrator, is hospitalized at Phoenix, Ariz., where he is recuperating from an operation for a slipped disc.

Eugene Pickler, president of Loew's Theatres, will leave here for Chicago by plane today, returning tomorrow.

Theodore Fleischer, president of Interstate Theatre Corp., Boston, will leave here with Miss. Fleischer today for Europe.

Ed Sugas, vice-president of Trans-Lux Distributing Corp., now in Pittsburgh, is due back in New York next week.

Oscar Lichtstone, executive vice-president of S.O.S. Cinema Supply Corp., will leave here at the weekend for the West Coast.

Saul Jeffe, president of Movielab Film Laboratories, will leave New York at the weekend for Hollywood.

Lenny Botwick, daughter of Harry Botwick, Southeastern district manager for Florida State Theatres, was married in Miami Beach to Martin Stein.

C. G. Fantaces, branch manager for 20th Century-Fox in Albany, N. Y., has returned there from New Haven, Conn.

Joe Filipowicz, head of J. F. Film Service, will be married here tomorrow to Elizabeth McGolgan.

Alfred Hitchcock will arrive in Singapore today in the course of his world tour.

Sponsor 'Can-Can' Bow

PITTSBURGH, April 27—Ten Number One, Variety Club, will sponsor the premiere of 'Can-Can' May 4 at the Nixon Theatre. An open house will follow the premiere at the Variety Club's Penn-Sheraton Hotel headquarters.

$2,000,000 for 'Eat'

"Please Don't Eat the Daisies" has grossed over $2,000,000 at the box office in its first 148 engagements, according to M-G-M. Its engagement at Radio City Music Hall has already grossed up over $700,000.

Siegel to Be Speaker

At Editors Awards Fete

HOLLYWOOD, April 27.—Sol C. Siegel, M-G-M's vice-president in charge of production has accepted an invitation to be a guest speaker at the American Cinema Editors dinner-dance on June 3 in the Crystal Room of Beverly Hills Hotel here.

The affair will be attended by A.C.E. members, major film executives and celebrities to honor film editor nominees of both motion picture and television academies. Special awards will be presented to nominees by film and TV stars.

Sigman Named Head of Selznick Office Here

San Sigman, who for the past six and one-half years was with Paramount Pictures in sales and administrative posts, this week was named head of the Selznick Releasing Organization's New York office.

SNO currently has "Duel in the Sun" in reissue in distribution and has plans for adding other pictures to its schedule, Sigman said.

Steinberg Firm Plans 'Fortress in the Rice'

HOLLYWOOD, April 27.—Fomation of Joe Steinberg Productions to film Benjamin Hoffman's "Fortress in the Rice," in the Philippines this summer, was announced today. Part of the $400,00000 budget will be received from Philippine interests in exchange for releasing rights in Southeast Asia, Japan, Australia and New Zealand.

Col. Meet on 'Stars'

Dr. Werner von Braun will meet with Columbia Pictures home office executives today to discuss promotion of Charles H. Schneer's "Howards End," the "Star," the story of the scientist's life. Dr. von Braun will also confer with the Columbia advertising, publicity and exploitation departments on his new project, a film on the U-boat picture, which was filmed with Department of Defense cooperation. Tonight, Dr. von Braun will be the principal speaker at the banquet of the 74th annual meeting of the American Newspaper Publishers Association.

To Film 'First Stone'

Writer Abby Mann and producer Stuart Millar have acquired the film rights to the best-seller, "Cast the First Stone," and have formed their own production company to make it for United Artists release. Mann will go to work on the script early this week. He is expected to start filming here in the summer of 1961.

Fox's Stud

(Continued from page 1)

ENTERED as second-class matter June 15, 1913, at the postal 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 co.

(Continued from page 1)

entered into a year ago, the W. Knapp company paid the 20th-Fox company $2,500,000 to be paid the purchase price upon the expiration of the lease and lost by 20th-Fox of approximately $7 of the property on which the present studio buildings are located unchanged. 20th-Fox has the option to lease the studio portion of the lot for 20 years.

Fox could receive $500,000.

Under the original and terms of the deal it was stated that 20th-Fox could receive a maximum of $5,110,000 over a 10-year period. It is estimated that $2,600,000 could be made for 260 acres of real estate within nine years, and $18,000,000 would be paid during a 10-year period. The studio contains 19 office buildings. The terms were substantially increased to increase the price to 20th-Fox and slightly to the slightly the term of payment. The $2,500,000 already paid of the $1,000,000 for the daily portions, are not recoverable by the W. & Knapp company.

UA Executives to Go for 'Gantry' Premiere

United Artists home office promotion department executives will attend a special preview of "The Gantry over the F rer" at the Arts Theatre in Chicago. Leading the group will be William Heineman, vice-president; Jack Volde, vice-president in charge of national advertising, and David V. G. executive assistant to president Thurman B. Krim.

Division managers attending Sidney Cohen of Central and S. E. Milton E. Cohen, eastern, and D. Al Fitter, Western division executives Fred Goldberg, national direct advertising, publicity and exploitation, and Burt Skane, publicity manager, will attend the screening. Advertising and publicity, advertising and exploitation. There were 60 Keys Book 'He

United Artists' "The Gallant Staring James Cagney," booked into 60 key situations three-week period beginning May 15, had a 6,000-run on a motion picture poster with a booking of three weeks.
00,000 Budgeted
AIP for Promotion

from THE DAILY Bureau
LYWOOD, April 27—American
International Pictures will spend
$1,300,000 in all forms prizing to promote its product
coming year, it was announced
here today.

Last week, TOA's membership Bulle-
letin alluded to the same possibility,
observing that "only time will 
prove the effect of this public
rentals of the higher production costs
entailed by the new (producers')
agreements." Points to SAG Team
Reviewing the settlement terms of the
new Screen Actors Guild agreement,
Cooper reminded his listeners
"if the negotiations necessary to
reach new contracts with the striking
writers, the Directors Guild and the
union involves similar pautas, we can
anticipate some of this addi-
tional cost reflecting itself in film
rental.

Cooper expressed hope for in-
creased production following settle-
ment of the S.A.G. strike and said the
means for it might be found in a con-
tract or arrangements being de-
veloped currently by TOA's product
committee with a liaison committee of
the Screen Producers Guild in Hollywood.
He said the meetings will be resumed
weekly until what the S.A.G. strike
has been settled.

He noted that exhibitors have had a
1960 average through April of only
127 pictures, compared to 135 a month
last year, when exhibitors were feeling
the product supply
pit." Optimistic Regarding Production
"Basically, he said, 'I feel the out-
look is most optimistic. Production re-
sumed quickly in Hollywood with the
end of the strike. Seven of the eight
struck pictures are back before the
' cameras and every company has at
least one picture at work. 20th Cen-
' tury-Fox is the first company to re-
'vamp its release schedule, now that
there is no longer a need of holding
back completed product, and has
upped its releases during the second
period. The other companies are ex-
pected to follow suit. We will still
be pinched for pictures but pros-
cuts for the full year again indicate no
less than the 224 we managed to
struggle through with in 1939.'

Cooper also reviewed the subscrip-
tion television situation for the
exhibit. He sees the new medium that, if it ever succeeded,
could put all us out of business." He
added, "We do not believe it will
ever succeed, because all a station
do is make the public pay for something
it is now getting for free... . if pay-
TV ever gets to the point that it can
compete with free TV for programming,
the talent will merely move from free TV
to pay-TV." 'At Least a Year Away'

He estimated that the start of the
RKO General-Zenith Radio pay-TV
experiment planned for Hartford,
Conn. is "at least a year away," said
that when "it is all over, the FCC
will turn to Congress to ask if the ex-
periment proved that pay-TV is in the
public interest. If Congress says it is not,
the whole test will be tossed out
there.

Cooper said Congress "alone holds
the final decision on pay-TV and it
alone can make the final deter-
mination of whether pay-TV is in the
public interest." He urged the exhibi-
tors to ask their Senators and Repre-
sentatives to work for the Harris bills
to put closed circuit pay-TV as well
as next-generation-air pay-TV under FCC
control.

Sees Decision Up to Congress
"We in TOA are campaigning for
passage of these bills," Cooper said.
"For when they are passed... . it
will be left to Congress, many years
hence, to decide whether pay-TV
is in the public interest, or whether it
is, as we feel, merely the money-mak-
ing device of a small group of pro-
motors who have no concern for the
welfare of the motion picture thou-
er."

Reviewing exhibition's position on
the new Federal minimum wage leg-
islation, Cooper said the program
was "a compromise that would exempt "en-
terprises" grossing less than $1,000-
000 a year is "meaningless, because
the small circuit theatre in a town
would be paying more than the small
independent theatre in the same town.
"You know from experience that if
a grocery store in your town pays
higher wages than another grocery
store, it isn't long before the second
store has to match the wage increase
in order to get help."

Calls Compromise 'Unworkable'

Cooper also said the so-called com-
promise that would exempt students
and pensioners from coverage of the
Federal minimum wage program, in-
volving another complicated bookkeep-
ing and would mean depriving a lot of
loyal, part-
time help of their jobs.

He urged the exhibitors to continue
contacting their legislators urging
their support for complete exemption
for theatres.

Additional Briefs Asked
in Screen Gems Suit

Judge William B. Herlans yester-
day decided decision after surve-
nations by both sides in the government's
restraint in competition suit against
Universal Pictures, Columbia Pictures
and Screen Gems, being tried in New
York Federal Court. Both sides were
ordered to submit additional briefs
by May 26.

The government charges the de-
fection of pay TV from free TV in
competition in the sale of films to TV,
allowing that a competitor was removed in the
field of film sales to television when
Universal acquired the Universal pre-1940 library.

'Kind' Gross $111,138

United Artists' "The Fugitive Kind" has grossed $111,138 for its first two
weeks at the Astor and Plaza Thea-
tres here.
LOOK AHEAD!

COLUMBIA'S

THE MOUNTAIN ROAD IS COMING UP!

Columbia Pictures presents

JAMES STEWART

CO STARRING

LISA LU / GLENN CORBETT / HENRY (HARRY) MORGAN
WATCH
'MOUNTAIN'

CLIMB WITH COLUMBIA'S PEAK PROMOTION PRE-SELL!

Coast-to-coast in-person appearances by James Stewart and Lisa Lu.

Specially produced for attention-stopping impact.

Spinning with explosive sound-track dialogue.

Discs recorded by James Stewart and Director Daniel Mann... perfect for deejay planting.

Ads in the American Legion and Veterans of Foreign Wars Magazines. All Legion and VFW posts alerted to cooperate locally.

Nationwide distribution by Army of tie-in window cards, to all recruiting stations, public places, merchants. Publicity participation by Army installations and National Guard approved by Dept. of Defense.

Narrated by James Stewart with full credit to "The Mountain Road". Nationwide distribution by Army assures mass audience.

2-color rack card, with full picture credits, shipped to all Signet sales outlets... tie-in space available for local play-dates.

Globe Video saturating TV stations with 5 minute film spotlighting exciting on-location shooting.

From the novel that thundered to the top of the bestseller list!

From the producer who stunned the screen with 'SAYONARA'!
**National Pre-Selling**

According to Richard Marek, reporting in "McCall's" Magazine this week, "The Jazz Singer" and "A Summer's Day," are two of the most beautiful films ever created. The picture was shot in and around Newport, Rhode Island, during the annual jazz festival, and features many of the greatest jazz musicians of our time. Among them are Louis Armstrong, Mahalia Jackson, Gerry Mulligan, Dinah Washington and many others. This Kingsley International film, shows Newport at its most glamorous. The audience sees sailboats, rare impromptu musicals, sunsets, parties and the serenity of life when the pages are over.

The sets of "The Story of Ruth," were used by "Look" in the May issue as opulent settings for a pictorial story of modelled swimmers for 1960.

Color cameras were used, which took full advantage of the splendid sets constructed for this new biblical film. The swimmers have built-in devices, which improve on nature and make them study and more wearable.

Yul Brynner, deep in Mexico near lush mountains and flower bedecked gardens, took time out to be married while on location for "The Magnificent Seven."

"Life's" Mexican cameramen attended the wedding, which was reported in the April 25 issue. Yul married Doris Kleiner, a French fashion executive. "Life" says '30 movie people came to the party. After the ceremony, the newlyweds, furiously, cooks crowed, tequila and champagne flowed, and the set all but went up in firecracker smoke."

John Wayne's "The Alamo" and "The Mountain Road" starring James Stewart are advertised in the May issue of "The American Legion" magazine.

Ruth Harbert has devoted her entire monthly space in the May issue of "Good Housekeeping," to a review of "The Adventures of Huckleberry Finn." This is the 75th anniversary issue of this women's service magazine and it is about the same number of years since Mark Twain wrote his famous story.

In Roth's opinion Eddie Hodges was the perfect choice for the role of Huck.

"He's blessed with unforgettable blue eyes," she says, "and I've never seen to have tiny candles burning behind them. And even more important, he plays Huck as a real boy—an active imagination, an adventuresome spirit, self-reliant and mischievous—without trace of the bumptiousness or false cuteness one sometimes finds when a child 'plays a part.'" — Walter Haas

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**MPEA Board**

(Continued from page 1)

films that came into the country prior to the establishment of the agreement.

Also discussed was the payment of the $400,000 L.M.G. allocation for Turkey, long overdue to the American companies, on which Turkish banks presumably are withholding payment. Participation in Mexico's 1960 film festival, to be held late in the year, was discussed without a decision being reached.

The meeting also considered new labor requests covering wages and hours for employees in Colombia and Pakistan without decision.

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**Wilby-Kinecey**

(Continued from page 1)

Wilby-Kinecey circuit is one of the defendants in the million-dollar antitrust suit filed here by New Amusements, Inc., owned by Walter Morris, against three theatre companies and 11 major producer-distributors.

Harrison said he did not know of any plaintiffs within the New Amusements organization, namely the Pike and Tower theaters. "I wasn't too interested in what Mr. Morris was doing at the Pike and Tower theaters," he said.

Harrison was asked if he or his company controlled the film product, primarily first-run motion pictures. "No sir," was his prompt answer to the cross examination to see if no quick disposition of the wage bill. He noted that there are 10 different categories of amendments to the measure that will require full discussion.

Furthermore, if the Senate does not get the bill before mid-May, chances are that it will become very busy on other pending legislation. In that case, it would not be too unusual if the rule were to be invoked that bans most committee meetings except during the moments on days that the Senate is in session. This would delay the bill further.

**Restaurant Group Opposed**

In other developments, the National Restaurant Association opposed broadening the wage law's coverage and hiking the minimum in testimony before the Landrum subcommittee. President Walter Wetherell of the United Auto Workers Union endorsed a pay hike.

Senate majority leader Lyndon Johnson (D., Tex.) asserted that a minimum wage of $1.25 "is far too extreme" at present, but he said he thinks Congress has a special responsibility to pass a new wage law.

**NTA Heard**

(Continued from page 1)

which was the prevailing price for the entire package in a specific market.

Harold Goldman, vice-president and general sales manager for NTA, stated during cross-examination that the most important point covered during his negotiations with over 1,000 TV stations was the pre-arranged price for film lots, not particular pictures within the groups. Once his customer agreed to pay the sum asked for a particular package, the customer could select as many or as few films as desired, the witness said.

Oliver Unger, NTA president, recapped for the court the history of film sales to TV and said that in television's early days so few good films were available that salesmen had to pick up whatever they could, industrial films, foreign pictures, and extremely old sideshow product. In those days, Unger said, stations were so "hungry" for films, salesmen actually sold them "live" instead of "camera roll." Other companies charged with violating anti-trust laws in the sale of films to TV stations, are United Artists, Screen Guild Artists, Associated Artists Productions, C & C Super Corp. and Loew's, Inc (M-G-M).

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**Paramount Releasing**

(Continued from page 1)

Thanksgiving debut of Hal "G.I. Blues," which mark Presley's return to the screen after a year's absence, and the max holiday opening of "Cindy" starring Jerry Lewis.

Weltner indicated that B. Starr's "The Wild Wild West," and Marlon Brando's "O Jacks" will be released on a scale before the year-end for Academy Award nominations. Other pictures discussed as readied for release during winter period are "Under Tis Blood and Roses," "The Sa noo s," "The Breath of Scarm," "The Boy Who Stole a Million" Paramount sales and pre-executives from throughout and Canada were guests Lewis at the Movieland Banquet in Hollywood tonight.

The current consolidation up tomorrow.

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**Legion of Decency**

(Continued from page 1)

with the following notes:

"This film uses the cloak of intent as purported justification for the inciting of violent and illegal activities. In addition, the material tone of the development of the story..."
**Allied Artists’ Product Line-Up Called An Opportunity for Record Grosses**

CHICAGO, April 28.—From a product standpoint Allied Artists now has “the greatest opportunity in its history to roll up record-breaking grosses,” Morey R. Goldstein, vice-president and general sales manager, will tell the company’s national sales meeting here tomorrow. Delegates will gather at the Blackstone Hotel for the three-day convention, the first of representatives from all of the company’s branches to be held since 1956.

Heading the list of films Goldstein will discuss is “Pay or Die,” and he will point out that it has already received acclaim from the trade press and top circuit heads around the country. A date is to be announced for its release.

(Continued on page 2)

**Ask Minimum Pay Bill Reported by May 12**

From THE DAILY Bureau

WASHINGTON, April 28.—In an executive session of the House labor committee today, the minimum wage bill was mentioned only to the extent that one congressman expressed a hope that Chairman Barden (D., N.C.) would consult with Subcommittee Chairman Lundrum (D., Ga.) and arrange to have a bill reported to the full committee by its next scheduled session.

(Continued on page 5)

**FIDO—British Lion Deal Brings to 297 Number of Films Kept from Television**

By WILLIAM PAY

LONDON, April 28.—Acquisition by the Film Industry Defence Organisation of television rights to 76 films from British Lion brings to 297 the total of feature pictures that FIDO has secured since it was formed to stem the flow of such product to TV.

This was made known today with the release by FIDO of an interim report on its activities. The statement added that negotiations are underway for it to acquire 77 additional films. Under covenants made with film producers FIDO is guaranteed the pictures will not appear on television in the United Kingdom although they are still available for theatre exhibition.

FIDO is to pay British Lion £6,000, £12,000, £36,000 for the 76 pictures. In giving details of the agreement today FIDO said that payment will be spread out over several years. This way, it was explained, FIDO will be

(Continued on page 6)
PERSONAL MENTION

WILLIAM J. HEINEMAN and
JAMES R. VELVE, United Artists vice-presidents; SIDNEY COOPER, MILT E. COHEN and AL FITTER, managers; FRED GREENBERG, national director of advertising-publicity; BURT SLOANE, publicity manager; DAVID CHASMAN, advertising manager, and AL FISHER, assistant exploitation manager, will return to New York today from Chicago.

EDWARD L. HYSAN, vice-president of American Broadcasting-Paramount Theatres, and his associates, BEVERLY LEE and AL SICIGNANO, will return to New York today from Detroit.

RICHARD P. BRANDT, president of the Trans-Lux Corp., will leave here Monday for Puerto Rico and Aruba.

LON JONES, publicity director for Charles H. Schnur Productions, will leave here tomorrow for London.

MAX E. YOUNGSTONE, vice-president of United Artists, will return to Hollywood today from New York.


GEORGE BEATTIE, film buyer for the William Goldman Theatres, Philadelphia, has been married there to Lorraine Slass, a member of the staff of the Boyd Theatre.

DAVID V. PICKER, executive assistant to United Artists president Armon B. Krown, and executive vice-president of UA Records, will leave New York at the weekend for Hollywood.

WILLIAM PERLBERG and GEORGE SEXTON have arrived in London from New York. From there they will go to Berlin, Hamburg, Copenhagen and Stockholm.

MRS. WANNIE MCGARRY has given birth in Limon, Colo., to a daughter. Father, CHARLES MCGARRY, is owner of the Lincoln Theatre there.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center \ C 4-6400
DORIS DAY \ DAVID NIVEN
"PLEASE DON'T EAT THE DAISIES"
JANUARY 28 \ FEBRUARY 1 \ MARCH 5 \ SPRING RETURN \ THE MUSIC HALL'S GREAT STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sheriann Eanes, Editor; James D. Ivers, Managing Editor; Richard Greiner, News Editor; Herbert Advertising Manager; Gus H. Fanning, Production Manager; TELEVISION TODAY, Charles S. Armstrong, Editorial Director; Palmy Herman, Eastern Editor; Hollywood Bureau—Bruce B. Archibald, Managing Editor; E. B. Bowles, Los Angeles; Paul Henry, New York City; Harold St. Leicester, New York; Hope Williams, New York. Cable address: "Québecou, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Post, District Editor. (PUBLISHED DAILY ON PICTURES ALMANAC, TELEVISION ALMANAC, FAMOUS, ENTERED AS THIRD-CLASS MATTER AT THE POST OFFICE AT NEW YORK, N. Y., UNDER ACT OF MARCH 3, 1879. SUBSCRIPTION RATES PER YEAR, $6 IN THE AMERICANS AND $12 FOREIGN. SINGLE COPIES, $1.00.)

Allied Artists

(Continued from page 2)

Film Ad Regulations

Cited in Compo Series

soon for the world premiere of the picture in New York.

Just completed is "Hell to Eternity," an Atlantic-Toeis production, and Goldstein will apply the box office potential of this film for which a late summer release is planned.

Goldstein will also report on "I Passed Through," a Walter Wanger production at the Palace Theatre, Cleveland, and soon to open at the Fox, Philadelphia; Roosevelt, Chicago; and Falls State, Detroit. "On the strength of its initial performances," he says, "this is certain to be a top Allied Artists grosser."

For "Raymire," prospects are also high, according to W. Lee Wilding, "Bluebeard's Ten Honeymooners," both of which will be in release shortly.

Confining his talks to pictures already completed and currently scheduled for release, Goldstein will leave to Steve Brody, Allied Artists president, the announcement of future productions for which plans have been completed, as well as stories and pictures under consideration. Brody will address the gathering on Saturday. He will arrive tomorrow.

Col. Executives Will Meet in D.C. Next Week

Six Columbia Pictures sales executives will leave here over the weekend for Washington, D. C., to attend the first of a series of three sales meetings on Monday and Tuesday at the Sheraton Hotel.

Leaving from here are Rube Jacker, vice-president and general sales manager, who will chair the sessions; Milt Goodman, assistant general sales manager; Vincent M. Borelli, sales co-ordinator; Joseph Frechette, administrative assistant to the general sales manager; H. C. Kain, exchange operations manager; and Saul Trauner, New York branch manager.

S.W. Corp. Dividend 30c

The board of directors of Stanley Warner Corp. has declared a dividend of 30c per share on the common stock of record May 25 to stockholders of record May 9.

Alex Harris

(Continued from page 1)

ship has my complete and hearted support as well as each of our home office executives, Biddle Adler and his staff here.

Norris first worked at 20th company's Washingon, D.C. He subsequently served as a of that branch, as Atlantic and Central-Canadian Division and was named assistant sales manager in April, 1939.

In his post as assistant sales manager Norris had directed the company's policies for such specialty-20th Fox attractions as "South and the current "Can-Can."

Skouras praised Harris, going on 27 major films into "to the faithful service he formed for the film company past 25 years."

Harris was named 20th Fox as a poster clerk in the San Francisco branch and subsequently on San Francisco branch manager Angeles branch manager, hon rep for the western sales manager. The sales man was named general sales man Mr. Skouras in 1956.

Harrison is currently vac on the West Coast.

Para. Sales Meet Concludes on Coas

From THE DAILY TELEGRAPH

HOLLYWOOD, April 2—Mount pictures' first national session in ten years, highl the announcement that the "B" class will be under advisement within the next 18 mont to a close at the studio here b with the theme of "Success in the Sale of the Film."

Key executives of the co-production, home office, home and Canadian organizations were the Paramount studios with the sales and plans on an augmented distribution program.

Officials Returning

Returning to New York Barney Balaban, president; William vice-president in world sales; vice-president.

Rickman, Sidney Deneau Row; Martin Davis, nation tising, publicity and exploitative; Edward Friedman, assistant manager.

Other office executive executiv to New York How Ives, assistant editor; Wertheim, Chas, U.S. and C manager for Cecil B. DeMille Ten Commandments'; E. Berry, assistant to Owen; Jass assistant to DeMae and Albe editor of Paramount World.
"PAY OR DIE" the Borgnine-starrer will be another money-maker for Allied Artists!

IT COMBINES THE HEART OF 'MARTY' AND THE GUTS OF 'AL CAPONE!'...and introes a new star, Zohra Lampert..."

—ARMY ARCHERD

The Allied Artists Sales Department meeting today in Chicago will see "PAY OR DIE" and hear the news about all the other BIG ONES coming from Allied Artists!
Cost of Pay-TV
System Cited In Stipulation

(Continued from page 1)

the stipulation secret and was sustained by the Commissioner, when Purcell asked for a ruling on the point.

Initial Cost $2.9 Million

Costs of installing a wired-pay-TV system are high, according to the stipulation, and on this basis of 50 per cent acceptance by homes in a densely populated area, starting with 20,000 subscribers and increasing by 7,500 monthly, it is estimated by Fox to require a call for an outlay of $2.9 million, increasing at the rate of $622,500 monthly. It would cost $9,747,700 to service 102,500 subscribers. Costs would be sharply higher. Actually, it is stipulated that $13 million would be needed to reach these 102,500 subscribers since there are other capital requirements not reflected in the $9-million-plus figure.

Seeks Shows Not Now on TV

The stipulation observes that any pay-TV system "will fail to have any commercial value unless it offers . . . programs of a type not available on 'free TV.'" It notes that Fox had been in contact with potential program sources and stated: "To name one of the questions which hinges upon the ability of Fox to get a 'pay-TV system into operation of a nature sufficient in the long run to insures greater rewards to the originator of such programs than presently available to them through existing methods of distribution." It goes on to say that "funds, not presently available, may be required to capture various programs for pay-TV."

Financing operations and spending by Fox as Skytron's licensee is looked

May Bar Baseball Pay-TV From New Stadium Here

Pay-TV of the baseball games to be played at the new third major baseball league stadium to be built in Flushing, Queens, New York, should be prohibited, Abe Stark, City Council president, declared here yesterday. He asked that a provision to this effect be adopted by the city's Board of Estimate when it orders that formal plans be drawn for the $15,000,000 stadium, which will seat 55,000 persons.

Skiatron Deal Seen in Week, S.E.C. Is Told

Company Calls For Contract Chief Asses

Skiatron's deal with the SEC was reported to be in the last week, according to a source close to the SEC. Purcell is expected to make a ruling on the deal within the next week. The SEC is expected to issue a public statement regarding the deal.

The deal is expected to bring $750,000 to Skiatron, who is currently in negotiations with several major television networks. The deal is expected to be finalized within the next few days.

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Eastman Kodak Looks To Go 1960 Results

Sales and earnings of Eastman Kodak Co. in 1960 will compare favorably with those of 1959 if there is no general business downturn, Thomas J. Hargrave, chairman, told the company's annual meeting of stockholders in Rochester, N.Y., this week.

In 1959 Eastman had earnings of $214,680,064, or $3.23 a share on sales of $914,100,600.

Hargrave forecast that sales, which have already been cut in the first quarter, will be $1,200,000,000, with earnings of from $3.50 to $4.00 a share.

N.Y. Withholding Tax (Continued from page 1)

making highly remunerative one-time appearances in New York State.

Closing a hole in the present tax statute, the measure provides that entertainers, boxers and others who have earnings in New York as a result of contracts for personal services shall be considered employed. Film stars filling one-shot television dates will be among those affected.

The legislation, introduced March 15 and finally approved March 31, sets forth a tax for the withdrawal of collecting personal income tax or wages at the source, any person having control, receipt, custody, disposal or payment of compensation taxable and earned by a non-resident for personal service shall be deemed an employer.

It further provides that any compensation subject to personal income taxes and earned by a non-resident for personal services shall be wages: non-residents entitled to compensation subject to personal income tax and earned by a non-resident, the personal service shall be held an employee.

The State Commission will draw rules to ensure that it shares in these earnings by withholding the payroll of such employees. The bill becomes effective immediately.

U. S. Starts Rebuttal (Continued from page 1)

John Leo, former sales manager, whose testimony, the government claimed, could be worth $50,000,000 to the defense in the trial by seven television executives called by the prosecution. Leo denied that statements made by the earlier witnesses were true, and added that he telegraphed stations around the country informing them of his film sales policy.

Another witness, Seymour M. Peyer, vice-president and general counsel for United Artists Corp., was accepted by the court as an expert on licensing films to television, despite government objections. He said company policy was to sell as many or as few films as stations desired, and he remarked that generally stations needed and wanted as many films as they could get.

Merritt Coleman has been appointed CBS-TV network vice-president and business manager, talent and contract properties, in Hollywood, succeeding Philip Feldman, who is leaving to join Broadcast Management, Inc., as executive vice-president. Salvatore Iannucci has been named to succeed Coleman as director of business affairs for the CBS-TV network.

Hugh Graham, newly-appointed director of live operations for the CBS television network, has announced the following appointments in the network's operations department:

James Heisen, formerly director, West Coast live operations, will switch to New York as assistant director of live operations. Robert Hennessey, formerly director of financial services, will become director of studio operations. Robert M. Hamer, formerly technical manager of recording services, will assume duties as manager of technical planning.

Philip Luttinger has been named assistant director of research for the CBS television network. He has been research projects supervisor since he joined CBS in March, 1959.

Filmed 'Macbeth' Set For Hallmark Series

George Schaefer has announced that he will produce and direct a two-hour television production of Shakespeare's "Macbeth" on location in England and Scotland this summer for showing in color on the NBC-TV Hallmark Hall of Fame series during the 1960-61 season.

Reported to be the first two-hour dramatic "special" to be done abroad specifically for TV, the program will star Maurice Evans in the title role and Dame Judith Anderson as Lady Macbeth. Miss Anderson won an "Emmy" award for her characterization of Lady Macbeth in a live production of the same play sponsored by Hallmark in 1954. Previously, the Hallmark series has presented six Shakespearean plays, beginning with a two-hour "Hamlet" in 1953. Schaefer has directed five of the productions, including this past season's "The Tempest."
NTT Division Heads End Their Meet Today

From THE DAILY Bureau

HOLLYWOOD, April 28 — Reviewing consolidation problems of its Intermountain and Midwest divisions, as well as Pacific Coast operations from San Diego to Seattle, also plans to stretch playing time to relieve the current shortage of product, National Theatres and Television, Inc., is currently conducting a division managers meeting in which ends tomorrow at the company’s Beverly Hills home offices.

Leve Chairman

The meetings, presided over by M. Spencer Leve, vice-president in charge of theatre operations, will continue on a local basis in Los Angeles, San Francisco and Denver in June.

Among those sitting in on the sessions are division managers, William Thedford, Pacific Coast area; Robert Selig, Intermountain-Midwest area; and aides M.A. Lundgren and Bob Smith of Los Angeles; as well as N&T film buyers and bookers headed by Cordon Hewitt.

John Kerr Keynoter at Goldwyn Awards Fete

From THE DAILY Bureau

LOS ANGELES, April 28 — The Theatre Arts Division of the University of California at Los Angeles today announced the selection of stage and screen star John Kerr as the keynote speaker for sixth annual Samuel Goldwyn Creative Writing Awards presentation scheduled for UCLA on May 4.

Dr. George Savage of UCLA, chairman of event, said the university had selected the 28-year-old actor "as the ideal person to speak to the students," as Kerr has received his Bachelor of Arts degree from Harvard and his master’s degree in Russian literature from Columbia.

Goldwyn Address Rated

Goldwyn will also speak at the event and personally present the creative writing awards to winning UCLA writers.

Othello' Opens May 15 At the Playhouse Here

The American premiere of "Othello," made in the U.S.S.R. and distributed here by Universal-International as part of the cultural exchange, will take place at the 55th Street Playhouse here on Sunday evening, May 15.

Ellis Acquires ‘Day’

Ellis Films announces the acquisition of “The Great Day,” a Spanish film soon to be released here, starring the boy actor, Miguelito Gil and made by the writer-director team, Vicente Escriva and Rafael Gil.

David in L. A. Bow

LOS ANGELES. April 28—“David and Bathsheba,” 20th-Fox re-release being launched with a special new campaign, opened in 40 theatres in this area today.

FIDO Report

(Continued from page 1)

able to stay in a strong financial position and make other large-scale film purchases as opportunity arises.

At the present time FIDO has an annual income of over £400,000 which comes from a levy on exhibitors.

See as Reply to Critics

The trade viewed the report today as a strong reply from FIDO to its critics who have claimed the organization is not doing a good job in keeping films off TV. At the same time the deal with British Lion revealed producers were given a "fair and equitable" price for their TV rights. Exhibitors hope the company will reinvest its proceeds in future film production.

Barr Named Interstate Adv.-Pub. Director

Special to THE DAILY

DALLAS, April 28—Executives of Intermountain Circuit, Inc. and Texas Consolidated Theatres today announced the appointment of Francis Barr as director of advertising and publicity for the theatre chain, and named the long-time head of the department, Frank O. Starz, advertising and publicity director emeritus. The announcement was made jointly by Raymond Wilke, vice-president and general manager of Intermountain Circuit, Inc., and W. E. (Bill) Mitchell, vice-president and general manager of Texas Consolidated Theatres. The change is effective May 1.

In the Post for 37 Years

Starz, who has been in charge of the department for 37 years, will function in an advisory capacity for the circuit and handle public relations activities. Barr, with Interstate 27 years, has been assistant to Starz for the past six years.

N. C. Drive-in to Open

CHARLOTTE, April 28—The Fox Drive-in Theatre will open here about May 15 on the site of the former North 21 Drive-in. The theatre will boast the largest screen in Charlotte, will have new projection and sound equipment, new concession and lounge rooms for patrons and a new marquee. It will accommodate about 400 automobiles and will be operated by H. B. Metzelman.

Approve Amendme

Foreign Investmen

From THE DAILY Bureau

WASHINGTON, April 2—Ways and Means committee formally approved the amend made last week to the foreign commitment act, H.R. 5.

The changes would limit tax-deferral provisions to earned and reinvested in loosed countries. The “gross” respect to dividend income deferring foreign business cor; would be eliminated. Films to qualify would have to pay a $1,000 tax, which would be required to meet the standards of the foreign cor, which they operate.

Boston Cinema Lo Sets Installation Fe

Special to THE DAILY

BOSTON, April 28—The installation of officers and directors of the Boston Cinema Lodge Brith for the 1960-61 season held last Thursday night. At the Hotel Statler Roof, it has been announced that Schwartzberg of American Corp., chairman. His committee comprises Louis George of Riff," and "Hollywood" and "Bonds West."
WGA-W Rejects Offer Of TV Film Makers

From THE DAILY Bureau

HOLLYWOOD, May 1. — The Writers Guild of America, West, has rejected proposals made by seven television film companies, who were joined in an eleventh hour move by 16 members of the Alliance of Television Film Producers before the guild members.

(Continued on page 3)

87th SMPT Convention Opens Today; New Techniques for Films, TV Is Theme

From THE DAILY Bureau

HOLLYWOOD, May 1.—Members of the Society of Motion Picture and Television Engineers began arriving here at the weekend for their 87th semi-annual convention at the Ambassador Hotel. Registration was held today; sessions begin tomorrow and continue through Friday.

Theme of the meeting is "New Technique for Films, Television and Video Tape."

More than 1,000 scientific representatives from the East and West will be on hand to hear the results of research developments reported in some 50 special papers, as well as shown in the 5,000 square feet of exhibit space featuring new equipment. Among the scientists scheduled for talks are Krafft A. Ehricke of Convair Astronautics and an associate in the development of the German V-2, whose subject is "Photoreconnaissance of Our Solar System;" a team of scientists from Japan, Norkazu Sawazuki, Motof Yagi, Masahiro Iwasaki, Genya Inada, and Rakuma Tamaoki, reporting on their new precision videotape recording system; Cyril Teed of Marconi Wireless in England discussing the operation of a new image.

Blonder-Tongue Pay TV Seeks Community Units

A low cost system of subscription television developed by Blonder-Tongue Laboratories, Newark, N. J., electronics manufacturer, is being offered to community antennas and master TV systems in the U. S. and Canada. I. S. Blonder, chairman, revealed at the weekend.

Blonder claimed the system represents the simplest and most economical approach for... (Continued on page 6)

N. Y. Censors Made Fewer Deletions In Films for 1959-60 Than Previous Year

New York State's Motion Picture Division, for its fiscal year ending March 31, 1960, ordered fewer eliminations from the 1,094 films submitted for original licenses than it did during the 1958-59 period when 57 deletions were ordered. It was revealed here Friday by Louis Pesce, director of the Motion Picture Division of the State Department of Education.

In releasing further data from the nearly-completed state annual censorship report, Pesce said that the exact elimination figure for the year ended this past March 31 is presently unavailable, although it is certain to fall below the previous total. He said he was encouraged by the drop, however small it may turn out to be.

Last year only one film, an inde... (Continued on page 3)
**PERSONAL MENTION**

F. J. A. Mccarthy, Universal Pictures' assistant general sales manager and sales director of "Spartacus," and Jefferson Livingston, executive coordinator of sales and advertising, have left here for Minneapolis, St. Louis, Dallas and Houston.


Mrs. Henry Lazarus, owner of Lazarus Theatres, New Orleans, has left here with a companion for a four-month tour of Europe.

George Stevens, producer-director, has left New York for Rome and the Holy Land.

Richard Brooks, director-writer, has arrived in New York from Chicago and the Coast.

Frank Capra has returned to the Coast from New York.

**Col. Appoints Kohn**

Howard E. Kohn, national road show manager for Samuel Goldwyn's "Torgy and Bess," has been named world-wide publicity coordinator for the Columbia Pictures release, it was announced by Jonas Rosenfield, Jr., Columbia executive in charge of advertising, publicity and exploitation. Kohn will serve under Rosenfield's direction.

**Tent 35 Meet May 11**

New York Variety Tent No. 35 has scheduled a special membership buyout meeting for May 11 at the Hotel Pelcardi. Chief barker Harry Brandt said plans which the Tent has in preparation will be described to the barkers.

**Broidy Sets 14**

(Continued from page 1)

peal. Among pictures announced was "Billy Budd," the Herman Melville story, starring Robert Ryan, Peter Ustinov and another important player. It will be the first production of Ronald Lubin, former MCA vice-president, and Milard Kaufman, writer, Ustinov, in addition to starring in the direct, Broidy said the starting date of "Billy Budd" hinges on the settlement of the Screen Writers Guild strike. "Red Head" is announced for early release in May is the "Plunderer," to star Jeff Chandler, John Saxon, Dolores Hart, James Westerfield and Jack C. Flippen, with Joseph Pevey producing and directing.

Broidy said negotiations have been finalized for Carlo Ponti to produce "The Capri Story" to star Sophia Loren under the direction of Georges Chakiris. Negotiations are underway for Burt Lancaster as the male star.

"Marco Polo" first in 70mm "Marco Polo" will be the company's first picture in 70mm. It is slated to start in September in the Orient with W. Lee Wilder producing.

Others on the schedule include a film based on the syndicated comic strip, "Doubt," to be produced by Albert Zusman, Samuel Bissel's and David Diamond's story of Arnold Rothstein, "The Big Bankroll," "The Great Raft Story, "Pearl Buck's "Big Wave," "Streets of Montecito," "Armed Command," "Crash Boat," "79 Park Avenue, "Confessions of an Opium Eater," and "Reckless, Pride of the Marines." Broidy also noted the recent completion of "Hell to Eternity," and said the program will not be "limited to any given number of pictures," but will include as many as are warranted.

**Bader Head of Durham International Films Here**

Special to THE DAILY

TORONTO, May 1—William C. Bader, president of Consolidated Durham Mining and Resources, Ltd., announced here that a separate company, to be known as Durham International Films, Inc., has been formed in the United States for the sole purpose of releasing pictures under the Durham banner. At the same time, Durham announced that David A. Bader, who heads a Durham television subsidiary in New York, will continue as president of both companies.

Bader is a veteran of the motion picture industry, having at various times been associated with Universal-International, 20th Century-Fox and the George Pat Studios. His theatrical interests include posts in New York, Hollywood and London, and until several months ago, he was vice-president of Astor Pictures, Inc.

The new company will buy films as well as act as exclusive sales representatives for producers in Hollywood and abroad. Plans to commence production in the works and will commence later.

**Harling West to Rally Anti-Pay TV Support**

Philip F. Harling, chairman of the Anti-Toll-TV Committee of Theatre Owners of America, and of the industry Joint Committee on Toll-TV, is in Los Angeles today for meetings with exhibitors here, as part of his nationwide campaign to ban all forms of Toll-TV.

Harling will discuss the efforts his committee will undertake to secure passage of the Harris Bills—House Joint Resolution 130 and House Resolution 6245, both of which seek to place cable-TV under the same restrictions for testing purposes as are now exercised by the Federal Communications Commission over broadcast toll-TV.

From Los Angeles he will go to San Francisco to work with the exhibitors on setting up West Coast committees to obtain support for the bills.

**Erick Peterson Heads Mountain States Unit**

Special to THE DAILY

SALT LAKE CITY, May L—Erick Peterson, of the Motor Vue Drive-in Theatre here, has been elected president of the Mountain States Theatre Association. He succeeds J. N. Krier, vice-president and general manager of Intermountain Theatres, with headquarters here. The association is an affiliate of Theatre Owners of America.

Other officers elected by NISTA are: vice-president, John Denman, of In-

**Kurtzman Named Of Mirisch Picture**

From THE DAILY BUREAUS of Hollywood, May 1—Kurtzman has been named first vice-chairman of the Independent Film Producers Association. Kurtzman, a Los Angeles attorney, who has been resident court of the Mirisch corporation for more than two years, is now taking over the duties of his new office immediately and will be graduated from the University of California Law School.

Ten Direct (Continued from page 1)

company officers during the period ended Dec. 26, 1959, was the only charge at the Hanover Park Theatre. Company officers received more than $30,000 in wages. Skouras, $176,707; $83,395; Joseph H. Moskowitz, $970; Murray Silverstone, $121,982; and Moskowitz, $241,115; and all officers and as a group, $96,440.

In April and May, 1959, there were 11 direct or indirect exercises to purchase shares of its stock, as follows: John B. Cod (price, $22.5); Charles Eind (235); D. A. Henderson (222); James G. Kelly, 1.2; C. E. McCarthy, comptroll (243); and J. H. Moskowitz (235). During that period the market price ranged from 38 to 12 per cent.

**Lehman Fee Reveals**

The statement also notes that an Bros., of which board Robert Lehman is general partner, received a fee of $45,000 for services rendered in connection with the May 20, 1959, exchange of per cent notes aggregating $2 million with Metropolitan Life Insurance Co. Out of the proceeds, $15,500 was used to retire bank loans of $5,000,000.

In November, 1959, the borrowed $3,500,000 to acquire vision station KMSP in Minneapolis, and has an interest at 5% and is due serially over a five-year period.
-In Circuit Seeks Register Stock

THE DAILY BERNER

WINTON, May 1. - Mid-

Theatres, Inc., of Bos-

ton, bought the Securities

and Com-

mission to register 150-

00 shares of com-

pany stock. Of these

shares, 130,000 will be offered by the

company and 20,000 are outstanding

and will be offered by the present

marketing will be through a

underwriting by New York

bankers, Jackson & Curtis, at a

named later.

It is plans to change its name

to Drive-In Corp. It now op-


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ship vote was taken at Beverly Hilton

Hotel late last week. The proposals,

which were recommended for ac-

ceptance by the guild's council here

were defeated by vote of 200-145. The

ession here differed from the guild's

Eastern vote, which accepted the

posals which would have ended the

strike.

The guild's East-West branch's

split on acceptance of the proposals

may require a national referendum,

a guild spokesman here said.

SPG to Meet Today

HOLLYWOOD, May 1. - The

annual members' meeting and elec-

tions of the Screen Producers

Guild will be held Monday night in

the Beverly Hilton Hotel here.

DGA Nominates 4 Films

as First Quarter's Best

HOLLYWOOD, May 1. - Of 37

features released in Los Angeles dur-

ing the first quarter of this year, the

following four films were nominated

by mail ballot to 2,300 members

of Directors Guild of America for the

guild's first quarter's best out-

standing directorial achievement:

"Can-Can," "Home from the Hill," "Our Man in Havana" and "Sink the

Bismarck."

N. Y. Censors

(Continued from page 1)

pendently-produced American pic-

ture, was banned in toto by the state.

Pesci declined to state this film's

title, because, he said, unless a dis-

tributor disputes such a decision the

state takes no public action. During

1956-57, 90 films were banned.

Figures from the forthcoming cen-

sorship report also point up the

steady increase of foreign films—featu-

res and shorts—under the \"20th\"

Licenses. Last year 680 of the 1,094

pictures licensed for state seals were

from abroad, as compared with 608

the year before.

Total fees collected last year for

original and duplicate license seals

were $388,477. Only 23 features and

seven shorts out of the 680 foreign

films were submitted for, and received,

Motion Picture Association approval,

Pesci said.

He predicted that for the fiscal year

ending next March 31 at least as

many international pictures will be sub-

mitted for State licenses, largely be-

cause more English-dubbed picture

is being imported into the U.S.

Breakdown by Countries

The breakdown by countries of

films licensed by New York follows:

Hong Kong (Chinese language),

117; China, 2; Japan, 75; France, 74;


Sweden, 13; Australia, 9; Spain, 8;

Canada, 7; Holland, Denmark and

Austria, 6 each; Africa, exclusive of

Egypt and Libya, 5; Egypt, Ireland,

Poland and Albania, 4 each, Nor-

way, the Philippines, Switzerland

and Puerto Rico, 3 each; Argentina,

Israel and New Zealand, 2 each.

The state also licensed one film

from each of the following countries:

Indonesia, India, Finland, Lapland,

Barna, Cuba, New Guinea, Dutch

Indies, Morocco, Formosa, Brazil, Libya

and Channel Islands.

End Bells' Meetings

Metro - Goldwyn - Mayer's field

press representatives from the United

States and 20 films were banded in a

series of meetings here at the weekend

on the promotion and advertising cam-

paign for the July 4 launching of "Bells Are Ringing." They met with

producer Arthur Freed, director Vin-

cente Minnelli, and home office exec-

utives.
**SMPTE EXHIBITS**

Companies displaying equipment, and floor plan of booths, at convention of Society of Motion Picture and Television Engineers, Ambassador Hotel, Los Angeles, May 1-6.

**HOURS EXHIBITS ARE OPEN:**
- **MONDAY:** 2:30 - 8:00
- **TUESDAY:** 11:00 - 8:00
- **WEDNESDAY:** 9:30 - 4:00
- **THURSDAY:** 11:00 - 8:00

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**AGENT FOR THE SALE and DISTRIBUTION OF EASTMAN PROFESSIONAL MOTION PICTURE and TELEVISION FILM**

**W. J. GERMAN INC.**

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IS 4 WAYS BETTER THAN RICE CRYSTALS

1. Less weight to lift... less than 3/5 weight per bag in a total mix
2. Stacks more easily and evenly... takes up less storage space
3. No hot water needed—Fixer bath mixed at normal working temperature.
4. Lower shipping costs... saves over 1/3 of the usual motor freight cost.

ANHYDROUS HYPO (ANHYDROUS SODIUM THIODIOXYPHOSPHATE) PHOTO GRANULAR

64 LBS. NET WEIGHT

PHILIP A. HUNT COMPANY
PALISADES PARK, N.J.

FOR SUPERIOR RESULTS AROUND THE CLOCK USE HUNT GRAPHIC ARTS CHEMICALS

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In Canada: Philip A. Hunt Company (Canada) Ltd., 207 Queen's Quay West, Toronto
87th SMPTE Convention Opens Today

(Continued from page 1)

orthian cameras and Fred Oran of France, producer of "Mr. Hulot's Holiday" and "My Uncle."

Other reports significant in the fields of motion picture and television will be the paper by W. E. Glenn of the General Electric Research Lab who will for the first time on the coast describe the new electronic plastic film he developed; Robert J. Roman, John W. Mortar and Robert R. Johnson of Eastman Kodak who will tell of a new sound projector utilizing 8mm film for widespread amateur use; and several papers on new high speed film and video-tape for use in satellite and astronomical exploration.

Ken Mason in the Chair

Dr. Nordwood Simmons, president of the SMPTE, will call the first session of the convention to order at 10 A.M. tomorrow and then turn the gavel over to the chairman Ken Mason and vice-chairman John Ditamore for a general session on technical papers involving new equipment and film problems. He will also preside at the get-together luncheon at noon with producer Stanley Kramer delivering the keynote address, "Ideas in Motion Pictures" and TV producer-star Art Linkletter providing entertainment.

In his opening address tomorrow, Simmons will emphasize the extent and the result of this nation's great activity in space exploration, pointing to the fact that we stand on the threshold of a space "epoch," comparable in terms of man's achievement to his discovery of the wheel and his invention of the printing press. The wheel freed the body of man from the labor of the stone age; the printing press resulted in the opening of his mind to the Renaissance.

Whether we meet this challenge of the space age, Simmons feels, depends upon the world's appreciation of research, and upon our efforts to learn the facts and to interpret them correctly.

Points to 'New Frontiers'

It is Simmons' considered opinion that the SMPTE must play an important part in meeting this challenge, and that upon its members falls the task of recording and imaging the new frontiers which will be explored. Ways must be devised, he feels, for bringing back the new discoveries quickly, correctly and efficiently.

"We must make certain," Simmons will say, "that the space age is not merely a grandiose Fourth of July celebration . . . or a parade of lights in the heavens. We must be sure we get all the information which the new age is making available to us, and that it is brought back for analysis, interpretation and application so that man may successfully study the secrets of the Universe for his continued improvement."

Other convention sessions with the chairmen are: Monday afternoon, acoustics and sound, Frank Portus, and vice-chairman, Edward Ancona; Monday night, optics and images, chairman Alan Gundelfinger, and vice-chairman, John Kiel; 9:15 A.M., Tuesday, instrumentation in the space age, chairman Carlos Blumer, and vice-chairman, Robert Shee3; 2:15 P.M., Tuesday, television technology, chairman Lloyd Goldsmith and vice-chairman John P. Delange; 9 A.M., Wednesday, equipment papers and demonstrations, chairman Harry Teitelbaum, and vice-chairman James Wassell; 1:15 P.M., Wednesday, photographic materials and equipment, chairman Vaughan Shaner, and vice-chairman Richard Martin.

Laboratory Discussion Thursday

At 9 A.M., Thursday, laboratory practice, chairman Edward Reichard, and vice-chairman, Harvey Gausman; 1:30 P.M., Thursday, television recording, chairman Edward Benham, and vice-chairman Oscar F. Weeck; 7:30 P.M., Thursday, television recording, chairman Ralph Lovell, and vice-chairman Elliot Bliss; 9 A.M., Friday, training personnel for television and motion pictures, chairman Robert Wagner, and vice-chairman Bernard Simons; 2:30 P.M., Friday, television equipment and practices, chairman Theodore Grenier, and vice-chairman John J. De Muth.

In addition to the technical aspects of the convention, the arrangements committee headed by Robert G. Huford has planned an elaborate entertainment program for the delegates including the cocktail party and banquet at the Ambassador Wednesday night. It will feature Hawaiian entertainment at the poolside cocktail party and opening night of Giselle MacKenzie at the Coconut Grove with Freddie Martin's orchestra.

Wives of the delegates will be given a tour of Los Angeles, a visit and luncheon at the Paramount Studios, a trip to Disneyland and lunch at the Hotel, and a tour of CBS Television studios and Farmers Market.

The convention ends Friday night with a special showing of "Ben Hur" at the Metro-Goldwyn-Mayer studios. Models of the Pioneer V and Explorer VI satellites from space technical laboratories will be light of the exhibit area of new equipment and TV and motion picture processes which opens tomorrow afternoon under the direction of chairman Teitelbaum.

The 43 booths, spouting from the latest technical firms, occupy 5,000 square feet of the bassett's Sunset Room.

Conuation vice-president of SMPTE is Reid H. Ray of St. John's Minn. Herbert Farmer of the city of Southern California Cine- department is chairman of the cotte heading the technical pagram with William Gebhart of General Films assisting with motorex short subjects.

Large Local Arrangements Committee

The Los Angeles local arrangement committee consists of: Robert Hufford, Eastman and Ralph Lovell, KREE, vice-chairmen; exhibits, Harry Teitelbaum; Hollywood Films Company; by Walter L. Farley, Jr. Eastman; hospitality, Ted Grenier; all hotels, Dennis Godfrey, W. J. Inc.; ladies programs, Mrs. Hufford and Mrs. Norwood Si luncheon, Alan Gundelfinger, color membership, Harry L. projection, Don Kloepfel; Films; public address and rec William Stutz, Magnavue; Jack M. Goetz, Consolidated; Arthur Jacobs; Wrather Productions with creamer, General Films, vic man; transportation, Russell General Films; auditors, Bieh rgers, Consolidated Film Inc. and A. B. Johnson, Patha; uative assistants, Edward P. NBC-TV; Robert W. Bishop, L. Kodak, and Howard Bell, Mor rison.

Under Farmer and Geb

The technical papers pro the hands of Herbert Farmer University of Southern Californ's department with Williams of General Films assisting will picture short subjects.
EKC Black-and-White Film Has Faster Speed of Plus-X Negative Type

ESTER, N.Y., May 1.—A new black-and-white motion picture film, the speed of the present Eastman Plus-X Negative Film and the same grain has been announced by Eastman Kodak Company here.

Eastman Double-X Panchromatic Negative Film, Types 5222 and 7222 (16mm), combines speed necessary for photography under adverse lighting conditions with grain, high definition and color fidelity of Eastman Plus-X Pan-Negative Film, now widely used for a standard production film for theatrical motion picture and in a series work, the announce-

The increased speed of the film gives the cameraman added ability to photograph scenes with less light, lest there be carryover or screen definition, or grain pointed out.

Recommended exposure index for day photography is about three times as fast as Eastman Plus-X Panchromatic Film (daylight 80). tungsten photography is about three times as fast as Eastman Plus-X Panchromatic Film (daylight 80).

The new film should find considerable application, particularly on some of the larger, more difficult to light stages and in scenes where depth of field calls for lighting at a high illumination level.

"Some savings will be realized in the reduced power required to light sets adequately," he added.

According to Kodak, no particular problem is anticipated in intercutting of scenes photographed on Double-X with footage made on somewhat finer grain films.

Introduced at SMPTE Meet

The film was introduced today at the national convention of the Society of Motion Picture and Television Engineers in Hollywood. Rolls will be available in the 100, 200, 400 and 1,200 foot widths in the 16mm size and 100, 200, 400, 1,000 and 2,000 foot widths in the 35mm size.

New Double-X Film, Type 5222, and Type 7222, will be limited in supply until expanding production makes possible offering the new film as a regular product.

Blondie-Tongue

(Continued from page 1)

pay-TV, as well as for bringing other non-entertainment programming such as educational, science, medical and civilian defense to pre-selected audiences." He said the system is inexpensive to install for test areas and that the necessary equipment is available now. The estimated cost of putting a system into operation using present master TV facilities is an equipment cost of $25 for each set plus installation costs of $5 per set.

Community Antenna Unnecessary

It was noted that the system also can be used where there is no master or community antenna system, but the cost would be higher. No programming has been developed for the system, hence this would be the responsibility of those employing it.

Video Independent Theatres of Oklahoma City recently disclosed that it had applied for Telemeter pay-TV franchises for areas in which it now operates community antenna systems and elsewhere.

Mood Music Library

Sixth Edition Issued

Tommy Valentino's Major Mood Music Library has recently released the sixth edition of their new mood music background catalogue. The library, which consists of 25 hours of recorded music, is constantly being added to with an additional hour of music released every week.

The recordings are suitable for all types of motion picture and video productions.
AVOID

Hygroscopicity*

WITH

TROPI-PAK®

PROTECTIVE LINERS

*To Webster it meant—the property of readily absorbing and retaining moisture

To our industry, “Hygroscopicity” means trouble... trouble due to the fact that chemicals decompose and cake rapidly upon exposure to moisture.

We at L. B. RUSSELL CHEMICALS are proud that we have found the solution to this problem and can create a “Hygroscopicity-proof” lab with RUSSELL’S TROPI-PAK lined photographic chemicals—PH4 chemicals, which meet the Specifications of the American Standards Association.

TROPI-PAK, the heavy-duty Polyethylene liner, prevents Airborne Contamination, keeps out Harmful Moisture, insures that RUSSELL chemicals remain undecomposed—“Photo Grade.”

So!!! If you want processing insurance at no additional cost use RUSSELL TROPI-PAK protected chemicals.

L. B. RUSSELL CHEMICALS

14-33 31st Avenue • Long Island City 6, New York

West Coast: 1025 North Highland Avenue, Los Angeles, Calif.

Canada: L. B. RUSSELL CHEMICALS (CANADA) LTD.

77 Crockford Boulevard, Scarborough, Ontario
Exciting and Challenging' Outlook For Industry Is Seen by John Davis

By WILLIAM PAY

LONDON, May 2.—An optimistic viewpoint is expressed by John Davis, managing director of the Rank Organisation, in an article in the influential Financial Times entitled "The Outlook for the Film Industry," which he sums up as "exciting and challenging.

"The abolition of entertainments tax drops the last veil and the industry is now on its own," Davis writes. "It will live or die according to its ability to compete fairly and squarely with other attractions. If there is failure now it will be at no one's door but its own."

A further reduction in the number of cinemas operating here is inevitable in order to restore equilibrium and yield a more satisfactory profit return on the heavy capital investment, he predicts. Rationalisation, he continues, should have been tackled.

(Continued on page 6)

The 'Controversial' Film Is Defended by Kramer

By SAMUEL D. BERNS

Hollywood, May 2.—Stanley Kramer today gave strong testimony to his individualism as an independent producer in a dramatic extemporeous talk, as principal speaker at the luncheon marking the opening day of the 87th semi-annual convention of the Society of Motion Picture and Television Engineers in the ballroom of Ambassador Hotel.

Kramer, teting his remarks before the capacity crowd of engineers which included representatives from Japan, Mexico and Germany, to statements that the world is moving forward with.

(Continued on page 6)

Triangle and Affiliated Merge Conn. Operations

Special to THE DAILY

BALTIMORE, May 2.—Reduced admission prices are in effect at all Baltimore's downtown, first-run theatres with the exception of two houses where "Ben-Hur" and "Windjammer" are on a road show basis.

One dollar is the top price Monday.

(Continued on page 6)

\textbf{Cost Cited}\\ Savarese Bill Is Vetoed By Rockefeller\\ But Door Held Open for New Measure Next Year

Special to THE DAILY

ALBANY, N. Y., May 2.—Governor Nelson Rockefeller vetoed the Savarese-Marchi film license fees bill. It would have increased the rate from $3 to $4 per thousand feet on original films licensed by the state Education Department's Motion Picture Division, but would have reduced the charge on prints from $2 per thousand feet to $0.50 for each additional "entire copy."

Although disapproving and giving (Continued on page 6)

\textbf{Columbia to Release}\\ 15 Films in 4 Months

From THE DAILY Bureau

WASHINGTON, May 2.—Columbia Pictures will release 15 pictures in the next four months, Rube Jacker, vice-president and general sales manager, told division and branch managers of the company from the Eastern states and Canada today. The meeting is the first of a series of three regional sales conferences scheduled for this month.

The films will be backed with.

(Continued on page 2)

\textbf{Columbia to Re-Enter}\\ 16mm Field in Canada

Special to THE DAILY

TORONTO, May 2.—Columbia Pictures of Canada Ltd. will re-enter the 16mm distribution field. Start will be Sept. 1, according to Harvey Habnick, general manager.

It will sell all new releases available.

(Continued on page 2)
PERSONAL MENTION

EUGENE PICKER, president of Loew’s Theatres, has arrived in London on a trip that will take him also to Paris and the Cannes Film Festival.

FRANK MANZTEK, president of North Central Allied, Minneapolis, has returned to New York City.

ROBERT UNGERFELD, assistant to HERMAN KAAN, Universal Pictures executive in charge of national exploitation, has returned to New York following a short illness.

GERARD SIMON, Continental European supervisor for American International Export Corp., returned to New York yesterday from South Africa.

HAROLD WINTON, Puerto Rico manager for Columbia Pictures International, has returned to San Juan from New York.

JESSE CHINICH, Buena Vista Western sales manager, will leave here today for the Coast.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • C-4-6400
DORIS DAY • DAVID NIVEN
"PLEASE DON’T EAT THE DAISIES"
JAMES B. PIERCE • SPRING SYMPHONY • REGINALD HUNTON
THE MURPHY S. • ST. LOUIS CARNEGIE • AND THE MUSICAL FESTIVAL OF THE MUSICALS

M. P. Council Officers Set Pre-Conference Meet

From THE DAILY Beros

MILWAUKEE, May 2. — National officers of the Federation of Motion Picture Councils will convene here tomorrow in executive session prior to the sixth annual conference of the organization which takes place Wednesday and Thursday. Meetings will be held at the Hotel Pfister.

The Better Films Committee of Milwaukee County, Mrs. Irvin J. Haus, president, is the hostess Council.

The opening session on Wednesday will be addressed by Mr. Bert E. Gray Edwards, president of the Federation for the past two years; Mrs. Haus; Valentine Wells, executive secretary. Motion Picture Commission of the City of Milwaukee; and Mrs. Margaret G. Twyman, director of community relations, MPAA.

Ben Marcus Talk Scheduled

Ben Marcus, president, Marcus Theatres Management Co., Milwaukee, will be the featured speaker at the opening luncheon. He will discuss "The Role of Motion Pictures in Your Community."

Maurice Bergman, president, General Projects, Inc., New York, will address the dinner meeting. His subject will be "The New Motion Picture Business."

The program for Thursday will open with a morning panel presentation that will discuss the topics "Motion Picture Councils and Their Place in the Community." Mrs. Taylor M. Mills, representing the Larchmont-Manhassett Motion Picture Council, will serve as moderator; and the participants on the panel will be Mrs. Earl Seidlicht (Greater Detroit Motion Picture Council) "What Councils Are Doing About Advertising?"; Mrs. Gertrude B. Thomes (Cardinal Motion Picture Board of Review) "Council and Industry Relations"; and Mrs. William G. Sullivan (Motion Picture Council of Greater Cleveland) "What’s New in Your Community."

Nona White to Speak

The luncheon speaker on Thursday will be Miss Nona White, chairman of the board, Independent Theatre Owners of Arkansas, Little Rock. Miss White’s subject will be "Motion Picture Morale." The Awards Banquet Thursday evening will honor four outstanding films selected by the Federation of Motion Picture Councils as exceptional in specific and/or general categories. Universal-International’s "Operation Petticoat" will be honored as the best comedy of 1959. Dina Merrill, starred in the picture, will accept the award. M-G-M’s "Ben-Hur" will receive the best drama of 1959 award. Irving Tomback, M-G-M, Chicago, will accept the award. Honored for best family picture of 1959 will be Walt Advocates Atom Shelter

In New Theatres

All new motion picture theatres should be constructed with atomic shelters for the public, Dr. Edward Teller, closely associated with the development of the hydrogen bomb, told at weekend Democratic conference at the Democino Hotel here.

Taking a stand in favor of Federal financing of construction of atomic shelters as opposed to private construction recently advocated by Gov. Nelson Rockefeller of New York, Dr. Teller said other new construction in heavily populated areas also should include vaulters.

Croy Named Filmack Industrial Div. Head

Special to THE DAILY

CHICAGO, May 2. — Harlan P. Croy has been named production manager of the new expanded Filmack Industrial Film Division of Filmmac Productions, here, it was announced today by Irving Mack, president of the corporation. Mack said that the firm’s industrial division has quadrupled its sales in the last year, necessitating the appointment of a top-flight executive. Demand for motion picture slides and films by industrial manufacturers and distribution organizations is increasing enormously, he added.

Croy, former president and general manager of the Film Arts Productions, Milwaukee, joined Filmack Productions in August of 1959. He is a veteran of 18 years experience in producing and directing industrial films.

New Atlantia Film

Atlantis Films, Inc., has announced the release of its new film, "Sin and Desire," starring Françoise Arnoul, in sub-titled and English dubbed versions.

The film, of French origin, is scheduled for release the first week in May.

Disney Productions’ "The Shaggy Dog" and Harris Dullea’s BVC, its western manager, will accept the award. "Porgy and Bess," Samuel Goldwyn production released by Columbia Pictures, will be honored as best musical of 1959. Jonas Rosenfeld, Jr., Columbia Pictures advertising and publicity executive, New York, will accept this award in behalf of Coldwyn.

Call MPAA Board

For Thursday in N. Y.

The board of directors of the Motion Picture Association of America is scheduled to meet here Thursday morning. Eric Johnston, president of the board, will continue at the Chicago meeting. The month will be primarily concerned with aural cession of an undisclosed title.

Marcus Acquires S

MILWAUKEE, May 2. — Theatres Management, Inc., has six more theatres to the large in the state. Taken over are H.R. Milwaukee, formerly owned by Carl Colvin; the Rivoli, Colorado Springs, formerly operated by Unity T. the Hiway No. 57, Grafton, I. called the Fort Outdoor and Oren Donnelly; and Sonora, La Cordonovoc, a Unity house; Y-5, Oconomowoc Unity, Rialto at Kaukauna, another theatre.

Col. to Re-Enter

(Continued from page 1)

"Jungle" Bows Tame

The New York premiere of the Congo Jungle premiere was a successful one, the Palace Theatre, with leader diplomatic, political, social entertainment of the world at the Headline will be the death of Durche, currently Under-Secretary Special Affairs of the Nations, and the top repres of the Belgian Government St. Louis.

MOTION PICTURE DAILY Tuesday, May 3, 1959

Col. to Releas

(Continued from page 1) "blockbuster campaign" of the company employed first four months of this year.

Heading the list is "Song of the South," world premiere at Radio City Music Hall in mid-Summer.

Tells of Plans for 14


card in small-gauge versions. So Film Distributors, an Empire subsidiary, will continue its tribute product released under Columbia under its franchise.

MOTION PICTURE DAILY
A Towering Epic Of Love, War And Vengeance!
FROM THE MAKER OF WAR AND PEACE!

FIVE BRANDED WOMEN

ANGANO - MILES - BEL GEDDES - MOREAU - BASEHART - GUARDINO - FORREST - NICOL - GRAVINA

Produced by DINO DE LAURENTIIS - Directed by RITT
Screenplay by IVO PERILLI - Based on a novel by UGO PIRRO

KEEP YOUR EYE ON THE FIRST BIG DATES
COAST-TO-COAST STARTING MAY 11th!

"Branded" Is Backed By That Special Brand Of All-Media Showmanship From PARAMOUNT
Television Today

Networks Accept Hike In Television Code Fee

From THE DAILY Bureaus

WASHINGTON, May 2. — The three television networks have whole-heartedly agreed to increase their yearly Television Code subscription fee by 500 cents per annum to permit expansion of Code activities, the National Association of Broadcasters announced.

The NAB said the increase for each network—American Broadcasting Co., Columbia Broadcasting System, National Broadcasting Co.—from $1,500 to $10,000 a year was "a significant action to strengthen the industry's self-regulatory procedures."

Subscription Prices Raised

Subscription fees of individual station subscribers also are being increased, in some cases being doubled or tripled for large market stations. The NAB said response from stations also has been "excellent."


Farnol Group Adds N.H. To Its P.R. Accounts

The Lynn Farnol Group, public relations organization which for long has represented Samuel Goldwyn Prods., here, has added to its non-industry accounts the New Hampshire State Planning and Development Commission. Among the travel and vacation promotion activities it will conduct for the account will be services for radio, television and motion picture needs.

Melvin Shestack, formerly with Tex McIcray, Inc., has been added to the Farnol Group staff as a senior member.

End Rebuttal Today in TV 'Blockbooking' Case

Government rebuttal of the case presented by the defense for six film and television companies charged with "block-booking" pictures to TV is expected to end in New York Federal Court today, clearing the way for court action concerning Screen Gems, United Artists, National Television Associates, C & C Super Corp., Associated Artists Productions and Loew's, Inc. (MGM).

Examination of government witnesses by both sides yesterday brought the government's rebuttal near its end. Most witnesses called were TV station executives who had testified earlier about their negotiations for film product with the defendants. Their statements concerned Loew's, Screen Gems, NTA and AAP.

Hayes, Healy to Star In NBC-TV Fall Series

Peter Lind Hayes and Mary Healy will star in a new situation comedy series titled "Peter Loves Mary," which will be telecast on NBC-TV during the 1966-67 season, it has been announced.

The half-hour filmed program, produced by 4 Star Productions, Inc., in association with Mirisch Brothers Television and Mount Tom Enterprises, Inc., will be presented in the Fall on Wednesdays, 10:10:30 P.M. (NYT), and will be sponsored by the Proctor & Gamble Co.

AMPP Confab Today

HOLLYWOOD, May 2. — Negotiatiors of the Association of Motion Picture Producers will meet tomorrow afternoon with the Screen Actors Guild representatives for initial discussions on a contract for television actors whose current contract has been extended to May 31.

‘Ruth’ Bows

(Continued from page 4)

out at the 20th-Fox studio in Hollywood recently at a meeting attended by several branch managers as well as an executive group headed by Skouras and including Buddy Adler, production head; Charles Einfeld, vice president; Sam Engel, producer of the film; and Harry Brand, studio publicity head.

The branch managers contributed important ideas and suggestions regarding the premises, picture and the story. They included Stuart Whitman, Ziva Bodian, Tom Tryon and John Gabriel. All will visit from 12 to 15 key cities, terminating their tours in Chicago on June 17, site of the first premiere at the Oriental Theatre.

Exploitation will also include concentrated drives on television and radio and through newspaper ads in advance of the premieres.

The Chicago opening will be followed the next day with an all-Southern premiere to which the stars will journey to be welcomed by religious leaders in a tribute to the CinemaScope film. Each succeeding day will see premieres in a multitude of cities such as Kansas City, Minneapolis, Dallas, Milwaukee, Cleveland, Albany, Boston, Atlanta, Seattle, etc., ending with a Los Angeles opening for the Variety Clubs Blind Babies Fund on June 27 at the Fox Wilshire Theatre.

Telegrams to each exchange have gone out from president Skouras underscoring the importance of the upcoming events.

Triangle, Affiliated

(Continued from page 1)

done by Arthur Howard, Jules Liggett, Wilbur Snapper and Irving Dolinger.

The merger is in line with the expansion program of Triangle which recently merged with the Liggett Booking Service.

Decoration Day Multi-Bookings for ‘Marathons’

MGM’s "The Giant of Marathons" will be given saturation booking by promotion campaigns in key areas throughout the country. Beginning with Decoration Day play it was announced by Jack Byrne, president and general sales manager.

Typical of the saturation booking will be the opening in close to theaters in the New York area on May 26.

On May 11, there will be a release opening at Loew’s in Brooklyn and a group play on Long Island for the ColorScope color film starring Steve Forrest. MGM is backing the heavy new advertising with the biggest TV page it has ever undertaken in New York.

‘Bells’ Set as July Picture for Music Hall

MG M’s ‘Bells Are Ringing’ starring Judy Holliday and Dean Martin, has been set as the July 4th action at Radio City Music Hall, announced by Jack Byrne, MGM president and general sales manager.

It will also be MGM’s July 4th attraction at other leading theaters throughout the country.

Goldwyn Nears Deal On Pre-49 Film Library

From THE DAILY Bureaus

HOLLYWOOD, May 2. — Samuel Goldwyn confirmed at the week ending that extended negotiations for the sale of the bulk of his 1949 film library to television is closing. Disclosing no details, CTN announced an agreement on film price has been reached and the conclusion will be announced within two days.

He said it would not include his pre-49 productions that presumably those best suited to television reissue, such as “The Best of Our Lives,” would be retained.

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1957-58

1958-59

"Eddie"

ALCOA-GOODYEAR

THE COMEDIAN"  PLAYHOUSE 90

*Eligible for Emmy consideration in categories of: OUTSTANDING PROGRAM ACHIEVEMENT
Para. Report Shows Huge TV Income Ahead

(Continued from page 1)
other known receipts, at least $4,000,000 of the contingent portion will be received by Paramount.

As announced earlier, Paramount’s 1959 earnings from operations amounted to $4,410, compared with $4,507,000 the year before. Additional special items last year amounted to $3,190,000, against $7,957,000 in 1958, for consolidated earnings of $7,519,000 last year, compared with $12,554,000 the previous year.

Balaban Outlines MBC Deal
Barney Balaban, Paramount president, informs stockholders in the report that the sale by the company of its investment in Metropolitan Broadcasting Corp., which produced an after-tax profit of about $2,300,000, provided the principal special income last year. Under the terms of the deal with Enka, no payments beyond the $10,000,000 “initial advance” in 1958 were due until January, 1960.

Reporting on the Telemeter operation in West Toronto, Balaban says it will take “a couple of months” to catch up with the backlog of orders for the Telemeter attachment. “There are many inquiries about franchises in the U.S.,” he says, and there are “many proposals for programs to be presented on Telemeter.”

“Since this is a new medium of communication,” Balaban writes, “we expect to learn a great deal about the economic and technical problems involved as we encounter the unavoidable hurdles to attain the eventual proven operation we know will be developed.”

Development Costs Treated
The company’s financial report for 1959 carries the note under Development Costs that “To the extent that development costs have been claimed for income tax purposes, amounts thereof equivalent to the reduction in Federal income taxes have been amortized by the company. The balance includes $3,991,000 of costs incurred in the development of a color television tube and $4,190,000 of costs incurred in developing television and electronic facilities and equipment.”

Balaban notes that the settlement with the Screen Actors Guild on a new contract will cost Paramount “under $400,000, payable over 10 years,” in pension and welfare payments, and that the actors’ settlement costs “will only be a portion of the eventual additional labor cost of future feature film production” after agreements are reached with other guilds and studio unions.

Recap on ‘Commandments’
His report noted that “The Ten Commandments” has exceeded its estimated domestic film rental of $300,000 “with several thousand engagements still to play,” and has grossed about $15,000,000 ahead. Also, he notes that Paramount’s interest in Fairchild Camera will have a current market value of $8,900,000 after consummation of the proposed merger of D’Mont Laboratories and Fairchild. Paramount’s investment in D’Mont as of Jan. 2 last was valued at $5,920,000.

Balaban made favorable reports on other Paramount operations, noting progress in television production arrangements, a first profitable year for Paramount Television Prods. in several years with Station KTLA-TV; increased sales by Telemeter Magnetics and Autometic Corp., and a favorable outlook for Famous Players Canadian, Dot Records and Famous Music Corp.

Outstanding Stock Reduced
Stockholders were told that there was a net reduction of 72,300 shares of Paramount stock outstanding in 1959, after purchasing about $9,500 shares on the market for about $4,200,000, and issuing about 17,500 shares for corporate acquisition.

Paramount’s 1959 income amounted to $115,216,000 against $104,682,000 the year before. Costs and expenses were $110,806,000 last year against $101,115,000 in 1958.

1959-60

"THE MANY SIDES OF MICKEY ROONEY" *
AMPP Pact Is Approved
By 96% of SAG Members

From THE DAILY BUREAU

HOLLYWOOD, May 2—The national membership of the Screen Ac-
tors Guild has voted by majority ex-
ceeding 96 per cent to approve the new contract between the guild and the Association of Motion Picture Pro-
ducers.

The contract ended a five-week strike by the guild. Results of secret mail referendum were announced by John L. Duale, the guild's national executive secretary.

Savarese Bill

(Continued from page 1)

as a reason the fact “the revenues which the state would receive under this bill would not even suffice to cover the administrative costs of the licensing function,” Rockefeller "recognized that there should be a re-
examination of the effect of the present fees on the distribution of motion pictures.”

“The budget and workload of the Division of Motion Pictures should be carefully reviewed by the Com-
missioner of Education and the Director of the Budget prior to the preparation of the proposed 1961-62 executive budget, with a view toward reduction of administrative costs per-
formed by the Division of Motion Pictures,” the governor wrote.

He added: “In addition, the motion picture industry and the Division of the Budget should further study the factors underlying this bill, so that an agreed solution may be achieved for effectuation on April 1, 1961, the ef-
ficative date of the bill which is now before me.”

The governor’s suggestion represented at least a partial victory for the motion picture industry. It marked the first time a chief executive had taken public cognizance of the fact the present licensing fees might need revising.

The senate cast no votes against the measure this year, while the as-
sembly gave its approval by a margin of more than three to one—after a sharp debate.

Adventures of Huckleberry Finn

(CONTINUED FROM PAGE 1)

Michael Curtiz, preserves the authentic flavor of the original literary masterpiece and yet presents it in visual terms. Eddie Hodges, new and sensational juvenile star, is Huckle Finn exactly as Samuel Clemens conceived him in this semi-autobiographical novel 75 years ago. The other characters including Archie Moore as Jim, the Negro slave; Tony Randall and Mickey Shaughnessy as the King and Duke, Mississippi swindlers; Judy Canova as the sheriff’s wife; Andy Devine and Buster Keaton as the circus owner and lion tamer; and Josephine Hutchinson as the Wilow Douglas all are precisely as millions of readers have imagined them.

Adding also to the rich flavor of the production are the authentic Mis-
sissippi River settings, including the riverboats which so fascinated Clemens that he chose his pen name from the river pilot’s cry “by the mark—twain,” and the magnificent photography, in Metrocolor, by Ted McCorrd.

Curtiz’ direction of the agile, mischievous and resourceful Eddie Hodges makes that lad believable Huck from the moment he evinces his protest at the strictures of table manners and dress in his aunt’s home and he shows his longing to see the world via the great river. From there on he has the audience in his hands as he tries to mollify his drunken father; builds a raft to float down the Mississippi; joins forces with his friend Archie Moore who is seeking the safety of free territory; meets and becomes involved in the nefarious schemes of Rundall and Shaughnessy, the riverboat swindlers, and outwits them; joins the circus run by Devine and Keaton as the world’s youngest Lion tamer; gains the confidence of Finlay Carrey, wise old river pilot; and ultimately shakes off his enemies the swindlers, as well as the slave catchers who are pursuing Moore.

The picture’s greatest value is that it tells the story as Clemens orig-
inally conceived it, without elaboration, and with all the deep human insight and the remarkable capacity for recreating an era in American life that the author gave to the book.

Several songs, with lyrics by Alan Jay Lerner, fit naturally into the flow of the story.

It is a family picture of tremendous appeal to audiences of all ages, whether or not they have read the classic from which it was drawn.


JAMES D. IVES

SPG, United Artists
Sign 1-Year Contract

The Screen Publicists Guild and United Artists have reached agree-
ment on the provisions of a new one-
year contract providing increases in wages and minimums and other bene-
fits for members of UA’s advertising-
publicity and exploitation department.

Terms of the pact, which is retroac-
tive to April 5, were jointly announced yesterday by the executive board of SPG and Roger H. Lewis, UA vice-
president in charge of advertising, pub-
licity and exploitation.

Agreement was also reached to off-
icially include, under the SPG con-
tract, advertising, publicity and ex-
ploration personnel of United Artists

Baltimore Prices

(Continued from page 1)

Through Thursday from 5 P.M. until closing, instead of the previous $1.49,
Opening until 12:30 P.M. is 50c and from 12:30 P.M. until 5 o’clock Tues-
day through Saturday tickets are 75c.

Monday until 5 P.M. all the theatres have reinstated their “Shoppers Special” when admission is 50c.

Saturday and Friday after 5 P.M. and all day Sunday admissions are $1.25.

Kramer Ta

(Continued from page 1)

exposure to new technical de-
velopments, found an opening to tion to a change in motion ma-
terial, now regarded by him as “controver-

tial," and stated his motion picture has fallen into an i-
teresting arena in which we live.

The producer-director spoke early day problems in getting as an unknown producer, and
later aim to reach the public, as a field filled with pitfalls and trov-
yer. He cited his product “The Defiant Ones” as an example of which some maintained was an in-
terest on the American body pol-
should not be shown abroad would be construed as unlawful by the U.S.

“This same film received an
’t the Mexican Film Festival it was a film made by America
menting on Americans. If so
Cómo were around the world we might prove to the world that
l could not be made under a total government,” Kramer pointed out.

“The world in which we come into a position where we provide a platform for discussion
which there is not necessarily critical.

Criticizes Legion

Kramer then re-affirmed his view on hiring and firing of people who
he feels for his films, stating that
l does come hard,” and minds
American Legion’s recent objec-
tion of Nedrick Young’s, a writer of “Inherit the Wind,” which the Fifth Amend-
ment Committee, Kram
“Do I think the American Le-
hurt my picture? I think it make life miserable.”

Pressure groups are not be the determinants in my mind,”
Kramer said, “If I must be
then let me be judged by the
ears on the screen.”

Kramer concluded his talk
ence to issues of the world we are joined today, stat
Khrushchev does not want war
cause he knows Russia can
War. He wants peace because a
better chance of win

Seventeen's PICTURE
OF THE MONTH

FOR JUNE
A Walt Disney Presentation
"POLLYANNA"

Selected by SEVENTEEN . . . entertainment guide for America’s
top movie goers . . . 1,800,000 young women under 20!
Col. Integrates Promotion Units

Columbia Pictures has integrated its international and domestic promotion units into a single global department for economy reasons and because the company is deriving as much money from abroad as it is in the U.S., Jonas Rosenfield, Jr., executive in charge of advertising and publicity, told the trade press yesterday in an interview at the Columbia home office here.

Rosenfield, who headed the newly created department, said the decision was made to reduce costs. (Continued on page 3)

New Business-Building Plans to Ad-Pub. Group

New industry-wide business-building and promotion plans will be examined and discussed by the advertising-publicity directors committee of the Motion Picture Association of America at its regular monthly meeting here tomorrow.

The committee also will hear a proposal from St. Seidler, chairman, that the staff field of industry publicists that was responsible for some of the excellent promotion work on this year's Academy Award presenta (Continued on page 7)

Wage Hearing Aids Industry's Chances

From THE DAILY Burea

WASHINGTON, May 3.—An impressive appearance by motion picture industry witnesses today sharply raised the odds that the House Labor Standards Subcommittee, at least, would go along with continuing motion picture theatres' exemption from the Federal Fair Labor Standards Act. (Continued on page 6)

Allied Artists to Handle 'Serengeti' and 'Bridge'

From THE DAILY Burea

HOLLYWOOD, May 3.—Negociations have been concluded whereby Allied Artists has obtained rights to the Academy Award-winning "Serengeti" and the Academy-nominated "The Bridge," on announced today. (Continued on page 7)

No Early Decision in TV 'Block-Booking' Case

The government's "block-booking" case against six film and TV companies ended yesterday in New York Federal Cour, following nine weeks of trial. Both sides were ordered to submit briefs by August 1.

Toll-TV Could Close 16,000 Houses: Harling

Special to THE DAILY

SAN FRANCISCO, May 3.—Toll television, if firmly and nationally established in the U.S., would result in the closing of 16,000 theatres, Philip F. Harling, chairman of the Anti-Toll TV Committee of the The
Japanese Relax Some Import Regulations

From THE DAILY Bureau

WASHINGTON, May 3—The Japanese government has relaxed certain of the regulations governing motion picture imports for the fiscal year beginning April 1, 1960. However, Nathan D. Golden, motion picture head of the Business Management and Services Administration, points out the Japanese retain the same basic quota with regard to the number of import permits to be granted for U.S. feature pictures.

Probably the most important change is an increase in the number of prints allowed for foreign films. In the current fiscal year distributors may import a total of 14 positive prints of any one picture or import one negative and have 18 prints made in Japan. Last fiscal year 12 positive prints could be imported and 16 prints could be made in Japan. It is thought that with more prints foreign films will have wider showings and distributors will get more for their promotional-dollar.

Also changed is the franchise life of imported films. It has been raised from five to seven years. This change will be helpful to the distributors of very successful pictures who may want to re-release them. In the past, if a company wished to re-release a picture five years after its initial introduction into the Japanese market, the picture would be charged against its import quota.

Emmett Rogers Dies; 40 Years in Industry

Special to THE DAILY

CHATTANOOGA, Tenn., May 3—Emmett R. Rogers, 69, former city manager of the Eastern Theatres of this city, operators of the Tivoli and Rogers theatres here, died at his home following a long illness. Active in the industry for 40 years, he had been adviser to Eastern Theatres since 1937.

Rogers was in the early days of the industry was district manager for Famous Players-Lasky Corp., which later became Paramount Public. In 1928 and 1929 he was district manager for Paramount in Birmingham, returning to the Tivoli here in 1930.

‘Ben-Hur’ Opens Cannes Film Festival Tonight

M-G-M’s “Ben-Hur” will open the Cannes Film Festival tonight as 1800 guests, representing the motion picture industry and press of the world, fill every seat of the Festival Theatre.

Joseph R. Vogel, president of M-G-M, director William Wyler, and star Haya Harareet will be at the theatre to represent the epic film which is being shown “out of competition.”

Re-Issue Plan

(Continued from page 1) and efforts are being made to arrange conferences with other distributors in the immediate future.

The ACE sub-committee, of which Walter Beach, associate, and Harry Brandt are also members, asserted that the astronomical amounts of money that have been mentioned as being necessary to purchase the post-48 film libraries for the above-mentioned libraries are “way out of line.”

Money will be needed, Marcus said, but the amount necessary to proceed is reasonable” and is not within reach. Primary sources for the funds are on hand now, he said, and will be augmented by a plan to be announced soon.

The ready-made market of 18,000 conventional theatres and drive-ins that could absorb 50 packages of two pictures each year, because of their owners’ financial interest through personal investment and/or stock ownership, was of primary interest to the company presidents who have explored the plan, Marcus said.

Main Provisions Outlined

The ACE plan includes these provisions, Marcus said:

1. The film packages to be re-issued are to be selected by an ACE committee.

2. ACE will be guaranteed by the companies that the films selected would be available to the theatre market, exclusively, for a stated number of years and the rights then would revert to the companies to dispose of in any manner and to any customer.

3. Exhibition will guarantee to the distributor a minimum sum for each picture.

4. The original distributor would himself distribute the films selected by ACE, and would receive a normal distribution percentage and a 10 percent share of the re-issued pictures, with the ACE agency retaining the other 50%.

5. The film packages to be set up are to be handled and merchandised by the distributors as “new films,” with new trailers, new paper and in some cases an entirely new advertising approach, it was stressed.

Announcements of concluded deals with distributors are expected to be made reasonably soon, Marcus said.

Skouras Sees Ike

WASHINGTON, May 3 — Spyros Skouras, president, 20th Century-Fox, conferred with President Eisenhower yesterday. The White House made no comment on the nature of their discussion.

B&H Quarter Sales Ahead of Last Year

Special to THE DAILY

CHICAGO—May 3—First quarter sales of Bell & Howell were a last year, while earnings for the first quarter of 1960 were lower because of net pretax production and marks the first time B&H has reported to shareowners at the company’s annual meeting here.

Sales and earnings for the company for Bell & Howell, subsidiaries, including Compudata, Electrodynamics Corporation, and was merged with a company in Japan this year a combination basis, sales of $24, compared with $20,324,000 first quarter of 1959.

Pre-Tax Earnings Off

Pre-tax earnings for the first quarter was $1,489,000 versus $1,880,000, in the same period last year, earnings of $573,000, or per share, compared with $1.24 per share, for the first quarter of 1959.

Lord Morrison Heading British Film Censo

FROM THE DAILY Bureau

LONDON, May 3—Lord N. de former deputy prime minister Labour Government, was this morning appointed the British of Film Censorship. He replaces ex-Harris, who has resigned holding the presidency since 1954.

The president does not view all films submitted for examination. There is uncertainty regarding particular pictures.
Motion Picture Daily

The Rat Race (Continued from page 1)

getting the most out of his performers in a crisply written screen play by Garson Kanin, who also authored the Broadway stage play upon which it is based.

Directed to a cheap rooming house by Jack Oakie, who is well cast as a sympathetic bartender, Curtis meets Miss Reynolds who is being evicted from her room by her hard-boiled and ruthless landlord. Her compassion-ate Curtis induces her to share the room with him by setting up a curtain as a room divider. The naive Curtis pays no heed to Miss Rey-

nolds' warnings to beware of the city rats who are not to be trusted, and is subsequently "taken" by many of the town's rackets.

A trio of musicians, played by real-life performers—Joe Bushkin, Sam Butera and Gerry Mulligan—steals its instruments. But even this setback fails to dim Curtis' enthusiasm. When he is offered a job with a band on a blustery morning, he accepts, and makes his way to the club. He sings, "If you can't take the heat, get out of the kitchen."

Miss Reynolds borrows borrowed boss, Don Nickles, and buys a set of musical instruments for Curtis. In return for the loan Miss Reynolds promises Nickles to be "friendly" to wealthy business men, so that Nickles can be assured of getting his money back. Curtis returns to New York just in time to save Miss Reynolds from an assault by Nickles and an aide who came to collect the money, or else, as Miss Reynolds has negotiated on her promise.

Curtis has softened the hard core of Miss Reynolds' cynicism, and she agrees to marry him. Curtis is excellent as the boy, and Miss Reynolds abandons her image as the girl-next-door-in-jeans for a sophisticated, sexy role that should win her many new admirers.

Some of the best lines are entrusted to Miss Medford who is superb in her role as the caustic landlady, and is responsible for some of the heartiest laughs in the picture.

Robert Burks handled the Technicolor cameras for some fine color photography.


Stoney Rechnik

Appeal on Sunday Films In S.C. Set May 11

Special to THE DAILY

COLUMBIA, S.C., May 3. — The appeal from a common pleas court decision against Sunday motion picture pictures will be heard by the South Carolina Supreme Court on Wednesday, May 11.

A group of theatre operators and patrons is appealing from circuit court Judge T. B. Greener's order in which he held that Section 64-1, one of the state's controversial "blue laws," applied to the public showing of motion pictures on Sunday and was not unconstitutional.

Judge Greener had been asked by the operators and patrons to issue a declaratory judgment to the effect that Section 64-1 did not apply to the orderly showing of motion pictures Sunday or, if the statute did apply in such circumstances, it was unconstitutional.

Sullivan Leaving

(Continued from page 1)

with officials of the Vatican for special operational talks on the production.

From Vatican City, he flew to Jerusalem and Jordan for similar discussions with government leaders there. Sullivan will then jet to Paris to ground-break the public relations projects for the "Story" troupe. The publicity director will travel through Lebanon, Syria, Spain and into Germany for the world-famous Oberammergau Passion Play, preceding by two days Stevens and a research experts.

PEOPLE

B. B. "Deacon" Garner, of Lake- land, Fla., active in the industry for the past 35 years, has retired and re-

leased his last two theatres, the Ritz and the Outdoor Drive-in, both on Winter Haven, to Carl Floyd, owner of Floyd Theatres. Garner, former president of Motion Picture Exhibitors of Florida, is currently serving as treasurer of that organization.

William Ornstein, industry publicist, has been added to the Allied Artists home office staff for special assignments on "Pay or Die" openings under Lars McSorley, Eastern advertising-publicity director.

Marilyn Reiss, formerly with the CBS Television Network and more re- cently head of the board of depart- ment of the Arthur P. Jacobs Co., has joined the personality department of Rogers & Cowan here.

Conway Johnson and Mrs. Johnson now are operating the Morristown Drive-in Theatre, Morristown, O.

Arvin Rothschild, Jacksonville ex- hibitor who is president of Continental Enterprises, which has extensive theatre interests in both production and exhibition, will conduct CE's annual stockholders meeting at the Roosevelt Hotel, Jacksonville, on May 11.

Mirisch Relected by Screen Producers Guild

From THE DAILY Byrons

HOLLWOOD, May 3. — Walter Mirisch was re-elected president of the Screen Producers Guild last night, with Julian Blaustein also chosen to serve another term as first vice-presi- dent. David Weisbirt and Louis Edel- man, who were second and third vice-presidents respectively, were voted into an exchange of positions.

Aubrey Schenck continues as secre- tary, and Jerry Bresler was elected as the guild's new treasurer. Frank Rosenberg and Milton Sperling continue as first and second assistant treasurers respectively.

Seven members elected to serve on SPC's executive committee, are: Edelman, Mirisch, William Self, Carey Wilson, Mervyn LeRoy and George Glass.

Adcock in WB Post

MINNEAPOLIS, May 3. — Myron Adcock has taken over as branch manager for Warner Brothers here, replacing the retiring A. W. And- ersen. Adcock served as branch man- ager for five years during Anderson's term as district manager. With the elimination of the position of district manager both men moved back—And- ersen to branch manager and Ad- cock to assistant branch manager.

1. Integrates

(Continued from page 1)

consolidate, effective imme- diate has been in the theatre for

years. Expanding markets in am- erica, Africa and the Near

East were largely responsible for

the growth of the profession, he

added.

More conservative, stated, in- ternal publicity was a "stepchild" in the industry, called for massive public relations campaigns.

Field emphasized the need for

real material when a film is

shown, so as to give the film-

public impetus to see the pic-

ture it reaches the theatre. The

department will make directly to all its branches a major effort to

manpower, ideas and re-

courses of a combined department entered in New York and Hol-

will Aid Publicity Mer- 

Habilitation and aid to the auto-

mobilist publicize the pic-

tures throughout the world.

Exhibit a closer relationship

the home office and key out-

the publicity set-up, headed

Tucker, Great Britain; Jack

Europe and the Middle East; 

Josef, Australia, and Manuel

and Jose Luis Palazo, Latin

America, will also be in operation

home office where the publica-

will be working more closely with

C. Films, studio advertising

director.

Habilitation and aid to the auto-

mobilist will be the focal point of

the program currently in

view of Navarone, on loca-

canada, is "Pepe," a George

production. Publicity films and

being prepared for market-

sale are: Ownership a Factor

ter, who with Robert S. Fer-

gouzelis, director of advertising, 

exploitation, accompa-

nied the luncheon, said

and Classroom, made

radio and television

famous, are state-owned, film compa-

nies with ownership interests in

air. Therefore the

must be carefully integrated

with television features if

exploitation is to be assisted by

the new venture, said

home office reorganization in

the physical relocation of the

hity department to the

district as the domestic unit. This

weight planing to take place.

TE Meet Set Here

New York section of the So-

Metion Picture and Tele-

inators on May 18 will hold

ly meeting here at the World

Auditorium at 7 P.M. Subject

will deal with simplified film-

ing
METRO-GOLDWYN-MAYER presents
SAMUEL GOLDWYN JR.'S.
production of

MARK TWAIN'S

The Adventures of Huckleberry Finn

CinemaScope and METROCOLOR

A WONDERFUL WORLD OF EXCITEMENT!

All the vivid characters, the hilarious scenes, the thrilling adventures of Mark Twain's best-loved story now magnificently brought to the giant screen!

The Honors Begin!

"Picture of the Month"—Good Housekeeping,
"Picture of the Month"—Parents' Magazine
Say Minimum Pay Hike Would Close Theatres
Increased Costs Seen as Fatal By COMPO

(Continued from page 1)

COMPO survey of five theatre circuits which showed that a mandatory minimum of $1.25 an hour based on previous year's income would increase their payrolls by over $7,200,000 in four years. This, he said, would not only wipe out the profit margin of many theatres but would make their continued operations very doubtful.

"It would certainly make it impossible," he added, "for the more profit-oriented circuit theatres to subsidize the losing units in these circuits as they have in the past. Many such losing theatres would be closed."

Presents Detailed Data
To illustrate the effect of the bill on individual theatres, Sarra presented a tabulated summary of the income and labor costs for 21 individual theatres, which showed that 1959 profits of 10 of these would be converted into losses under the higher wage scale, and that the profits of 11 others would be substantially reduced or nearly wiped out.

"Since a high percentage of domestic film rentals collected by producing and distributing companies comes from circuit theatres," Sarra asserted, "it is obvious that any legislation impairing the existence of these theatres would also contain serious danger to single, independent theatres. The reason for this is that if there is a distinct curtailment in the film rental paid to producing and releasing companies there will be less money available for the production of future pictures."

Not Touched by Boom
Sarra pointed out that, unlike most industries, the motion picture theatres had not shared in the general prosperity of the last few years, and contended that the proposed exemption of retail enterprises grossing less than $500,000 or even $1,000,000 a year would not solve the situation. He explained that such exemptions, under the bill as written, would not apply to theatres owned by a circuit if the circuit's over-all gross exceeded the proposed minimum. Many circuit theatres are unprofitable, he said, but are carried by the profitable houses in the chain. This would no longer be possible, he explained, under the staggering increase in labor costs which would result unless theatres were granted exemption.

Points to Part-Time Work
Noting emphasized that theatres do not employ heads of families at low wages and that their families live in a standard manner. He explained that permanent and technical employees received pay for exceeding the proposed minimum requirements. He declared a high percentage of theatre employees are not permanent employees but consist of part-time school boys and girls who serve as ushers, elderly persons in retirement from other jobs who add to their pensions by performing such light tasks as carrying popcorn and doormen, partly disabled persons with other part-time jobs and housewives who can only give a few hours a day to outside employment to augment the family income.

Cites Specific Cases
In supporting his opinion that the industry could not absorb the increased labor costs necessitated by a $1.25 an hour minimum wage, Kennedy cited the effect of the proposed increase on some typical theatres in the Public Great States circuit, which he represents. One theatre operating at a profit in a town of approximately 40,000, earning $16,786 in 1959, he said, but that the $1.25 an hour wage had been in effect, it would have lost $1,226. In another city of 100,000, a theatre with a profit of $16,537 last year would have shown a small loss. A third theatre, which lost $3,340 last year would have lost $15,285 if all its employees had been covered by the proposed minimum wage. Lydon called attention to the fact that motion picture employees had been exempted from the provisions of the Fair Labor Standards Act since 1938. Theatre employees, he explained, are covered by state minimum wage laws in 20 of the 33 states which have adopted such regulations. He pointed out, however, that in almost every state, exceptions are made for students, elderly persons and other part-time workers in order "to prevent the curtailment of employment possibilities."

These statutes, Lydon said, are in the opinion of state legislators who enacted them, fair and reasonable by local standards.

Hears Circuit Costs Are Higher
Manos, in asking that no distinction be made between circuit and independently owned theatres, pointed out that "operating and wage costs of circuit operations are much higher wage-hour act. This does not, of course, insure that the Senate committee will take the testimony as presented.

This became apparent in the course of testimony, as several industry witnesses were introduced with warm praise by members of the subcommittee. John H. Dent, (D., Pa.) presented Ted Manos, Greensburg, Pa., as a man to be counted on to provide "factual data" to the group and Chairman Landrum (D., Ga.) presented John Thompson, Coolspring, Ga., as a "very valued friend of mine."

Observers noted that an important element in the effectiveness of the witnesses was that there were small independent theatre’s "grass roots"—small operators known personally to, and well thought of by, members of the subcommittee. The witnesses handled themselves well, displaying sincerity and conviction without bluntness. After the industry men had spoken, Landrum thanked the group for a "detailed and interesting" set of statements which, he commented, "ought to be given serious and thoughtful consideration in executive session."

Roosevelt Tells of Letters
Even Rep. Roosevelt (D., Calif.)—sponsor of the stiff wage-hour bill under consideration—noted that he had received "immumerable" letters in opposition to extending coverage to movie theatres. Submitting them for the record, he noted that the industry’s situation is "a national problem, straight across the board."

He expressed a feeling that "if industry will realize that the industry will be able to say that all of its employees are paid in excess of the statutory minimum."

Secretary Mit
Backs Wage

From THE DAILY Bases
WASHINGTON, May 7—The Roosevelt administration has asked Congress to consider a six major items between now and probable early adjournment summer. One proposal is increased coverage and a move in the Federal minimum. The new act would "safeguard the economic interests of several million workers," according to the president.

Unusual Staff
Of Indust
Is Emphasis

Unique Staff Of Industry Is Emphasis

Small Theatre Owner

John Manuel, who operates drive-in theatre in Harford, Maryland, told the committee most of his employees were boys who were paid 50 to 75 cents and that both they and their parents were delighted that they could earn money while keeping up their school work. A drive-in theatre, he said, presents a sizeable problem in land, building and equipment, which can only be recouped over a four-hour period at night. An increase in wages to $1.25 an hour, he said, would spell the death of most operators like himself as it would increase his payroll 100 per cent.

Secretary Mit
Backs Wage

Say Minimum Pay Hike Would Close Theatres
Increased Costs Seen as Fatal By COMPO

(Continued from page 1)

Rep. Edgar W. Hiestand (R., Calif.) noted that an "outstanding feature" of the testimony is that under today's conditions theatres furnish employment to marginal workers who have no other source of jobs.

Points to Inherent Problems
Rep. Roman Pucinsky (D., Ill.) observed that industry testimony had focused attention on some inherent problems which deserve the subcommittee's serious consideration "to see if we can ask for some relief for them."

Dent noted, too, that if the price paid for product were to be excluded from gross receipts, then hardly any theatres would come up to the $300,000 minimum set in the Roosevelt proposal.

President Eisenhower sent a special message to Congress urging extension of the Federal wage-hour law to about 3 million additional workers, saying that "this is the most urgent minimum wage change" in the law. This implies advocacy of the Fleing-Huyser (R., N.J.) bill, which would leave the industry exempt.

Quotes Labor Secretary

He noted that the Secretary of Labor has told Congress that the pay floor could be "increased moderately without disruptive effects upon the economy. This was to some extent balanced by the President's comment that "as responsible officials, we should stand firmly against an excessive increase which could cause unemployment and severe repercussions in many industries." The President noted that "economic facts," not "political or social prejudice" should be the basis for final judgment.

Joints Md. Censor

BALTIMORE, May 3—(Go-

dard Tawes of Maryland has

Mrs. Mary Avarra of this city has been named on the list of the State Board of Censors. She

their item work without na-

tion because of sex.
Motion Picture Daily

Television Today

SAG's Terms

(Continued from page 1)

will run for three years to June 1, 1963. Some of highlights of television contract proposals presented by SAG to the producers follow:

(1) Pension plan and health and welfare plan, to be financed by employer contributions of amounts equal to 5 per cent of the total actors' payroll including residuals.

(2) Increase in minimum salaries in all categories—day player, free lance, series contract, etc.

(3) Old contract scale of residual payments for reruns of television films, which ranged from 35 per cent for second run to 25 per cent for the third run, to be increased to 50 per cent for second run, ranging down to 10 per cent for eighth run.

(4) Re-run provisions to apply to telecasts in cities throughout the world.

(5) Payment for theatrical exhibition rights, including those abroad, subject to individual bargaining with stipulated minimum.

(6) Advance payments for reruns and theatrical rights to be prohibited.

Chevrolet to Sponsor 'Route 66' On CBS-TV

Chevrolet has signed for sponsorship of "Route 66," a new hour-long Screen Gems production which will debut on CBS-TV next Fall on Fridays from 8:30 to 9:30 P.M., EDT. The program will star Martin Milner and George Maharis as a pair of youthful adventurers, one from a wealthy home, the other from a poor background, traveling cross-country in search of a place to plant their roots.

To Be Filmed in Actual Locales

The series will be filmed on location, in actual locales all over the United States and in various stories take place. These will include the Bixi, Miss., waterfront, the Oklahoma oil fields, Kansas City stockyards, the Grand Canyon and the Great Lakes.

Agency for the sponsor is Campbell-Ewald Co., Detroit.

No Early Decision

(Continued from page 1)

did not believe a decision would be forthcoming for a "considerable length of time." His statement followed testimony given by the government's final rebuttal witness, David Baltimore, an executive of WBRE-TV, Wilkes-Barre, Pa., who was questioned on testimony previously offered by executives of Screen Gems and Associated Artists productions.

AROUND THE TV CIRCUIT

with PINKY HERMAN

I N THE foreseeable future, in fact beginning June 21, the "Invisible Man" television series returns (had a brief run last year) to CBS-TV, replacing "The Dennis O'Keefe Show" set Tuesdays 8-8:30 P.M.

... Summer-replacing "The Ann Sothern Show," starting this July will be a musical TV Variety CDBShow starring Spike Jones and his lili-makers.

Just ran across a letter from a radio vet and in describing one of the stations' top execs, he writes: "quote . . . with his repressive measures towards Nixon employees and his reprehensible business practices towards advertisers . . . unquote; (as Carroll Barnett would say, "watch it—watch it!)

. . . After five years with M P O as film editor, the talented Irving Sachs has joined TV Graphic. . .

Tony Cabot and his Society Orch has been signed for the third year to furnish the music for the Cancer Fund's Telethon May 15 TVa WOR (Channel 9) . . . The National Academy of Recording Arts & Sciences has nominated Allen Swift's Victor LP Album, "Popeye" for the "Grammy" Children's Award.

Walter Kierman, one of the most popular players in broadcasting and Presy of the Catholic Actors' Guild, who has emceed many Lamb's Club testimonial to Theatre George, will himself be happily honored this Saturday by the Lambs. Hugh Downs will act as "roast-master" for the "Walter Kierman Night" which will also feature Eddie Bracken, Harry Hershfield, Bill Gaxton, Loring Smith, Mickey Alpert, Frank Fay, Bert Wheeler, Johnny Andrews, Jonathan Winters, Tommy Dillon, Bill Tabbert, Betty Cox, Sue Lieb, Jack Walsron, Perry Cass, Bernard Mann & Melville Cooper and Eddie Weber. . . Veeu and NBCChief of Publicity Syd Eiges (aside to Nat Kahn—see how he spells his name?) and Mrs. Eiges are vacationing at the Hotel Diplomat in Hollywood, Fla. . .

MGW-TV, under the aegis of its dynamic TVveep George Shupert, has signed Robert Maxwell to an exclusive long-term as producer. Outfit recently brought in Bob Weitman from CBS as vice-president in charge of production . . .

Harling Warns

(Continued from page 1)

ate Owners of America, today told a meeting of Northern California exhibitors held here in the AFI auditorium, he added, would be "a fraud on the public.

Harling is here to discuss the efforts his committee will undertake to secure passage of the Harris Bills—House Joint Resolution 130 and House Resolution 6245, both of which seek to place cable-TV under the same regulations for testing purposes as are now exercised by the Federal Communications Commission over broadcast toll-TV.

New B-B Plans

(Continued from page 1)

ations program be made a permanent organization. Scudder is also scheduled to propose closer liaison between the committee and the trade press.

Jonas Rosenfield's subcommittee charged with looking into newspaper censorship of motion picture advertising will make a preliminary report to the main committee, but it is under- stood that Groupo has made a survey of newspapers involving some form of regulation of film advertising, has not completed its phase of the study.
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EXTRA CARE SERVICE ON
UNITED AIR LINES DC-8 JET

On United Air Lines DC-8 Jet Mainliner® you will find extra care is everywhere. You will enjoy delicious meals on the DC-8, prepared by master chefs, served graciously by attentive stewardesses. You will settle back and relax in the biggest, highest, widest seats in the sky. You will enjoy friendly conversation and relaxation in either of the two colorful “living room” lounges—one for First Class and one for Coach passengers. It’s a real treat, flying the DC-8. Why not treat yourself soon? Call your Travel Agent or your local United Air Lines office for de luxe First Class or thrifty Custom Coach accommodations.

DC-8 NONSTOP SERVICE: NEW YORK, PHILADELPHIA, WASHINGTON-BALTIMORE, CHICAGO, LOS ANGELES, SAN FRANCISCO, PORTLAND, SEATTLE-TACOMA, and HAWAII.

The comfortable high, wide DC-8 seat adds privacy to your dining pleasure.
MILWAUKEE, May 4.—"I look upon the theatre as something more than a showplace; the movie industry offers educational, cultural and economic values to the community," Ben Marcus, president of Marcus Theatres Management Co. and a member of the Composers and Authors of Motion Picture Councils meeting here today at the Pfister Hotel.

"At least one half of a theatre's..." (Continued on page 5)

Report Active Trading in Industry's Stocks
From THE DAILY Bureau
WASHINGTON, May 4.—Film industry stock transactions reported to the Securities & Exchange Commission during the period from March 11 to April 10, 1960, include the exercise of stock options in March by two... (Continued on page 5)

Commerce Dept. Funds For Year Are Approved
From THE DAILY Bureau
WASHINGTON, May 4.—The Senate has passed and sent to the White House the Commerce Department's appropriation for fiscal 1961. This includes funds for the motion picture division, headed by Nathan D. Golden. No funds were provided for expansion of this division.

Goldwyn Writing Awards Presented; Producer Will Double Future Prizes
From THE DAILY Bureau
HOLLYWOOD, May 4.—Peter Remo, 35, a graduate student in UCLA's theatre arts department, today was named winner of the $1,000 first prize in the sixth annual Samuel Goldwyn creative writing competition at UCLA for his novel "Of Staying Born," in a ceremony presided over by Chancellor Vern O. Knudson. The second place award of $250 was won by James E. Hashim, 31, also a graduate student majoring in theatre arts, for his play "Grow the Dry Ground."

Samuel Goldwyn, founder of the competition designed to encourage creative writing among college students, presented the winners with their awards at a campus ceremony.

Goldwyn announced that he is increasing his creative writing competition awards from $1,000 to $2,000 for first prize and is upping second prize from $250 to $500, starting next year to commemorate the seventh annual competition.

In presenting the awards, Goldwyn said: "This is the time of year which I always look forward to because it gives me an opportunity to meet again with the new generation of writers at UCLA."

"It was my desire to encourage..." (Continued on page 5)
AFM Warning to Columbia

(Continued from page 1)

letter dated April 28 from Herman Kein, president of the Federation, to Samuel Briskin, Vice president of Columbia in charge of production. Kein's letter states that the Federation assumes that Columbia will fully respect the foregoing contractual obligations, and that the Federation further assumes that appropriate negotiations will be instituted prior to the sale of the films so that the requisite consent can be obtained upon the terms and conditions to be agreed upon in a separate agreement.

Kein's letter concludes: "Needless to say, the Federation is hopeful and anxious that such negotiations take place amicably and expeditiously so that it will be unnecessary for the Federation to institute legal action to preserve its interests and that of its members under the plain terms of the aforementioned agreements."

The agreement with Columbia is identical to that in force for the same 10-year period with other major motion picture producers, the union said.

Efforts to reach Columbia home office officials yesterday for comment on the musicians Federation state- ment were unsuccessful.

11 New Openings for 'Ben-Hur' Set in May

"Ben-Hur" has been set by MGM to open 11 new engagements during the month of May. Already playing in 33 situations in the United States and Canada, it will open at the CineStage Theatre in Columbus, Ohio, on May 11. The other engagements are: San Antonio and Rochester, 12; Ft. Wayne, Ind., 18; Louisville, Syracuse, and Buffalo, N.Y., on May 19; Ashby Park, N.J., 25; St. Louis, Mo., 26, and Wildwood, N.J., 27.

'Wilde' Opens May 22

"Oscar Wilde," 20th Century-Fox's production starring Robert Merlyn will have its world premiere on May 22 at the Carlton Theatre, Haymarket, London, in a benefit for the Monarch Ethiopian Relief Fund. Honorary patrons of the fund are His Highness Prince El Hassan Ben El Mesaleh, Moorish Ambassador to the Court of St. James, and his wife, Princess Fatma El Zahara, cousin of the King of Morocco, and the Right Honorable Selwyn Lloyd, C.B."

'Ruth' Benefit Set

SAN FRANCISCO, May 4.-The local bow of 20th Century-Fox's "The Story of Ruth" will be at the Fox Theatre to benefit National Muscular Dystrophy on June 15.

British Film Festiva

Booked at Baronet I

PHILADELPHIA -- Tent and the Philadelphia Inquirer will sponsor the Old Newsboy benefit May 14. Final arrangements will be made at a general bursary meeting to be held next Thursday at the Bellevue-Stratford Hotel crews will be donated to the Variety Club, with proceeds going to the Variety Heart Clinic at the and Children's Hospital. Jack Haupt and Joseph Schultz were in charge of arrangements for the premiere.

'Anna to Columbia

Columbia Pictures has asked U.S. distribution rights to Skofo's "Anna of Brooklyn," edy in Technicolor - Technicolor starring Glenda Jackson, Dill- erson, and Victiorio De Sica, announced yesterday by Leo Columbia first vice-president. In addition to the production, this country, Columbia will also release the film in the Kingdom, Canada, the Far E several additional territories.

Cleveland -- The Northern premiere of "Can-Cat" at the Theatre here was sponsored by the Variety Club, with proceeds going to the Variety Heart Clinic at the Children's Hospital. Jack Haupt and Joseph Schultz were in charge of arrangements for the premiere.

CDI Acquires "Sche"a"

"School for Scandal," British comedy, starring Michael Alda, Sim and Thomas, has been acquired by Land Visual, Inc., for distribution in the United States.
Not for love nor money...

There are times when no re-take is possible—the once-in-a-lifetime photographic opportunities that can come up any time, anywhere... And so often do! That's why photographers appreciate the security of Eastman Film, black-and-white or color—appreciate, too, the advice and cooperation of the Eastman Technical Service for Motion Picture Film devoted solely to the service of the industry.

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ALWAYS shoot in color—Eastman Color Film . . .
Spectrum of the Sixties
Robert M. Gillham, advertising agency executive and former advertising-publicity director for Paramount Pictures, has joined Sindlinger & Co., business analysts, as a special representative. He will headquarter here and will work with Walter V. Marxmeyer, Sindlinger vice-president.

Roger Caras, of the Columbia Pictures publicity department, will be in charge of the Art Overseas "Red Triangle Fun," panel program on WHX-TV. The subject of the discourse will be Louis de Rochemont's "Man on a String" and the hook on which it is based, Boris Morros "My Ten Years as a Counterpursy."

George Kefelopolous has signed a four-year lease on the Fenway Theatre, long-closed Boston house, and will operate it as a showcase for Greek films. He has been showing this special type of film at the New England Mutual Hall from time to time, with considerable success.

Frederick R. Cross, former director of advertising for Stewart-Warner Corp., Chicago, has joined Roland Reed Productions, Hollywood, where he will handle and coordinate sales of industrial and sales-training films and television commercials.

Irving Shapiro, president of Concern Enterprises, Boston, has purchased the property at 92-96 Broadway there and will remodel it for a showcase, showrooms and offices.

I. Epstein, vice-president of Atlantic Theatres, Philadelphia, has been named president of the circuit. He succeeds the late Ben Amsterdam.

Ben Fertel has taken over operations of the Stewart-Overbrook Theatre, Philadelphia neighborhood house, and has reopened it under a similar policy. It has been operated by Dave Rubin and Ben Zimmerman under a lease that expired last month.

Andrew Zipperich, formerly a space buyer for Grey Advertising Agency, has joined Compton Advertising, Inc., in the same capacity.

Joe Davidson, boomer for 20th Century-Fox in Cleveland for the past 27 years, and a veteran of 41 years in the industry, has retired. He plans a lengthy vacation before making any plans for the future.

Boston Golf Day June 13

BOSTON: The seventh annual Boston Movie Golf Outing will be held on June 13 at the Woodland Country Club, Suberdale. A steak dinner will follow the tournament.

**People**

**Motion Picture Daily**

**People**

Review:

**Raymie**

A. C. Lyles Production—Allied Artists

Hollywood, May 4

Lots of heart, sentiment and a lesson in human behavior flavor this simply story of a boy who, being raised by his widowed mother, a waitress in a coffee shop on a fishing pier, perseveres in his plan to hook a giant barracuda, which heretofore had been a legend among fishermen.

David Ladd, in the title role, adds another good credit to his star billing, and carries the focal interest in this film like an old pro. His natural, serious quality, which is offbeat for a child, has an ingratiating and sympathetic effect which will appeal to all age groups. His recent appearance in "Dog Of Flounders" will unquestionably add to the box office stature of this one.

All of the action takes place on and around the pier, which becomes an interesting background for Frank McDonald's absorbing direction.

Surrounding Ladd are a nice combination of players including Julie Adams as his mother; John Agar, who finds Miss Adams attractive; Charles Winninger, a wealthy old man who encourages Ladd in his pursuit of landing the legendary barracuda; and Richard Arlen, friendly manager of the fishing pier.

Frank and A. C. Lyles added an exploitable opportunity for selling the film by getting Jerry Lewis to sing the title song over the main title and an excerpt out another part of the film for dramatic effect. Lewis sings this ballad with great warmth in keeping with the mood of the film.

The story by Mark Hanna builds sympathy for Ladd as Frank Ferguson, a regular customer on the fishing pier and chronic complainer, tries to blame the boy for everything that goes wrong with him, complaining to Arlen that the kid gets in everyone's way. Ladd has Winninger, Agar and other fishermen come to his defense.

Ladd, inspired by Winninger, learns the best way to plant a hook into Corbina, the best kind of bait for a barracuda. His problem of getting a Corbina is solved when he trades his trashed knife for one caught by a beach fisherman. Using the fishing gear given him by Winninger when the old man suffered a heart attack, Ladd hooks the barracuda just as Ferguson was going to have him put off the pier. Ladd, who considered the barracuda his friend, cuts the line to everyone's amazement.

Ferguson relents when Agar points out that the boy has taught everyone a lesson: that it takes courage to sacrifice possessions to achieve a goal. Agar's remark cements his relationship with Miss Adams and the film ends happily.

Running time, 72 minutes. General classification. Release, in May. Samuel D. Bens

**Screen Directors W. Hold Elections Tomorrow**

The annual elections of the Directors International Guild will be held at the Henry F. Hotel here. Eight executive members will be elected for a two years and five alternates, one-year term. Eight board members elected last year, begin the year of their term. From the will be elected a president, first vice-president, second vice-president, secretary and treasurer. An election committee will be elected.

The meeting will start at 7:30 under the chairmanship of George W. Warrner, the incumbent.

**Coast Meet Tomorrow For National Theatricals**

From THE DAILY Berne LOS ANGELES, May 4 - membership in theatre management key to the National Theatre Television Conference annual meeting of theatre managers here Friday at Hollywood Roosevelt Hotel.

William H. Thedford, Pacific division manager, will preside over a one-day session, which will tend by over 100 theatre men in district theatre managers, film buyers, bookers, merchandisers, ad and publicity representatives.

Similar meetings are scheduled Tuesday in San Francisco and Thursday in Seattle.

**UA Regional Meet (Continued from page 1)**

Mansfield, Boston, and Archie Laurie, Toronto.

The conference will outline local conduct campaigns for current and forthcoming company products.

Special promotional tools and materials will be discussed for use on specific feature pictures in each territory.

**First LATO Meet (Continued from page 1)**

125 member theatres and is continuing a membership campaign with expectations of reaching its goal of 100 per cent participation by exhibitors of the state. LATO has not yet considered affiliation with either national exhibitor organization.

**WGA's Vote (Continued from page 1)**

statement to press representatives here today:

"Last Thursday night's meeting clearly and decisively demonstrated that after 15 weeks of the current strike, the Alliance and network television film proposals were unacceptable to the membership in the television branch. The guild is again united and stands ready to negotiate in good faith a settlement of our differences with producers and networks."

"U' Acquires 'Time' Universal Pictures has acquired American and Canadian distribution rights to "Between Time and Eternity," in widescreen and Eastman Color starring Lilli Palmer and Carlos Thompson, it was announced by Henry H. 'Jim' Martin, vice-president and general sales manager. A July American premiere is being planned for the film, which was produced in Germany.

"U' Acquires 'Time' Universal Pictures has acquired American and Canadian distribution rights to "Between Time and Eternity," in widescreen and Eastman Color starring Lilli Palmer and Carlos Thompson, it was announced by Henry H. 'Jim' Martin, vice-president and general sales manager. A July American premiere is being planned for the film, which was produced in Germany.

**’Apartment’ Tie-In Leading department stores and estate developers in major cities throughout the country will participate in a national promotion developed by the Mirisch Co. and United Artists for Billy Wilder's "The Apartment."

Timed with regional books for June, the promotion is pegged "ideal" bachelor apartment will be displayed by department and real estate offices. New ads and special heralds will an tie-up and persons will be invited to submit their names or shaped entry blanks obtain the ads or at local theatres.

**Drive-in Joins TOA**

GASTONIA, N.C., May 4 - Deaton of this community billed his Drive-in Theatre Owners of America his membership was secured by George Beas, TOA's director of publicity relations.
Continued from page 1) said Marcus, "is spent locally, ties, rent and other operating many towns have learned when closed down as the important part in a town's economy." Commenting on cultural values, pointed out that "many classes, which may seem to provide us time out to read, have been the same through motion picture famous names in history, such as Madame Curie, Julius Caesar, more recently the affair Will is become real human beings motion pictures.

raiser Merchandising Plan

Compo triumvir took the op to cite the results the Wisconsin Merchandising Plan rating films on television and with exceptional box-office re what is most needed in smaller towns where it can be economically. He also coincidently pointed out that "there given relationship between manners and juvenile delinquency. Upset collar does not fit our Y inner and a screening of "The Sues of Huckleberry Finn" fol the meeting, among the morning session the the City was extended entire J. Wells, executive sec Motion Picture Commission of y Milwaukee. Valentine de the activities of his review and stated they use as their the MPPA Production Code.

Advertising Code Lauded

Garet G. Twymon, director of PA Community Relations De also addressed the morning and among other things pointed number of new and different steps now taken by the industry to not improve working relationships newspapers on motion picture sing, but to develop a better name of the industry's voluntary Advertising Code.

City of Milwaukee gave tan advertising of its hospitals with page across the entire City Hall in reading: "Welcome Federation Picture Councils." A similar message was carried on the mar of the Pfister Hotel—

Campaign

(Continued from page 1) time-intensive and extensive ation of the field, is aimed at as much as we can. It is possible's two-pronged drive this year regular campaign, and the spec to combat the immigrant emergency in Israel. Of special highlight would be the 1960 EF will be the annual luncheon of Motion Picture and Amusement of UJA, Wednesday, May 23, at the Marriott Hotel, to testimonial to Sol Schwartz, lent of RKO Theatres, for his artistic and communal service.

Goldwyn Fete (Continued from page 1) good writing among those who were still young in the field, which led me to establish these awards six years ago. The results over the years have been much better than I expected. "Creative writing has been stimulated and each year I am more and more impressed by the overall quality of the works that are submitted. The judges have told me that the general excellence of what was written this year seems to have reached an all-time high. For this I con gratulate not only the winners but everyone who participated in the competition."

Likes Story, Not Spectacle

In discussing the need and imp of the story material, Goldwyn called attention to the cycle of spec tacles that are being filmed, comment ing that "any time a spectacle domi the story, you have nothing." Appropos, he related an incident of his being asked by a producer for his opinion of a spectacle he saw re cently, wherein 30,000 extras were used, and he told the producer "if all of them in the film came to see it, it might help."

Professional theatre people up to congratulate the winners and talk to the student audience were Charles Brackett, screen producer-director; John Kerr, actor; and Lewis Meltzer, screen and television writer representing the Writers Guild of America, W.

At a press conference following the awards, Goldwyn stated that the writers strike should have been settled before any of the other contracts were negotiated, since you can do nothing without the written word.

Goldwyn and Mrs. Goldwyn would be joined by Billy Wilder and his wife a week from Monday on an avition-business trip to the Middle-East, where he will gather background in formation for his next possible film, and will attend the premier of "Porgy and Bess" in Stockholm on July 6.

"Hercules Unchained" will play more than 300 theatres in the United Kingdom in a five-week period commencing July 31, Embassy president Joseph E. Levine announced here that the saturation market is the most concentrated booking program ever undertaken in Great Britain for a individual film.

"Unchained" Will Play 500 Theatres in U.K.

(Continued from page 1) officers of Warner Brothers, Wolfe Cohen for 5,000 shares and Herman Starr for 7,500—their entire holdings.

Other transactions include acquisi tion of 203 shares of Art Pictures by Roger W. Hurlock, bringing him to 19,300, and of 1,700 by Albert Zagarin, making his total 145,900.

Sam Boverman, an officer of Cine rama, Inc., acquired 1,000 shares in March, making his total holdings 2,000, Havid E. Rees, a director, reported disposition of 500 shares in December, 1959, 5,500 shares in January, 1960, and 6,500 shares in February, leaving him with 133,173.

His sons, who have reached their majority, disposed of 5,000 shares in January 1960, leaving them with 500.

Murphy Sells His Desilu

George Murphy, an officer of Desilu Productions, disposed of his entire holdings of 1,000 shares in March.

Robert Iredell, director of General Tire & Rubber Co., disposed of 1,200 shares in January and 800 shares in March, retaining 13,537. John E. Pow ers, an officer and director, disposed of 100 shares in March, keeping 5,475.

Ralph E. Case, director of Glen Alden Corp., disposed of 200 shares of common in March, 1959, leaving

A pair of beautiful women and a band of Cassacks go racing about nineteen century Russia in the arms of, or in pursuit of, John Derek, a fugitive cavalry officer victimized by his general's indiscretions in 'Prisoner of the Volga,' a costume picture filmed in Totalscope (an anamorphic portrayal) that is a good one to hang on this film, for there is plenty of big, bold talk, fancy fighting, a dungeon escape and a requited love at the end.

Derek's marriage to Dawn Addams flaps a few minutes after it begins when she tells him the child she is carrying belongs not to him but to Charles Vanel, Derek's evil superior officer. The bridegroom takes a poke at Vanel and is subsequently stripped of his rank and ordered to serve three years at a detention camp in the provinces. Yet true to her mate, Miss Addams arranges an escape for him but is brutally wounded herself. Thereafter, Derek, is both hunter (longing to strike down Vanel) and hunted (Vanel would like to set Derek alongside Miss Addams in the grave).

In desperate flight Derek is befriended by a small army of Volga boat men who hide him and introduce him to fanciful Elsa Martinelli, the landlord's dark-eyed daughter who falls in love with him. Vanel's Cassacks eventually arrest Derek, but Miss Martinelli helps him escape from the hole so he can KO the deceitful general. The young officer, about to ride off with her lady fair, learns the phony charges against him have been dropped and his capita will be restored.

The dubbing is generally effective—German, Swedish, Italian and Australian are used—but it sometimes results in unintentionally amusing results. The screenplay by Salka Viertel and Al. Lyx offers new evidence that although times and places change, a gentleman is invincible. 'Prisoner of the Volga' is a Transzone-Fides production and an Omnia-Regina selection directed by W. Tourjansky and co-adapted and the picture. Music is by Norbert Glanzberg.

Running time, 102 minutes. General classification. Release, in May.}

SAUL OSTHOF

"Unchained" Will Play 500 Theatres in U.K.

Musician present at the screening Goldwyn's son, Thomas Goldwyn, Jr., and Mrs. Thomas Goldwyn, were among the audience. Mrs. John Treacy, of United Artists, and Miss Linda Light, of 20th Century-Fox, were also present.
off the press...

fame for 1960

audit of personalities handsomely celebrating the talent responsible for the top successes of motion pictures and television throughout the preceding year, with the facts of public performance that distinguish these achievements. thus fame again provides — as it has done for 28 years — the only full-dress recognition of the people who create the leading productions of theatre screen and telecasting.

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quigley publications • 1270 sixth avenue, new york 20
Claim Sunday 'Blue Laws' Abridge
Free Speech Privileges of Films

COLUMBIA, S. C., May 5.—Appealing a lower court's decision which upheld application of the South Carolina "blue laws" to Sunday theatre operation in the state, attorneys for the theatres have amended their brief to include a new argument for the appeal hearing next Wednesday.

They cite several U. S. Supreme Court decisions, including that in the "Lady Chatterley's Lover" case, holding motion pictures to be a "medium of communication of ideas and organs (Continued on page 2)

Repeat Engagements
For 'Pillow' Slated

Based on re-runs of "Pillow Talk" in the Detroit territory and on the West Coast where it equalled 90 per cent gross of the original run in some instances even outgrossed the original engagement, Universal-International has set "Pillow Talk" for repeat engagements in every exchange territory of the United States and Canada.

Henry H. "Hi" Martin, vice-pres.
(Continued on page 4)

Code Seal Appeal on 'Candy' Set for May 16

The Production Code review board is scheduled to meet May 16 to consider Columbia Pictures appeal from refusal of the Production Code Administration of a code seal for the British-made film, "Never Take Candy from a Stranger," which Columbia is distributing here.

The review board will see the film
(Continued on page 4)

Ad-Publicity Directors Group Votes to
Form Permanent Field Organization

The MPAA advertising and publicity directors' committee yesterday approved a proposal to establish the industry field exploitation group on a permanent basis. This is the group that under the direction of Rodney Bush handled the Academy Awards promotion.

The advertising practices committee under the chairmanship of Jonas Rosenfield made a preliminary report, recommending that industry pressbooks carry a 1" x 2" insignia that will indicate that all advertising material included in the pressbooks has been approved by the MPAA Advertising Code Administration.

They also pointed out that with the cooperation of COMPO a series of advertisements in Editor & Publisher will be devoted to a step-by-step educational program on the Advertising Code and its day-to-day operation. These advertisements together with other important material on the Code will be distributed nationally to advertising directors of key newspapers.

A program for the general improvement of
(Continued on page 4)
Theatre Owner Gets Big Reopening Assit

Special to The Daily

ALBANY, N.Y., May 5 — Business men and ordinary residents of nearby St. James have been biding their time in chapter in their heartwarming story of assistance to Alex Pedro, who has just reopened the long closed Community Theatre, after an extensive re-habilitation and refurnishing job. The Enterprise and News, St. Johnsville weekly, carried not only an ad of congratulations to Pedro from 32 business places on reopening day, but also a front-page story, and editorial entitled “Theatre Support A Necessity.” The paper published two pictures of the theater under a two-column banner and declared: “If there was ever a local man going into business in St. Johnsville who deserved the support of the business men and the whole community it is Alex Pedro, who is not only a native but was born and reared in the former Smalley’s Theatre Building.”

“Running a theatre in a small town can be a rugged business,” the editors continued, “if its people don’t have heart. If they insist on seeing the big shows the minute they come out, chasing 30 or 40 miles to do so, the small town theatre man doesn’t have a chance. Give him a week or ten days and he can serve you as well as anyone and probably a lot better.”

Tieins with local merchants enabled Penguin to sponsor a film tie-in and giveaways. A delegation of Albany theatre men attended the premiere. Pedro operates the Family Theatre in nearby Dolgeville as well as the 300-seat Community.

Pastor Signs ‘Blue Law’ Plant Against Theatre

Special to The Daily

LANCASTER, S.C., May 5 — A warrant for operating a theatre during church hours on Sunday night was signed by Dr. Snoop Baker, pastor of the Emmanuel Baptist Church here, and served by Sheriff Halsey. The warrant was obtained on D. J. Jernigan and J. A. Biggart, co-owners of the Motor-In Theatre. Jernigan and Biggart posted bond to appear in Magistrate Court for a hearing.

Meanwhile, Sheriff Williams said he contacted Ogbum Hough, manager of the Fort Theatre and James L. Hyatt, manager of the Midway Theatre, who said they would not open on Sundays before the state supreme court hands down a ruling on May 11.

Cannes Official Named

Howard Russell Simpson, U. S. State Department branch public affairs officer at Marseilles, France, has been named the official U. S. government representative at the Cannes Film Festival, now in progress.

MCA Quarter Earnings Highest in History

Unaudited net earnings of MCA, Inc., for the first quarter ending March 31, were the highest in its history and approximately 40 per cent in excess of the first quarter of 1959, according to Jules C. Stein, chairman of the board.

Earnings for the first quarter before taxes were $3,455,838, compared with $2,405,718. After preferred dividends and taxes, net earnings were $1,651,254 or 41c per share compared with $1,165,078 or 29c per share for the corresponding 1959 quarter.

Curtiz to Direct Film On Life of St. Francis

From The Daily Banner

HOLLYWOOD, May 5 — Michael Curtiz, director of such pictures based on life of St. Francis of Assisi, according to Plato Skorah, who will produce the film, budgeted at $3,000,000, for Triton Pictures Corp., in which he is partnered with his brother Syros, Jr. and his cousin Charles Skorah.

Curtiz will fly to Italy next month to scout locations in regions where St. Francis lived 800 years ago and will confer with Vatican officials about filming some scenes in the Holy City.

Eugene Vale has written the screenplay and shooting is scheduled to begin in August.

Popsicle, ‘Alamo’ Tie-In

United Artists and the Popsicle Company have set a national merchandising tie-in for John Wayne’s “The Alamo.” The promotion is a picture puzzle coloring contest awarding 5,000 prizes and is part of the advance publicity drive for the Todd-AO epic. The promotion was developed by U. A. in conjunction with the Russell Birdwell office.

Detroit Company Moves

DETROIT, May 5 — Allied Pictures Corp., film exchange here, has opened new quarters in the Fox Building.

‘Blue Laws’ (Continued from page 1)

of public opinion” and “as such wired with free speech and fair treatment. The day the motion of the Senate and House of Representatives, which will argue the Senate’s ‘blue laws’ prohibitory exhibition of films is useless. Only the controls of the state parties determined by the balance of Sunday movies, we urge, ‘precisely co-references those it may apply to newspaper and television stations, etc. They are intended for the Courts of the New York state statute on the New York statute ban showing of ‘Lady Chat’ Lover,’ in which the high court has certified that the guarantee of the films on that are conventional and shut a majority.”

The theatre attorneys hold state “blue laws” as construed lower court “arbitrarily select on of vehicle for the disseminated ideas . . . which may not operate Sunday and permit many other examples of the course the introduction of ideas . . . to operate on day without interference.”

The appeal to be heard next is from the Greenville court—common pleas which held last November that the “blue laws” apply to Sunday movies and do not apply to federal or state constitutional tests.

It is based generally on the positions that the legislative intent “blue laws” was to prohibit dis activities on Sunday and that the laws rates that the “blue laws” apply to Sunday movies, in the abridgment of the state and constitutional guarantees of freedom, of speech, and press.

Two ‘Gallant’ Prizes

“The Gallant Hours,” starring Cagney as Fleet Admiral Willard, will be opened in two pbecked by the official support United States Navy and Unites in San Diego, Calif., at the Theatre May 17, and in Pen Fi Theatre May 18. It was announced by James R. UA vice president in charge of mestic sales, Producer-director Montgomery and Cagney will pate in both gala events.

Motown City Music Hall Rocketeer Center • CS-4500

DORIS DAY • DAVID NIVEN

“PLEASE DON’T EAT THE DAISY”

ELEANOR PARK • SPRING BENTEY • RICHARD PAT

FROM 6-WH IN CHEMISTRY AND METALLURGIES

AND THE MUSIC HALL'S GREATEST AGENT SHOW
UA to Start 14
May thru Sept.

Ten pictures will go before
weeks between May and Sep-
for United Artists release. In
these productions are cur-
shooting.

Scheduled to start in May are Para-
Productions’ “The Facts of
Hope and Lucille
Productions’ “He Run
Hill-Lancaster, of
Conviction,” film version
Hunter novel, starring
cestor, to be filmed in Holly-
York, and “These-
aitor,” starring Bob
, to be filmed in Italy, Yugosl-

The Miffs’ Scheduled
the June production sched-
small Productions’ “Jack
nt Kellar,” to be filmed in
70mm in Marie Sainton
Productions’ “The Miffs,” Star-
Gable, Marilyn Monroe,
Clift, Eli Wallach and
riter in an original screen-
Arthur Miller’s “Death of
Huston in Reno, Nevada;
Productions’ “Short Week-
ry Cooper, to be filmed in
and Side Story,” a Pictures
firm, in association
Art Productions, to be
ed in New York in color and

Bob Mathias to Be Stared
before the cameras in July
chill-Lancaster’s “Man of
, to be filmed in Hollywood
r Lancaster; “Revolt of
n the starring Bob Mathias, to be
in Spain, and Edward Small
“Thief of the Senate Sla-
Small Productions’ “Scr-
, in color and 70mm, goes
duction in August.

Four of the ten starring are Pen-
“Fris Fris,” starring Paul
, to be filmed in color in
and Anatole Litvak’s “Time On
”, based on Francois Sar-
Vezin-Vrahms,” to be
in Europe starring Ingrid Berg-
Laurence Harvey.

Exodus’ Now in Work
only shooting in Israel is Otto-
“Exodus,” in Technicolor
Bavan 70, starring Paul
in Eva Marie Sainton
Productions’ “Spider’s Web,”
Agatha Christie play, is now
film in England in Techni-
Superman, starring Cluny
and Knightbridge Films’
Was A Crooked Man,” is also
the cameras in England, star-
maker Wisdom.

Ramsey Dies
STANBURY, S.C., May 5—P.
Ramsey, 51 an engineer as-
with the Carolina Theatre
the past 28 years, died at
Black Hospital following a short
of the studios, the product to be
available through the remainder of
this year will compare favorably with
the total product available in the same
period last year.

The specific titles of releases for the
balance of 1960, listed alphabetically
by company, follow:

Allied Artists. For May: “Raynec,”
June: “Three Cheers for the
;” July: “Cage of Elysium,”
August: “The Marriage - Go - Round,” “Sanctuary,”
“Solo.”

United Artists. May: “The Fugi-
tive Kind,” “The Gallant Hours,”
“Nose for a Gunman,” June: “Mu-
tumba,” “Music Box Kid,” July: “The
Apartment,” “Cage of Evil,”
“Flames Over Pompeii.” August: “E-
mer Gantry,” “He Ran All the Way,”
September: “The Night Fighters,”
“Neds Longian,” October: “The Alas-
mo,” (special engagements, rel in
Dee.). November: “Inherit the Wind”
(special engagements, general rel in
Dec.). “The Magnificent Seven,” De-
ember: “Exodus,” (special engage-
ments).

Universal. May: “The Cossacks,”
“Head of a Tyrant,” “Othello,” (Rus-
sian cultural exchange). June: “The
Brides of Dracula,” “The Leech
Woman,” “All In The Family,”
“Both in Time and Eternity,”
“Dinosaurs,” “Portrait in
“S. O. S. Pacific,” August: “Short-
traveler’s Caboose,” “College Con-
vential,” September: “Seven Ways
To Sundown,” October: “Midnight
Lace,” “Spartacus,” (special engage-
Green.”

Warners. May: “Sergeant Rutledge,”
June: “The Chicken Run,” “Jocke-
Y,” “The Sea Huns,” “Splendor In
The Grass,” (special release dates,
under consideration).

Columbia. May: “Electronic Mon-
ster,” “Killers of Kilimanjaro,”
“Man on a String,” “Strangers of
Bombay,” June: “Battle in Outer
Space,” “The Mountain Road,”
“Dog of the Moon,” July: “Stop!
Look! Laugh!,” “Strangers When
We Meet,” “The Czar,”
“Where Is The Star?” “The
Day They Robbed the Bank of
England,” “Midnight Lace,”
September: “The Longest Day,”
October: “Gold Diggers Of
1933,” “The Great Lie.”

Para. Books ‘Branded,’
“Volga in Brooklyn”
Dino De Laurentiis’ “Five Branded
Women,” for Paramount release, will
have its New York premiere engage-
ment at the Brooklyn Paramount and
Paragon theatres starting Wednesday. On
the same bill will be Paramoun’s
“Prisoner of the Volga,” Eastman color action
spectacle.

Cauger Service Sold
COLORADO SPRINGS, Colo., May 5—The Alexander Film Co. has recently acquired the theatre service and leasing arm of the A. V. Cauger Service, Inc., Independence, Missouri, it was announced here by Alexander presi-
dent, Keith Munro. A. V. Cauger
Service, was started 25 years ago by
the late A. V. Cauger and has been
carrying on in recent years by his
son, Ted Cauger. The film company serv-
ces 125 theatres in Oklahoma, Mis-
souri, Arkansas and southern Illinois.

‘Daisies’ Over $900,000
MGM’s “Please Don’t Eat The
Daisies” grossed $901,297 at the
Radio City Music Hall box of-
In its first five weeks. The sixth
week, in which it will pass the million dol-
mark, began yesterday.

Sir Gordon Craig has retired as
managing director of British Motion-
tonews. E. T. Adams continues as
general manager of the reel.

Irving Linebaugh, manager of the
State Line Drive-In Theatre, in
Hager-
ton, Md., has been appointed to fill
the unexpired term in the Hagerstown
City Council.

Edward R. Sasse, M-G-M manager
in Albany, N. Y., has addressed two
upstate groups on the subject “The
Play, Agitations and Problems of
Motion Picture Distribution.” The first
talk was before the Business Men’s
Association of St. Johnsville, N. Y.,
the second at the Rotary Club of
Cooperstown.

Henry Krumm, for many years
active in the distribution field in the
Atlanta area, has joined Setsim Films
in San Antonio, Tex., as executive vice-
president in charge of sales, publicity
and market surveys.

Mrs. B. R. Springborn
Heads Detroit Council

DETOUR, May 5—Mrs. Benjamin
Springborn has been elected presi-
dent of the Greater Detroit Motion
Picture Council. Other officers named
are: Mrs. Earl Seieidet, first vice-
president; Mrs. Samuel Cutrer, correspond-
ing secretary; Mrs. Frank C. Reise,
treasurer.

Guests at the meeting were Douglas
Fowley and June Wilkinson, producer-
director and star, respectively, of
“Mucumbo Love.”

Rites for J. H. Dillon
CHARLOTTE, May 5—Funeral
services have been held here for J. H.
(Cy) Dillon, 54, who died Wed-
day in Greenville, S.C.

A salesman for National Screen
Service, Dillon was manager of the
Charlotte branch of Republic Pictures
until it was closed several years ago.
He sold films for televisions stations
before assuming his duties with NSS
as a salesman. He is survived by his
wife and two sons.

‘Lady’ Gross $114,046
“Who Was That Lady?” an Amm /
George Sidney Production for Colum-
Pictures release, has grossed a huge
$114,046 in its first three weeks at
the Criterion Theatre in New York.

‘Hercules’ Comic Book
The Dell Comic Book version of
Joseph E. Levine’s “Hercules Un-
chained” will go on sale June 16 in
more than 10,000 retail outlets in
the United States.
Fewer Films, More Money

(Continued from page 1)
New Motion Picture," Bergman said: "In the past ten years we have viewed a quiet revolution in the structure of the business, both economically and technically. The audience's selection from techniques of mass production, which have dominated for many, many years, to the new era when individual talents are and will continue to design and control the world motion picture screen.

"Today the major motion picture companies are financing and distributing films and are leaving the creative job to the actor, writer and director.

Miss Nona White, chairwoman of the Board of Independent Theatre Owners of Arkansas, spoke on the subject of Motion Picture Memorabilia." She cited the ten highest grossing films of the Edison Kinetoscope through the early days of sound, the use of trick photography, the star system, technical research in film making, and all that is the high-light of the historical growth of motion picture production.

Speaking for the independent exhibitor, Miss White commented: "We are merchants who try to do a job, and we need the help and cooperation of all people interested in films.

"The following officers were elected for the ensuing three years: President: Mr. Nelson, Jr., Philadel-

phia Motion Picture Preview Group; first vice-president: Mrs. William C. Sullivan, Motion Picture Council of Greater Cleveland; second vice-presi-
dent: Mrs. Leroy Lewis, Larchmont- Mamaroneck Motion Picture Council; recording secretary: Mr. Irwin J. Haas, Better Films Council of Mil-

waukee County; treasurer: Mrs. William Lewis Hancock, Better Films Council of Grand Rapids and Kent County.

"The Brooklyn Motion Picture Council of New York has petitioned to serve as host council for the next conference.

"The closing dinner meeting tonight was devoted to the presentation of the annual Federation film awards honoring:

"Best Family Picture of 1939—The Shaggy Dog" (Buena Vista); Best Drama—Volunteering: The Best Musical of 1939—"Porgy and Bess" (Samuel Goldwyn); (Columbia); and Best Comedy of 1939—"Operation Petticoat" (Universal).

Branch Heads

(Continued from page 1)
Terrace," and to contribute their views at special meetings which will follow the showing. This was an-
nounced here yesterday by C. Glenn Norris, newly appointed general sales manager.

"The branch managers will sit in on discussions with the 20th's sales staff and vice-president Charles Einfeld, to add their ideas to the promotional and sales policies the attraction will have in its summer release.

"We sincerely believe," Norris said, "that this 'grassroots' movement which will bring the important problems of local exhibition to discussion on a continuing basis."

Sex' Title Appeal

(Continued from page 1)
had registered the title, "Sex Kittens," on June 27, 1958; and Roger Brewer presented the case for Allied Artists, which had registered the title, "Sex Kittens Go to College." The board voted unanimously in favor of Trans-

national, following the decision in its favor, Joschim indicated that he would voluntarily relinquish the title to Allied Artists.

The board also unanimously approved an amendment to the Produc-
ter's code and two other new regulation, authorizing the president of the As-

sociation to appoint not more than six alternate members to hear appeals when a quorum cannot be obtained. Mrs. Ann A. Lashley, council member may be appointed for the hearing of any appeal in each of the three categories: directors of the Associa-
tion, exhibitors and producers.

abc Vending Earns Up 14% for Quarter

Earnings of ABC Vending during the first 13 weeks ended March 27 were up 14 per cent on an annual comparison, chairman Shear-

ton of the board, has re-

minded. Sales and other operating re-
turned $14,033,292; compared with $13,058,553 for the same period last year. The net income before taxes was $475, an increase of $109,222 or 19.59 per cent on the 1959 figure of $679,253.

Provision for estimated taxes increased $70,000 as compared with $312,000 in the 1959 period.

Net income after taxes was $475 or 37 cents a share on the $13,058,553 for the stock in outstanding. Earnings for the first three weeks ended March 29, 1959, $307,253 or 32 cents a share presently outstanding.

Beverly Hills Theat Will Be Remodeled

From THE DAILY Bureau

HOLLYWOOD, May 5—The landmark Warner Bros. Hollywood Theatre has been announced today will be re-opened July 20 with a Bryna-Quine production for Col-

Ors "Strangers When We Meet." The property of the theatre was re-

ceived at $1,612, which included the installation of a lounge seats and bordello seat for 42-inch spacing for leg comfort. Besides new seating, the auditorium will be added an entirely new floor-painting of the interior of the auditorium and a complete reverb.

Plan New Visual Show For 'West Side Sto

From THE DAILY Bureau

HOLLYWOOD, May 5—Bass has been employed to air creation of a unique visual of "West Side Story," the film version of "West Side Story," Mirisch Pictures, Inc., presenting association with Seven Art Films, which producer Bob Roberts will start this summer.

Wise and Jerome Robbins will direct the film based on the Be-

seeking drama.

WGA Council

(Continued from page 1)
chue Ed Hartmann, national-

man; Curtis Kenyon, chair-

WGA-W; Ken Englund, pres-

dent of the branch. WGA-W; M. Lenard, president of the branch, WGA-W; Mike Frank, executive director, and Mel Shubin, legal counsel.

Votes were taken for discussion of the company which producers are expected to be-

present here early next week.
Ambassadors Will Meet ‘Othello’ Bow

Films Started; of 27 Shooting

Who’s Where

John Fernandez has been appointed sales manager for NTU Speletlevision, a division of NTU Television Broadcasting Co. Lionel Forst has been named spot sales liaison manager.

Prescott Robinson and Richard Bate have been appointed CBS news correspondents for WCBS-TV’s “The Late News” (11 P.M., Monday through Saturday) and “The Seven O’Clock Report,” respectively, effective May 30. Robinson joins WCBS-TV after nearly 20 years as newscaster for WOI radio in Des Moines. He was expelled from Cuba following an exclusive interview with Prime Minister Fidel Castro.

Sandra L. Sherwood has been appointed media researcher for special projects, information services, CBS Television Network. Mrs. Yamma Brandt has joined the same division as a writer.

Andrew J. Reinhart has been named director of budget for the CBS Television Network. Associated with CBS since 1951, he was most recently the network’s director of accounting. He has been succeeded in that post by Louis J. Rauchenberger who has been supervisor of accounting policy.

CBS Announces Second Public Affairs Exchange

An expanded public affairs program exchange in 1960, with all five CBS stations’ television exchanges taking part, was announced by Craig Lawrence, vice president, CBS Television Stations. Last year, three stations participated in the project which won two Sylvia Awards.

The participating stations will be WHRM-TV, Chicago; KXTV, Los Angeles; WCBS-TV, New York; WCAU-TV, Philadelphia and KMOV-TV, St. Louis. Each station will produce on tape and exchange with the other stations 13 half-hour public affairs programs. This permits each station to program two or three hours of public affairs each week during the period of the exchange, which runs from May to September. Hal Hough, director, program services, CBS owned television stations, will supervise the project.

Courtney Promoted

Alan D. Courtney has been promoted to the newly created position of vice-president, program administration, NBC television network. At the same time, Robert F. Aaron has been named director, daytime programs, and Joseph P. Cunniff director, nighttime programs.
STUPENDOUS!
The Story of the All-Conquering Lion Of Judah...
Who Smote The Mighty Goliath and Routed The Philistine Hordes!

"DAVID AND BATHSHEBA"
STARRING
GREGORY PECK
SUSAN HAYWARD
COLOR by TECHNICOLOR

DAVID AND BATHSHEBA
SENSATIONAL
IN FIRST 32
LOS ANGELES ARE OPENINGS
GET SET FOR GOLIATH-SIZE ENGAGEMENT

RAYMOND MASSEY, KIERON MOORE
Produced by DARRYL F. ZANUCK, HENRY KING
Directed by
Written for the Screen by Philip Dunne
James Robertson Justice John Sutton Jayne Meadows Dennis

Make sure you see the giant NEW TV, radio and newspaper campaign! Get it quick... from 21st
Texas Compo Supports Classification; Hopes to Offset Local Censorship

Special to THE DAILY

DALLAS, May 8.—Audience classifications recommended by the Texas M. P. Board of Review will be made available hereafter to members of Texas Compo as a bi-monthly service, Kyle Roxes, executive director, announced at the weekend. The action is being taken to help ward off threats of state and local censorship which, it is feared, could result from increasing criticism of some film content.

"The signs multiply that our industry may expect to find high censorship hurdles rising in its path during the coming year as every day seems to" (Continued on page 5)

Reopen Para. Booking Office in New Haven

Paramount Film Distributing Corp. is re-establishing a booking office in New Haven, Conn., to supplement its present sales office there, vice-president Hugh Owen announced at the weekend.

"It is good to know that with so many great Paramount attractions on the horizon, we shall be able to serve" (Continued on page 3)

Esformes Heads Col. Latin Amer. Publicity

Nat Esformes has been appointed Columbia Pictures International publicity manager for Latin America, it has been announced by Jonas Rosenfield, Jr., Columbia Pictures executive in charge of advertising and publicity. The new appointment, Rosenfield announced, (Continued on page 2)

Executive Sessions on Wage Bill Start May 23

From THE DAILY Bureau

WASHINGTON, May 8.—Sen. John F. Kennedy (D., Mass.) has announced that executive sessions will be held on the minimum wage bill beginning Monday, May 23, and will continue until the bill can be reported out.

The bill, sponsored by Senators Kennedy and Morse (D., Ore.), was reported to the full labor and public (Continued on page 2)

Hearing in N. Y. June 2

On Intermountain Plea

A hearing on Intermountain Theatres' proposal to acquire a Utah drive-in theatre has been scheduled for June 2 at 4:15 P.M., at the Federal Court House in Foley Square here. Judge Edmond L. Palmieri will preside at the session.

Intermountain Theatres, a wholly (Continued on page 2)
PERSONAL MENTION

ROBERT DORFMAN, of Buena Vista Films, left New York over the weekend for Dallas.

Burt Sloane, United Artists publicity manager, will leave here today for Washington, where he will confer with Navy Department officials on promotional plans for the world premiere of "The Gallant Hours" at the Keith Theatre there on May 13.

Thomas J. Valentino, head of the transcription organization bearing his name, has returned to New York from the Coast.

Marvin Levy, of the M-G-M home-office advertising-publicity department; Enpee Hoppin, who plays "Huckleberry Finn" in the current film of the Mark Twain story, and Eddie's father, mother and sister, have left here for Detroit. The picture will open tomorrow in Birmingham, Mich.

James Larkin, entertainment industry representative for B.O.A.C. returned to New York over the weekend from Africa and England.

Yul Brynner, has returned to Hollywood from Guernavaca, Mexico, and has entered Good Samaritan Hospital there for surgery on an injured hand.

Ruth Kopp, of Realart Pictures, left New York over the weekend for London, Israel, Italy and Greece.

Billie Jo Spencer, of the Allied Artists booking department in Atlanta, has resigned to become the bride of Jesse McPherson.

Lawrence Woolner, of Woolner Bros., Drive-in Theatres, New Orleans, has left there for Chicago.

Loew Circuit

(Continued from page 1)

James Bruce, who is a director of Technicolor, American Airlines, Republic Steel, Commercial Credit Corp., and other companies, has been chairman of the board of P. Lordell Co.; Preston Tisch, an officer of Tisch Hotels, Inc., and Jay Wells of Wels Television, Inc.

Trends on Present Board

Present members of the board are: George T. Baker, president of National Airlines; Thomas J. Connellan, retired former vice president of the First National City Bank; Leopold Friedman, chairman of Loew's Theatres; Thomas L. Norton, dean of the New York University school of commerce, accounts and finance; Eugene Picker, Loew's Theatres president; Simon A. Rifkind, of the law firm of Paul Weiss, Rifkind, Wharton and Garrison; Laurence Tisch, who is president of Tisch Hotels, Inc., and chairman of Loew's Theatres finance committee; Arnold M. Grant, New York attorney and member of the Los Angeles law firm of Bantzer and Grant; Herbert A. Hoffman, executive vice president of Tisch Hotels, and John F. Murphy, Loew's Theatres executive vice president.

Of the incumbents, Grant, Hoffman and Rifkind are nominees of Laurence Tisch with and with the five directors to be added to the board will give Tisch a majority representation of nine on the new board of 15.

Tisch owns beneficially 614,700 shares of Loew's Theatres stock, or 23 per cent of the 2,668,389 shares outstanding.

Benefits Expected

A management spokesman said it is anticipated that the enlarged board will make it possible to accelerate the company's plans for continuing growth and diversification. Tisch has stated on several occasions that he would like to see much of the company's valuable real estate put to uses which would increase the cash flow to the company, such as conversion of some theatre properties to hotels and apartment buildings. Several such projects are under way in New York and others are contemplated elsewhere.

Subterraneans' Tie-In

Grove Press and Metro-Goldwyn-Mayer have entered into a co-operative arrangement to promote the Evergreen edition of Jack Kerouac's "The Subterraneans" and the June 23 San Francisco premiere of the film, starring Leslie Caron and George Peppard. A new printing, timed to the release of film, is in work, with window displays, shell banners and other promotional aids to be distributed to the city's top book stores.

Teaser Ads for 'Crack' Three Weeks in Advance

Darryl Zanuck's "Crack In The Mirror" will be pre-sold through a three-week advance teaser newspaper ad campaign, the scope of which has been employed only twice before in 20th Century-Fox advertising history, Abe Goodman, advertising director, announced at the weekend.

To be placed on off-assurance pages, the series of 14 teasers draw attention to the six characterizations given by the star, and the stress producer Zanuck's message that audiences must see the thriller from the very beginning.

Each engagement will also be supported by an extensive TV and radio spot saturation using three separate sets of trailers for each medium.

The three-pronged teaser attack will go into operation shortly in Boston, where the Zanuck production will open at Ben Sack's Capri Theatre late this month.

Wage Bill Sessions

(Continued from page 1)

wage committee after extensive hearings. The full committee has met in executive session but has thus far been unable to reach agreement.

"However," Senator Kennedy said, "I am confident that a few more meetings will dispose of all the amendments being offered by members of the committee. Then we can report the bill out and schedule it for action."

"I am also confident that, whenever a dollar-an-hour wage could provide the barest necessities of life..."

70mm Policy

(Continued from page 1)

"Wages and conditions of employment that will repay..."

Elections

(Continued from page 1)

said, is part of the re- 
newed integration of the C.

International promotional set 
der, the industry, and public and profession.

Esferno, who will operate the New York home office for the important American territory, was added to the Columbia staff as his director vertising public of the Na-

Spanish, a new daily media

for Leonard Wolf & Associate

for the president of Frank Advertising, Inc.

The new Latin America manager will supervise the expasion and execution of the company's interests throughout the territory, thereby constantly an office in Brazil, Argentina and Cuba with the the Southwestern States.

Exhibitors Capacity Limit

Reviewing the industry's paquing at length, LCD counsel "the capacity of exhibitors..."

Internmountain Heat

(Continued from page 1)

owned subsidiary of American casting Paramount Theaters, which will produce "The River" and "68th St." The 20th Century-Fox film will debut at both theaters later this summer.

"River" to 68th St.

The 68th Street Playhouse has been selected as the East Side theatre to play "Wild River" simultaneously with the 20th Century-Fox's "The Story of Ruth," arrives in New York today from Hollywood to begin her 15-city county-wide tour on behalf of the Samuel G. Engel production.

Here for 'Ruth' Tour


"River" to 68th St.

The 68th Street Playhouse has been selected as the East Side theatre to play "Wild River" simultaneously with the 20th Century-Fox's "The Story of Ruth," arrives in New York today from Hollywood to begin her 15-city county-wide tour on behalf of the Samuel G. Engel production.
Para. Proposes First Plan for Stock Options

(Continued from page 1)

render greater service to the corporation.”

It adds that the board believes that a

important means of accomplishing

these objectives is that of enabling

“selected employees to acquire a pro-

prietary interest in the corporation

through the purchase of (its) stock,

thus providing them with a more di-

rect investment in its welfare and a

closer identification of their interests

with those of the corporation.”

Options have been granted by Bar-

ney Balaban, president, for 25,000

shares; George Welker, Jacob H.

Karp and Paul Rubourn, vice presi-
dents, for 15,000 shares each; to

Y. Frank Freeman, Russell Holman,

James H. Richardson and Jerome

Pickman, for 5,000 shares each, and

to 33 additional, unidentified employees

for a total of $3,000 shares, none of

which options is for more than 2,500

shares.

The total number of shares which

may be issued under the plan is a

maximum of 50,000. The plan may be

granted to selected employees dur-

ing the five years ending April 14, 1965,
at a price not less than 100 per cent of the fair market value of

the stock on the date the option is

granted. Twenty-five per cent of the

option is exercisable on the first an-
niversary of the granting; and 25 per

cent additionally on the second, third

and fourth anniversaries.

The options granted on April 14 are

exercisable at a price of $4.50 per

share. The shares sold at 43 3/4 to 43 1/2

on that day. On Friday they were

selling in the 41 to 42 range.

The Paramount stock option com-

mittee consists of Edwin L. Weisl, Dun-

can G. Harris and Earl L. McClintock.

Grant to Louis Novins

The company’s proxy statement

notes that in January, 1959, an option to

purchase 7,500 shares of Telenet Magnetics, Inc., capital stock, of Para-

mount Pictures subsidiary, was granted to Louis A. Novins, Paramount sec-

tary and president of International Telenet, at a price of $3.80 per share to

next Dec. 31, in consideration for Novins entering into a two-

year employment contract with the company. Novins exercised the option

last August when the market bid and asked prices for the shares were $155-17.

Employment Pact a Factor

Also, last May, Paramount granted to

Karp an option to purchase 10,000

shares of Telenet Magnetics at $8.50 per share up to Dec. 31, 1961, in con-

sideration for entering into a seven-year employment contract with

Paramount.

Nominated for reelection as direc-

tors for another one-year term at the

annual meeting are: Balaban, Free-

man, A. Gonger Goodyear, Stanton

Griffith Harris, John M. Hasbrouck,

Clintock, Maurice Newton, Rabiohn,

Weisl, Welterm and Adolph Zukor.

The proxy statement shows that

Balaban received $124,800 remuner-

ation in 1959, including expense al-

lowance of $20,800; Freeman, $104-

000 Rabiohn, $50,800, including expense

allowance of $7,500; Welterm, $65,000, including expense allowance

of $5,400, and Zukor, $78,000.

Will Eliminate 50,000 Shares

The proxy statement also reveals that

the company proposes to elimi-

nate 50,000 shares from the authorized capital stock of the corporation. These

are shares which have been authorized

by the company, and the effects of their

elimination will be to reduce capital by

$30,000, par value of the shares, and
to reduce capital surplus by $2,277,293.40, aggregate cost of the

shares in excess of their par value.

The proxy statement notes that in

the event stockholders do not approve

the new stock option plan at the an-
nual meeting, the plan will become

ineffective June 30.
**National Pre-Selling**

**DURING the past few years many motion pictures have been based on persons in contemporary life. The editors of "Life," conscious of this trend in the picture industry, assigned their British correspondent Anne Angus to interview Tom Dobson, a wrestler, at a match in Birmingham, England. The article appears in the May 2 issue. When Tom Dobson came to the Birlee plant in Birmingham, he was a member of a union and wanted to stay in it. His co-workers wanted him to join theirs. After arguments failed they declared him an "uncoachable" and refused to talk to him.

Dobson's tale of ostracism is now duplicated in a popular motion picture named "The Angry Silence." Dobson told "Life" reporter after seeing the film, "If it had not happened to me, I never would have believed it." Photos of Dobson, his large family, and scenes from the film that parallel his life are the pictorial phase of this unusual story.

- A Jacques Kapralik caricature featuring "The Story of Buth" stars, Elana Eden, Stuart Whitman, Tom Tryon and Woody Strode, will appear on the full color cover of "Pictorial Review's" June 5 issue. This new 20th-Fox film has been produced in DeLuxe color and CinemaScope.

- "The Adventures of Huckleberry Finn" will be released in June by MGM. Appropriately "Look" in the May 10 issue has published a picture story of Mark Twain. The text for this article was taken from "Mark Twain Himself" by Milton Melzer, and will be published in October by Thomas Y. Crowell company.

- "I'm All Right, Jack" the hilarious English satire, which poking fun at big business, unions, and politics receives a lavatory review in the May issue of "Seventeen."

- "The Unforgiven," starring Audrey Hepburn and Burt Lancaster in "Sunrise at Campobello," which should be ready for release by Warner Bros. in early autumn.

-WALTER HAAS

**Noose for a Gunman**

**Premium—UA**

A routine western, this 69-minute production is marked by only two professional performances and is saved from the ordinary by a script, which although borrowing the elements of instead of sharpening them manages to build fair suspense. It builds to a gun battle, standard in most of its elements, which should satisfy the action fans.

For names it has only Harry Carey, Jr., who struggles mightily to make credible his part as the stage line owner who befriended unjustly accused Jim Davis, whom the self-righteous townswoman of Rock Valley wants thrown to hang because he has killed two of his sons, Barto MacLane, wealthy ranch owner. Davis' only other friends are Walter Sando, the sheriff who shares his suspicion of MacLane as the master mind behind a number of stagecoach robberies, and Lynn Thomas, his fiancée, who is due in town on the stage which villain Teo de Cossa and his henchmen are about to rob.

Davis is jailed after tangling with MacLane's hired gunman, Leo Gordon; the gold shipment is hidden in town. A few minutes later Teo de Cossa's men hit the town, the townsfolk in embarrassment seek Davis' help, and he with Carey at his side, kills them all.


**The Great Day**

**Ellis—ASPA**

What begins as a commonplace adventure ends in extraordinary recognition for a little Spanish boy who sacrifices his arm for the want of a white communion suit and for the love of God. "The Great Day" is a continuation of the year-old "Marcos" (Miguelito Gil) whose mother's dying words were the promise of such a suit, but whose father is poor to buy one for him. He and his young friend Polonius, an amusing "Butch" type choir boy (Miguel Angel Rodriquez), aspire every waking minute to the white suit. Rafael Gil directed his son in the lead role.

Marcos' stern father and older sister are poor but honest. The boy worships his brother who is discharged from the Army and wastes his time on the card table. When Marcos sells the white suit loaned to Polonius, he determines to have one like it for himself, whatever its cost. He consciously breaks his commanding day fast so as to steal until he has his.

His first great experience comes in Madrid where he tries on a white suit which makes him look angelic. In his own village he steals such a suit from a circus midget but conscience compels him to return it. Later, when an old woman of the village dies leaving him enough money to buy the suit in Madrid, Marcos entrusts the sun to his brother who gahunishes it away.

This misadventure with the suit shows the boy's desire. He works to earn the money, hoping slag in a nearby foundry, sneaking away from home late at night. One evening he discovers the wouldn't. He finds a judiciously crushed to death in a cave-in. His life is saved but his arm is removed. News of the accident is published in newspapers throughout the world and hundreds of white suits with golden braid arrive at the hospital, with dozens of pairs of white shoes and prayer books. Finally, the great day arrives and Marcos hands the adorned church to receive his first communion in the white suit of his choice.

The script for this film was written after the true story of a French boy who also longed for a white suit he could not afford, to wear for his first communion. He too was gravely injured, working in the foundry for the suit, and his adventure was publicized throughout France. The picture was dubbed in English. Running time, 94 minutes. Release, in May.

**THE GIANT OF MARATHON**

**TITANUS-GALATEO PROD.—M-G-M—Dyal—Scope**

Steve Reeves, now "The Giant of Marathon," herewith takes another long stride toward establishing himself as a folk hero of pictures about ancient civilizations. In this Italian production in Eastman color and Dyal—scope, Reeves plays Philibides, an Athenian Olympic champion who embodies pride, strength and intelligence for his country. He fights for his entry from Persian onslaught and he also wins the hand of Mykene Denommot. This film should bring Reeves fans into the theatre and those who just enjoy costume melodrama.

When he learns his beloved Athens will be destroyed by the Persians unless he does something quickly, Reeves gallops out orders to enlist the city's support. Spartan help doesn't arrive until the battle scene looks lost for the Athenians, but when it does come in spades, the Persian fleet is swamped and Philibides is freed long enough to put the jug on Teocritus (Sergio Fantoni), an Athenian traitor who starts most of the trouble.

Another beauty, Karis (Daniela Rocco), is in love with Philibides but her love is not returned. After she agrees to conspire with Theocritus she changes heart and exposes him near the end of the picture, informing Philibides with her last gasps (Theocritus has fired an arrow through her) that the Persian attack will come from the rear. The Athenian army is but Philibides leads a band of men into the fray but cannot nash the fleet and with the Spartan Cavalry split the sor down the middle.

"The Giant of Marathon" is well and dubbed well. The picture seems to have spared no expense to make their ancient Greece as tincise. The scene play by De Concini, Augusto Frassinio, Bruno Vallati is low-keyed but the most part interesting. The Galatea production was three Jacques Tourneur and produced Vallati. Featured in the cast is Gert Lupo, Dianle Varga, Lotti, Miranda Campa and Ivo (Running time, 92 minutes. Review, May 8.

**My Dog, Buddy**

Mclendon Prod.—Columbia

B. R. and Gordon McLendon produced for Columbia a picture tale of an orphaned boy and his best friend, and near misadventures are reunited with one another. Buddy, "is sweet and sent one that youngsters will take with them even if their elders grow in with."

Unless 10-year-old Travis Le finds his half-breed and rather pooking German Shepherd he runs away from the shock of an accident that was fatal to his dark this much is made clear, for spends most of his time in a hospital bed, suffering from polio. He is able to spend the final goes outdoors he is pained by his doctors and his local dog show where "Buddily" is entered in the show by J. A. Foster, a dog-breeder whose own hand. "Buddy" wins first prize, Foster, seeing the dog's off Master LeMond, changes his the boy becomes aware of the boy's run away again, "Buddy" is cobbled into a stone quarry demolition team is blasting.

The picture was made in an Dallas and features home-grown professional actors, police, first another representative. One is made in passing to Robert J. (Bob) O'Donnell, pioneer whose loan to the boy of film and projector was therapeutic value.

-Cast with young Lemmond and Buddy are: Ken Knox, Jane Muriel Monson and Jo Fahnie. Codirected the picture which was by Ray Kellog from his script "Buddy" is played by Long star of the Little Hobo," owned and trained by Chace, Running time, 77 minutes. Review, June 8.
AROUND THE TV CIRCUIT

with PINKY HERMAN

NBC-Opera's 12th season in TV will launch "Brigham Young" (formerly titled "Deseret") in November, a new American opera composed by Leonard Kastle with a libretto by Ann Howard Bailey. Other operas selected for the 1960-61 season include Moussorgsky's "Boris Godunov," "The Love of Three Kings" by Montemezzi and Menotti's famous "Amahl and the Night Visitors." Samuel Chotzinoff will produce the series, all of which will be given in English. . . . Notre Dame Football games will be heard exclusively for the third ABCConsecutive year starting Sat. Sept. 24, sponsored by Pontiac with Harry Wisner again doing the play by play. . . . Formerly starred in her own TV series, Chicago-getter Caroline Gilbert has been named talent co-ordinator for the NBC-TV "Today" series. . . . Simon & Schuster has just published a new 132-page book titled, "My Husband, Arthur Murray," by Katherine Murray and Betty Hannah Hoffman which deals with the problems and foibles of professional dancers in general and how the famous "Mr. & Mrs. Dance Team" faced and overcame their own problems during their amazing career. . . . Scott Taylor has been signed for a featured singing role in a new musical, "The Girl Who Cried Olay," music and lyrics by Lorenzo Fuller and being handled by MCA. . . . Alan Livingston, who recently resigned as TVeep in charge of NBC programming, has signed a five-year pact with this same network as program advisor. . . . Edgar Leslie, one of the top songwriters in the country ("Among My Souvenirs," "Oh, Perrie, What Was I Saying," "Where Am I That 49.5 per cent or 98,754 minimum earnings for the second quarter of 1960, has been made available on a one-station-in-a-market basis by Herb Saltzman, merchandising manager for WOR. . . . After many years of association with numerous Broadway and Hollywood productions, John Haggott has formed his own TV producing firm. His initial project will be an adventure series in color titled, "Carib," to be shot in the West Indies. Other properties skedded for early production include "Exiles From Eden," "Port Of Entry" and "High Country." . . . Columbia A & R man Frank DeVol has sent his newest LP "Album, "The Old Sweet Songs" to Her Royal Highness, The Princess Margaret of England, as a wedding present. . . . Cathy Carr, whose roulette platter of "Ivory Tower" zoomed her to the top, has just signed with G.A.C. . . . Les Paul and Mary Ford's current engagement at the Latin Quarter in Gotham, drawing rave notices. . . . CBS starring Patty McCormack, "Tech's Bad Girl" will return to the TV scene for a 13-week run starting Tues., July 1 (9:30 P.M.). Wendell Corey and Marsha Hunt will also be seen as regulars in the cast. . . . Originally presented two months ago, CBS-TV will repeat the dramatic "Dillinger: A Year To Kill," starring Ralph Meeker.
Audit of Personalities

handsomely celebrating the talent responsible for the top successes of motion pictures and television throughout the preceding year, with the facts of public performance that distinguish these achievements. Thus FAME again provides — as it has done for 28 years — the only full-dress recognition of the people who create the leading productions of theatre screen and telecasting.

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Plan Pay-TV Test of Heavyweight Bout on Community Antenna Systems

The first pay-TV test of a world’s championship heavyweight fight is being planned by the TelePrompter Corp., on community antenna systems which it operates in Wyoming and New Mexico, and possibly on others in the same area, for which it is in the process of closing deals.

The Ingemar Johansson-Floyd Patterson bout, set for June 20 at the Polo Grounds here, will provide the test. TelePrompter is keeping the fight off free TV in favor of closed circuit theatre TV and radio.

American Broadcasting has closed (Continued on page 5)

Stratford Festival
To Begin on July 13

The first Stratford International Film Festival will be held at the Stratford Theatre in Stratford, Conn., the entire week starting Wednesday, July 13th, it was announced here jointly by Albert M. Pickus, festival chairman, and Val Chevron, festival executive director.

Marking the first time films in (Continued on page 4)

Col. Trailer Change
To Start with ‘Stars’

Special to THE DAILY

NEW ORLEANS, May 9. — The first film set for the new policy where-by Columbia Pictures will create and handle its own theatre trailers, posters, and advertising accessories is “I Aim at the Stars,” Rube J acker, Co.

(Continued on page 6)

AF of M to Ask Goldwyn for Negotiations Prior
To Sale of Any Post-’48 Films to Television

The American Federation of Musicians which last week wrote to Columbia Pictures inviting negotiations prior to any sale to television of films from its post-’48 library, this week is forwarding a similar letter to Samuel Goldwyn Productions, it is learned.

Goldwyn was quoted in recent Hollywood interviews as confirming that a deal for many of his backlog films, including some released since 1948, might be closed in the near future.

F. M. - the position that its basic agreement with producers, covering the sale of the music sound tracks of all pictures produced from 1949 to Feb. 19, 1958, is subject to the prior written consent of the Federation and expresses its expectancy that the indicated negotiations with A. F. M. will be initiated and an agreement reached prior to such a sale to television.

Goldwyn indicated that his top productions would be withheld from television if another deal is made, so that they would be available for theatrical reissue in the future.
**PERSONAL MENTION**

PHILIP GERARD, Universal Pictures eastern advertising-publicity director, and Hesman Kass, executive in charge of national exploitation, have returned to New York from Chicago.

B. G. Kranze, vice-president of Cinemex, Inc., has returned to New York from London, Paris and Germany.

Joseph M. Sugar, Magna Theatre Corp., vice-president and general manager, will leave here today for Jacksonville and Atlanta.

Dave Horn, vice-president of Tita Sound Studios, has returned to New York from Florida and Nassau.

F. J. A. McCarthy, Universal Pictures assistant general sales manager and sales director of "Spartacus," and Jeff Livingston, executive coordinator of sales and advertising, left New York yesterday for Miami.

Sid Newman, Magna Theatre Corp., advertising-publicity director, will move New York today for Little Rock and Corpus Christi, Tex.

Ray Marie Brock, assistant cashier at the M-G-M exchange in Cleveland, was married in that city on Saturday to Gilbert Schiller, assistant shipper at the exchange.

Joe Solomon, president of Fanfare Films, has arrived in Los Angeles from New York. He will also visit San Francisco.

Jack Armstrong, Ohio circuit owner with headquarters in Bowling Green, has become a grandfather with the birth of a son, Gregory Hatch, Jr., to his daughter, Mrs. Gregory Hatch, in Liberal, Kan.

Mary Lou Weaver, secretary to William Twig, Warner Brothers branch manager in Cleveland, has left there to spend a week in Williamsport, Pa.

**NEW YORK THEATRES**

**RADIO CITY MUSIC HALL**

Rockefeller Center • 6-6400

Doris Day • David Niven
"PLEASE DON'T EAT THE DAISIES"

JAMES PAUL • SPRING STRETCHER • RICHARD BAYON

FROM M-G-M IN CHROMEOGRAPH AND COLOR AND GALA NEW STAGE SPECTACLE

**MOTION PICTURE DAILY**

**Warns of ‘Collapse’ in U.K.**

(Continued from page 1)

...seems to be based on an illusion that producers as a whole are genuinely prosperous," says the FBFM report. While some films do make good profits its many have suffered calamitous losses, and a producer does not advert, a failure, as he will not wish to dispose of pictures and finance left on his hands. The report denies that the levy is a luxury which most producers do not need and few exhibitors can afford, adding, "We cannot agree that the blame for exhibitor losses, which they see, can be attributed to the levy, say the producers, and the decline in American product exhibits increasingly dependent on British films."

Finally, the FBFM report repudiates the CEA suggestion that the levy is paid for entirely by exhibitors. "In the first place the levy is taken off the film before hire is calculated. So in fact it is paid for by producers and exhibitors as well as by distributors. It is collected by the exhibitor but something over 30 per cent is really paid for by the producer and distributor. Moreover, the benefit of levy to producers has been substantially reduced and the 'burden' on the levy decreased basically lightened by a fall in film hire."

The Board of Trade is giving urgent consideration to the trade associations' various memoranda on the levy as--due to the abolition of entertainments tax in the Finance Bill--amending regulations have to be rushed through Parliament before the end of June.

**Dems’ Nat. Committee Names Art Units’ Heads**

From THE DAILY BUREAU

HOLLYWOOD, May 9. - George Seaman, chairman for the Arts of the Democratic National Committee, and Paul M. Butler, chairman of that committee, today announced the appointment of Dave Scorsby as coordinator for the committee for the arts. They also announced that William Gordon, motion picture executive, will serve as treasurer and Allen Rivkin, writer-producer of motion pictures and television productions, will be national director.

The following will serve as section chairmen for the performing arts division committee:

Motion pictures — William Goetz, president of William Goetz Productions.

Filmed television — Harry Ackerman, vice-president in charge of screen gems production.

Live theatre — David Susskind, TV producer and president of Talent Associates.

Radio — Robert Hinkley, of American broadcast-Paramount Theatrical

Theatre — Oscar Hammerstein II.

Music — Johnny Green, musical director, who will also be musical director of the 1960 Democratic National Convention.

Dance — Gene Kelly.

**Wedding Film Ready**

Some 25 cameramen and nearly as many sound engineers were employed by Movietone news producer Edmnald Fleck in the photographing of the wedding of Princess Margaret to Anthony Armstrong-Jones, scheduled to be released last week. The Movietone film is currently in release.

**Podolnick Is Named Trans-Texas President**

From THE DAILY BUREAU

AUSTIN, Texas, May 9.—Earl Podolnick, former vice-president and city manager here for Trans-Texas Theatres, has been named manager of the circuit. He succeeds Harold Novy, his brother-in-law, who died in Dallas, April 11. He will continue to headquarters here, visiting the circuit's head office in Dallas every week or 10 days.

Wroe Owens, of this city, attorney for Trans-Texas, has been named vice-president, succeeding Podolnick. The circuit operates 12 theatres in eight Texas cities.

**Glen Alden Annual Meet Scheduled for May 20**

The annual meeting of stockholders of the Glen Alden Corp., parent company of RKO Theatres, will be held at the Park Sheraton Hotel here on May 20, with the election of directors as the principal business to come before the meeting.

All incumbent directors, including Sol A. Schwartz, RKO Theatres president, and a vice-president of Glen Alden, have been proposed for re-election.

**Services for Kelley-Interstate Executive**

From THE DAILY BUREAU

DALLAS, May 9. — Funeral services for Robert B. Kelley, Interstate Executives’ advertising and publicity office, were held here today at O'neal Funeral Home with Rev. Edgar officiating. Burial followed at Forest Memorial Park.

Kelley died Friday in a Dallas hospital after a long illness. Pall bearers were John Burgess, Francis Barr Adams, Joe Jackson, Veon and W. B. Carson. Honorary pallbearers were executives of Interent.

**New Delay Is Seen Minimum Wage Tal**

From THE DAILY BUREAU

WASHINGTON, May 9. — A minority leader Dirkens (R., member of the Senate labor committee, today dashed cool water on Kennedy's hope that "a few more days" would see that group report out a new minimum wage bill.

Dirkens said that he would be taking the labor committee in to the Senate and when the Senate is in session, since this is almost of necessity preclude him from attending. He added that the senator from Connecticut wants "to be there" while the committee can pass the bill. Since a single senator's veto can prevent a committee meeting during a session, it clear that meeting time will be strictly limited.

Dirkens observed, too, that have lots of amendments to "water down the bill, "all of which will discussion."

**'Portrait' World Bo In Chicago on June**

"Portrait in Black," Universal international film starring Lana Turner and Quinn Simmons, will have its world premiere at both Carn and Fritz's Roosevelt Theatre. Chicago, Sunday, June 23, fo key city opening for the Fox. July weekend, it was announced by Henry "Hi" Martin, vice-president ad general sales manager of the studio.

The Roosevelt Theatre in Cin Martin noted, was the scene world premiere last March of "His Brands-Breaking of the world premiere with Sandra Dee and will have its world premiere at ban and Fritz's Roosevelt Theatre. July 22, on this city opening for the Fox. July weekend, it was announced by Henry "Hi" Martin, vice-president and general sales manager of the studio.

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**Museum Theatre Opens**

The Museum of Modern Art auditorium, closed for alterations during the past three weeks, has reopened with "On Approval," a comedy with Betty Hutton, and Clive Brook. The 1944 film is being shown through Saturday.

**'Congo' $13,975 Here**

20th Century-Fox's "Masters of the Congo" grossed a big $13,975 here for its first four days at the RKO Palace Theatre here.

**Services for Kelley-Interstate Executive**

From THE DAILY BUREAU

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REACH FOR PROFITS!

REACH FOR TRAILERS!
Jack Hattan, independent theatre owner, also buyer and booker for the Interboro Circuit here and a director of the Independent Theatre Owners Association, has been awarded a plaque for the 10th year recognition of his dedication to motion pictures over the past four decades. Presentation was made by Max A. Cohen, chairman of the board of the association.

Charles E. McCarthy, executive secretary of the Council of Motion Picture Organizations, has five of his oil paintings included in an exhibition being held all this week at the Art Students League here.

Helen Carew, who has served as M-G-M branch manager in Minneapolis for more than 39 years, has retired. On Friday she was guest of honor at a farewell supper at the Angelsey Cafe, recipient of a gift from her co-workers.

Louis Sharp, owner of Sharp's Service Station, Cleveland, opposite the Film Building, has moved to 6519 Carnegie Ave, there, where he is now operating Sharp's Ohio Disposal Service.

Sue Memphis Censors

(Continued from page 1) The exhibition of the film is unlawful and is a violation of the Constitutional rights of free speech. The suit charges that due process of law was not observed by the board because it held no hearings on the film.

Mrs. Judson McCkellar, chairman of the censor board, said the film was not banned, "I saw the film Feb. 10 and thought the film was of a rather objectionable," Mrs. McCkellar said. "But it has not been officially banned. To ban a picture, a majority (three of the five members) of the board must vote to ban it.

Only one other censor, Fred M. Morton, saw the film. He was completely opposed to the picture being shown in Memphis.

However, the Federal Court suit charges that the movie was booked to open March 30 at Warner Theatre and was not shown after the censor board banned it.

Film Producers

Will Hear Senator Javits

Sen. Jacob J. Javits of New York will be the guest of honor at the third annual dinner of the Film Producers Association, it was announced by president Lee Blair. The dinner has been set for Monday, June 13, at the Plaza Hotel here.

Over 200 motion picture producers, their representatives and guests are expected to attend. Representing the non-theatrical film industry centered in the East, PPA produces the bulk of the nation's industrial films and television commercials.

Motion Picture Daily

COLUMBUS Theatres

Show 'Family' Films

Special to THE DAILY

COLUMBUS, O., May 9.—S Columbus neighborhood theatre attracting increased business via day matinees of films recommends the whole family by the Interracial Committee for Better Entertain in Columbus. Lists of recommended film printed in the "Columbus Dispatch" and the "Columbus Citizen-Journal". Adult films are offered on evening programs.

28-Day Nor

(Continued from page 1) cities, in declining size of population were listed by TOA as follows.

Los Angeles—closed-in theater, days after 1st run closing and 3 weeks after 2nd run closing; Boston—until recently was 21 days after completion; Paramount has just granted toll for picture playing first-run two weeks,下属 rules follow 21 days later; picture plays 3-7 weeks runs 14 days later; picture plus more weeks,下属 runs 7 days San Francisco-Oakland, Calif.—first run closing; Warner's, 21 days, all others 28 Providence, R.I.—paramount, 1 days and all others 28 days; S. Wash.—28 days after first-run of San Diego, Calif.—7 to 14 for 1st run closing; St. Louis, 14 days, all others 28 days; Win ton, D.C.—21 days; Minnesota, Minn.—some 14 days, no others 28 days; Boston: first-run closing; New Orleans—28 Atlanta—28-30 days; Denver—mount 21 days after completion run; New York—28 days after completion 1st run; Columbus, Universal, Vista, UA, Warners, 28 days completion of 1st run; MGM, 2 after second week of 1st run: Kansas City, Mo.—28 days; San Diego, Calif.—28 days; Austin, U.A. which has just set 21 days both of these theaters; Miami; 21 days; most 28 days; Spinno.—21 days after completion; first run; Holyoke, Mass.—11 day opening day of Springfield, Omaha, Neb.—28 days; Phoenix—7 days after 1st run closing; lotte, N. C.—28 days.

"Pay or Die" Kit

Allied Artists is preparing a campaign kit for exhibitors on "Die" geared for all types of situations. The material will include a special newspaper and magazine special stories and photo layouts as well as extra accessories.

"Pollyanna" Date Set

Walt Disney's "Pollyanna" will its world premiere at Radio City Hall on Thursday, May 19.

ACE Anti-Pay-TV Fund OK'd

(Continued from page 1) as "the recent toll-TV theatre and the great dangers inherent in the post-'48' backlog sale possibilities), the product shortage continues as the exhibitor's "No. 1 problem." The TOA organ says it is unlikely that 1960 releases will caput "the mager, record low of 234 last year." It notes that through July, 1960, the 10 larger companies will release 138 pictures, nine less than were released by the same companies in the first seven months of 1959. Of the 138, the bulletin notes, 35—25 percent—are of foreign origin and therefore of questionable box office value for the average commercial theatre.

Looks to End of Year

Projecting its release schedule information to the end of the year, TOA reports the 10 companies have 198 releases listed, plus 14 more that United Artists has announced for 1960 but for which it has not yet set release dates, making a total of 212. Of that total, 35 are of foreign origin.

SAG and SEG

(Continued from page 1) executive secretary, H. O'Neil Shanks, SEG executive secretary, said that "considerable confusion" has developed among members of both guilds with respect to the intent and effect of certain provisions in the new contract between SAG and the Association of Motion Picture Producers. These provisions relate to restrictions on employment of extra players hired as such for "script stunts" and "script lines." The meeting between the two guild committees will seek to clarify the "confusion," Shanks said.

In the same newsletter it is reported that the annual meeting of SEG will be held on Friday, June 3, in the Academy Award Theatre. Subjects to be discussed include contract negotiations, retroactivity, pension and health-welfare benefits, and the new SAG contract as it affects extra players.

Official results of the recent SEG annual election are also published.

Schine Refurbishing

CLEVELAND, May 9.—The Schine circuit is continuing its policy of closing groups of theatres temporarily for general overhaul during the managers vacation. Refurbishing now is in progress on the Palace, Ashland; Holland, Bellefontaine, and the Vernon, Mt. Vernon. On May 13 the circuit will start refurbishing the Van Wett in Van Wert and Ill Wotton in Piqua.
Gold Medal To Host Academy on May 17

The Gold Medal Studios will host members of the Academy of Television Arts and Sciences at the studios in the Bronx, on Tuesday, May 17 at 8 P.M. Borough Pres. James J. Lyos of the Bronx will be guest of honor and will join in the tour of the studio facilities to be conducted by Martin H. Poll, president of Gold Medal.

A feature of the evening will be a special forum discussion on the subject "Easterns—New York’s Own Film Image," a discussion of television and film production in New York with Poll as chairman. Taking part in the panel discussion will be George Justin, independent producer; Stuart Rosenberg, television director; Angier Ross, TV film director; Borgie Continer, television cameraman; Richard Syllbert, art director; and John Frankaville, chairman of the East Coast Film Council of IATSE.

Costa Rica Station Starts Broadcasting

Televisora de Costa Rica, the first television station in Costa Rica and member of the Central American Television Network, has begun broadcasting on Channel 7. It was announced by Rene Picaldo and Carlos M. Ruiz of Televisora de Costa Rica, and Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc.

The station is a minority interest in the station, located in San Jose, capital of Costa Rica. Concurrent with the opening in San Jose, directors of the Central American Television Network held their first board meeting.

Goldenson Present

Representatives of AB-PT attending the station opening and the director's meeting were Goldenson, Simon B. Siegel, financial vice-president of AB-PT; Donald W. Coyle, vice-president in charge of the American Broadcasting Company International Division; Frank Marx, AB-PT vice president in charge of engineering and William Klein, AB-PT attorney.

Brigham World Bow To Open NBC Opera

The world premiere of a new American opera—"Brigham Young"—by Leonard Kastle—will open the 12th season of the NBC Opera Company in November, it was announced by pro-ducer Samuel Chotzinoff. Other opera to be presented in the 1960-61 season on the NBC-TV Network will include "Boris Godunov" by Moussorgsky, "The Love of Three Kings" by Menotti and "Amahl and the Night Visitors" by Menotti.

Animated Cartoons Promote WABC Shows

WABC-TV Channel 7, flagship station of the American Broadcasting Company’s television network, is introducing a fully- animated series of cartoon promotion spots, the first to be used by any station in New York, to promote its programs. In cooperation with Modern Broadcasting, Inc., WABC-TV prepared 19 animated film spots of lengths ranging from 20 seconds to two seconds to promote such things as TV entertainment, drama, westerns, children shows, mystery and sports programs. One is specially devised for the attention of organizations and other moguls late-night television viewers to tune down set volume.

Use of Foreign Sound For Films Prevented

International agreements among unions of musicians "have thwarted another attempt to extend usage of cutrate, foreign-made sound track in American theatrical releases," Herman Kenin, president of the American Federation of Musicians, AFL-CIO declared here yesterday.

"Most recent foray in this direction," Kenin said, "were letters of inquiry sent to foreign unions of musicians by the Johnsen Film Service Company of Arcata, California, seeking contacts with a 'low cost labor force' to score original musical compositions."

Cites European Plea

Kenin said the Johnson Company was told by the European musicians union headquarters in Zurich, Switzerland, that agreements between unions of musicians in 23 countries bind each "not to score any films which were not made in their country." Copies of the correspondence were forwarded from Zurich to AFM international headquarters in New York.

For some months AFM has been promoting a nationwide protest against use of foreign-made recordings on American TV shows that are filmed in Hollywood for American viewing but dubbed in foreign sound without labeling it as such.

Heiss Leaving S.G.

Danny Heiss has resigned as chief fight director for Screen Gems, a post he held for the past eight years. Prior to that he was film editor for Columbia Pictures, parent company of Screen Gems, for many years. His resignation was effective last week, and he will shortly announce new plans.

65 Broadcasters Will Attend NAB Seminar

FROM THE DAILY BOSTON WASHINGTON, May 9.—Sixty-five leading broadcasters have been selected to attend the National Association of Broadcasters’ Executive Development Seminar at the Harvard Graduate School of Business Administration, July 10-22. It was announced by Charles H. Tower, NAB manager of broadcast personnel and economics.

The broadcasters, from 29 states, were selected from among station or network applications seeking positions of president, executive vice-president, general manager, station manager or positions of equivalent responsibility. Not more than one application was accepted from any station or more than two from any group ownership organization.

Those selected will spend an intensive week of forward developing skills used in the analysis and solution of management problems. The instruction technique will be the case method, which has been pioneered by the Harvard Business School and serves as the basis of all its educational activity.

Subject matter will include: analysis of the industry’s future, forward formulation and execution of competitive strategy; organization and delegation of work; planning, budgeting and controlling costs; management of human resources, and review and appraisal of management performance.

Dr. J. Sterling Livingston, Harvard professor of Business Administration, is academic director of the course. The administrative director is William P. Gormley, Jr., assistant dean in charge of the advanced management program at the Harvard school.

NTA ‘Special Six’ in Over 60 Markets Now

"Special Six," six new feature-films recently placed in television distribution by National Tele-Film Associates, Inc., have been sold in 66 U.S. markets. It was announced by Harold Goldeman, executive vice-president of the company. NTA is a subsidiary of National Theatres & Television.

The six full-length features are "Little Women," "Prisoner of Zenda," "Buddhini," "Gulliver’s Travels," "Adventures of Tom Sawyer," and "Hopscotch Goes To Town." The latter three are in color. None has ever before been released for television.

Among the markets in which the "Special Six" has been sold are San Francisco, Phoenix, New Haven, Miami, Chicago, Indianapolis, New Orleans, Boston, Minneapolis, St. Louis, Syracuse, Albuquerque, Honolulu and several Northwest points.

Motion Picture Daily
DeMille Collection Passing To Industry Museum Today

HOLLYWOOD, May 9— Cecil B. DeMille’s collection of memorabilia will be turned over tomorrow morning to the Hollywood Motion Picture and Television Museum in a presentation ceremony at the late producer-director’s home.

Presentation of rare material, including films, scripts, cameras, equipment and stills, will be made by Cedric J. DeMille, son, to Sol Lesser, chairman of the museum committee.

WGA Calling Members To Discuss Pact Offer

HOLLYWOOD, May 9—Following a more than three-hour meeting today between the Writers Guild of America, West, and ABC, CBS and NBC network studio negotiators, the Writers Guild of America, West, announced it is calling a meeting of the WGA screen branch membership Monday night at the Screen Directors Guild Theatre, to present a package proposal made to the screen negotiators committee by the major studios.

While not recommending the package in its entirety, the committee is seeking the guidance of WGA’s membership on the issues involved.

Meanwhile, the Association of Motion Picture Producers and the Alliance of Television Film Producers are continuing their negotiation meetings with the directors at the AMPP headquarters, and have a bargaining session scheduled for tomorrow morning with SAG representatives for TV film actors.

Applications for Ital. Competition Accepted

The Ente Gran Premio Bergamo in collaboration with the Instituto Internazionale d’Arte and the Federazione Internazionale del Film d’Arte announced the third international competition for films of any type, open to all Italian and foreign producers.

Applications must be made on a blank sheet that can be requested at the Direzione del Gran Premio Bergamo—Bucodonta del Millo I, Bergamo, and sent to the same address before June 20, 1960.

Further information will be supplied by the Italian Cultural Institute here.

On Defense Tour

Camp Lejeune, N.C., May 9— Jack M. Warner, president of Jack Warner Productions, Inc., Los Angeles, was a guest of the Department of Defense on a nation-wide tour which ended last week with a visit to the 2nd Marine Division at Camp Lejeune. C. B. Warner was a member of the 64-man group which visited defense installations as part of the 50th Joint Civilian Orientation Conference.

Col. Trailers

(Continued from page 1)

humbia vice-president and general sales manager, lobby his field sales executives here today. “Stars” is slated for release in early Fall.

Speaking to division and branch managers from the Southern and Southwestern states at the second of three regional sales meetings being held this month, Jackter said the following will be the stated objective when the new policy goes into effect Sept. 1.

1. Salesmen will be able to sell trailers to exhibitors at the same time that they sell the company’s feature product.

Branch Offices Available

2. Exhibitors will be able to call directly on the company’s 30 branch offices around the country to insure prompt and efficient service.

Jackter told the sales executives that the new policy would mean greater responsibility for the department as a whole and for the individual salesmen. He pointed out that the trailers must receive the same individual care and attention as the feature films themselves.

The Columbia general sales manager told the division and branch managers gathered at the Hotel Roosevelt here that initial exhibitor response to the new policy has been extremely favorable. “Now, I want our entire sales force to go out and prove to the nation’s theatremen that their faith in our operation is justified,” he stated.

Firm Pledge on Accessories

With the responsibility of preparing and handling trailers and advertising accessories resting solely within the Columbia organization, we can guarantee that these vital merchandising tools will be serviced to theatres in time for them to do the most good. In addition, I am certain that exhibitors in non-bidding situations will find our service plan practical and economical.”

During the day, the home office and field sales executives viewed a work print of “Strangers When We Meet,” a Byron-Quine Production starring Kirk Douglas, Kim Novak, Ernie Kovacs and Barbara Rush.

Ahrens Heads Film Editors Local Here

Fred Ahrens has been elected president of the Motion Picture Film Editors, Local 771 of IATSE here, for the years 1960-62.

Other new officers include vice-president, Michael Prusich; secretary, Jean Steinberg; treasurer, E. Harlan Whitehead; business agent, John O’Connor; representative-at-large, Fred Edwards and Edward Wyatt, Jr.

On the board of trustees are James Molini, chairman, and Frank Madden and Harold Silver. On the executive board are Ahrens, chairman; Prusich, Steinberg, Whitehead, Molini, Madden, Silver, Julian Bergman, Harold Bernard, Edwards and Wyatt.

S. Africa Drive-Ins Will Be Equipped for 70mm

LONDON, May 6 (By Air Mail)—A re-orientation in the South African film distribution pattern is envisaged by Pieter du Plessis, managing director of Film Import Ka-Operatief.

Du Plessis was speaking at a press conference here following the announcement of an agreement between Film Import and the South African exhibition rights in the 70mm version of Warwick’s “Trials of Oscar Wilde”—the first British picture made in Technicolor.

Similar rights in Warwick’s forthcoming million-pound production “The Long Ships”—but in all screen shapes—were also granted to Film Import. Du Plessis said Film Import is equipping ten of the 28 drive-ins associated with the organisation for 70mm and expressed the hope that this experiment will lead to the unmarking of South Africa’s existing 70mm screen distribution pattern. He also revealed that he had initiated talks between Warwick and Film Import on distribution world-wide of South African-made pictures, and a plan for co-production between Warwick and South African production interests.

With co-director and technical adviser William H. Norris, du Plessis has left here for Paris and Milan to acquire rights to Continental 70mm product.

‘Circus’ in 55 Dates

In Southern California

HOLLYWOOD, May 9—AIP’s “Circus of Horrors” will have a saturation opening in Southern California starting Wednesday in 55 theatres.

The engagement will be backed by an extensive television, radio and newspaper campaign, with Erika Remberg, star of the picture, appearing on the Al Jarvis ABC-TV show, “Let’s Call the Shooting” and other TV and radio programs.

“Circus” will also open Wednesday at the Warner, Milwaukee, and on Thursday at the Paramount, San Francisco. Simultaneous openings are set for June in Atlanta, Cleveland, Dallas, Indianapolis, Memphis, New Orleans, Oklahoma City, Seattle, and Salt Lake City.

Leon Roth Coming East

HOLLYWOOD, May 9—Leon Roth, vice-president of the Mirisch Company, will leave New York with the first print of “The Apartment.” Billy Wilder production for United Artists release, to conduct special screenings of the film in various-Shirley MacLaine-Fred MacMurray co-starring film.

While in Manhattan, Roth also will confer with UA’s top-echelon executives regarding full distribution of recent highly successful Mirisch-Roth production, “The Magnificent Seven.”

“The Apartment” goes into release next month.

Platinum High School

Zugsmith—M-G-M

Mickey Rooney, cast “off,” a father whose teenage son death at a deviseaful military for children of broken homes first-rate support from love and a boy screenplay in Albert Zugsmith High School.” Its title, is misleading, for what round romantic and sexual profund in the film are overshadow the nature of the story.

From the beginning Rooney possessed character. He made his way from the California coast, out of the present private-schools’ academy in the country of each “student” are skul is $15,000 a year at Dan Dury, treat,” because no other school will enroll our misfits. Those, at least, to one, tough bullies. Rooney’s late son roommate, Warren Berling of the current white student island, but Rooney, Jr. was killing fathetrying and has become the frightened boy of the school.

Any intruder is resented by both. But Rooney all the other talks too many questions, as his son’s mysterious death, comfort of Duryea, Terry (Darby’s great brand), and Richard Jackel and C. Dark, who also are implicated escapes “accidental” death of times as he tries to grind out of Ella’s Cook, Jr. who island’s hash house and is moderately civil.

After Berlinger takes another from “The Three Berkeley, Connie, Eduardo, and Harold Lloyd, Jr.—he tells the truth about his roommates. Thereafter Rooney cobbled and Dark in a showdown fight, and a billy club, knifes and an armchair.

Duryea’s one main chasm school motor launch with tries to destroy Rooney’s after Miss Moore delivers man into putting out to sea the plane’s—Miss Moore brother of a provoking shark yea’s boat burns and sinks. Placed, Rooney tells Berlinger he will be a boy, and off they go to the mainland.

“Platinum High School” so exploits a half-dozen young er and especially “The Three Yvette Mirieux, a striking old blonde newcomer rec week on the cover of Life provides something extra as she appears in one long slimy bathing suit. Howard story was adapted by Robi. directed by Charles Haas sound by Red Doff. Running time, 93 minutes). May. THE DAILY

SAUL

Tuesday, May 9

MOTION PICTURE DAILY
Levine Still Sold on 'Hard-Sell'; Ups Second 'Hercules' Budget 20 Per Cent

With an advertising-promotion budget of $1,250,000 to $1,400,000 set for his "Hercules Unchained" in June, Joseph E. Levine, Embassy Pictures president, will have spent nearly $5,000,000 in advertising four pictures by the end of the year. Levine recounted at a trade press conference in his New York office yesterday, Levine's campaign on his first "Hercules" last summer was budgeted at $1,100,000; the "Jack the Ripper" campaign, $1,000,000, and following "Hercules Unchained" he will spend a comparable amount on the campaign for his fourth picture, to be titled either "The Law" or "Where the Hot Wind Blows." The latter is a French picture starring Gina Lolobrigida and Yves Montand, (Continued on page 4)

Telemeter Asks About Fight TV for Etobicoke

International Telemeter has made an inquiry of TelePropTer concerning the availability of the telecast of the June 20 Ingemar Johansson-Floyd Patterson heavyweight championship fight for the Telemeter pay-TV operation in Etobicoke, Ont. Toronto suburb, on June 20, Irving B. Kahn, chairman and president of Tele- (Continued on page 4)

See Industry's Museum Fast Nearing Reality

From THE DAILY Variety

HOLLYWOOD, May 10. The proposed $4,000,000 Hollywood Motion Picture and Television Museum, which will occupy four and one-half acres opposite the Hollywood Bowl, is making rapid strides toward reality.

Important artifacts, such as the Cecil B. DeMille (Continued on page 4)

Paras's First Quarter Net Hurt By Strike

The 33-day Screen Actors Guild strike cut slightly into Paramount Pictures' first quarter profit, Barney Balaban, president, told the Wall Street Journal in an interview.

In addition, Balaban said Paramount "had no real, solid clicks" during the first three months with the result that revenues were below original expectations and operating profit was (Continued on page 2)

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Jeffrey J. Levine (Continued on page 4)

Fineshriber Heads TV Activity for MPA, MPEA

The appointment of William H. Fineshriber, Jr. as an executive on television activities for the Motion Picture Association of America and the Motion Picture Export Association was announced yesterday by Eric Johnston, president. Fineshriber will work with the special television ex- (Continued on page 4)

McCarthy Named Head Of TV Export Ass'n.

John G. McCarthy has been elected president of the Television Program Export Association, which functions to facilitate sales abroad of 11 leading companies in the field of production and distribution of motion picture films and other program material for television.

McCarthy is director of the U.S. (Continued on page 4)
PERSONAL MENTION

MOREY GOLSTEIN, Allied Artists vice-president and general sales manager, will leave New York tomorrow for Boston...

MAURICE SEGAL, United Artists West Coast publicity coordinator, has arrived here from Hollywood...

WALTER SELTZER and GEORGE GLANS, executive producers of Pennileaker Productions, returned to New York yesterday from Europe, and have left here for the Coast...

E. E. WHYTE, official of Georgia Theatre Co., Atlanta, has returned to his duties following hospitalization...

At Roek and Mrs. Roek, of the Film Booking Office, Atlanta, have left there for Florida...

SY WEINTRAUB, producer, will return to New York today from London...

VINCENTE MINNELLI, director, has arrived in Cannes from here.

‘Strangers’ World Bow At Criterion Here

Richard Quine’s “Strangers When We Meet” will have its world premiere at the Criterion Theatre here. It was announced yesterday by Bube Jackler, Columbia Pictures vice-president and general sales manager. The CinemaScope and Eastman color film will premiere sometime in the early summer after the current run of “Who Was That Lady?”

Immediately after the Criterion world premiere, the picture will open in Washington, D.C., Chicago and San Francisco. Three weeks later, the film will open in 16 other key markets, including Boston, Philadelphia, Los Angeles, Detroit, Pittsburgh and Cleveland.

Myers’ Query

(Continued from page 1)

communications Commission to grant any pay-TV licenses of any kind.

Writing in an organizational bulletin, Myers inquires whether there is "an undercover movement in the government to approve pay-TV that has developed to a point where it will be left on the shelf from the opponent of that method of television."

His question is raised, Myers said, because of the repeated assertions to be heard that "sunlight will finally be cast on the issues and will be a test for the opponent of that method of television."

Questions Informational Procedure

'If there has been a change in government policy on pay-TV, Myers asks,"why has it been communicated only to those who are planning to proceed by use of the appeal leaves at the expense of the public?"

The Allied official refers to magazine and newspaper support of pay-TV and asserts that it is dictated by self-interest in seeking the competitive advantage of free TV weakened or destroyed. He adds that the public is better served by free TV such as a viewing service paid for with what he is watching on free TV needs only to turn the dial to something else.

"But under pay-TV, after having paid his fees in the slot, he is committed and if the program does not measure up to its billing, he can’t get his money back. Turning to another fee-tee channel means the deposit of more money," Myers says.

For this reason,” he adds, “the public should be made to realize that pay-TVs in reality is pay-in-advance TV, with no money-back guarantee.”

See Public Uninformed

He asserts too that "in order to realize an adequate return on elaborate and costly programming, they must televise their shows between 7 and 10 in the evening. That sponsor will pay for a worthy free program if such favorale time is preempted by pay-TV. Once the public realizes this, none will be so naive as to suppose that free television, based on advertising, will survive."

Exhibitors and all others whose business "will be gravely affected by pay-TV, should not allow the people, and especially their representatives in Congress, to be misled by the current propaganda in favor of making the public pay for what it sees and hears on television," Myers says. An "ideal legislative measure would be one forbidding the FCC to grant any pay-TV licenses of any kind."

If Congress, the Congress and whatever Administration is in power are convinced that the public is opposed to this raid on the public domain, that will be enough. Exhibitors, before committing themselves to any bill, should make certain that, if enacted, it will afford the full protection that is needed."

‘South’ Setting Records In U.K., Other Cities

'South Pacific' in Todd-Mo has grossed almost $2,000,000 each at the Dominion Theatre in London and the Gaumont in Manchester, in both of which it is now in its third year, Magna Theatre Corp., announced here yesterday. The picture is registering week by week throughout the United Kingdom and in other major cities of the other countries, Magna said.

At the Dominion and Gaumont the picture is registering weekly grosses at the present time that are better than those of the first weeks of the engagements, according to Magna. It is expected to play indefinitely at both theatres.

Other records being set in Britain are at the Queens Theatre, Newcastle, 50 weeks; Gaumont, Glasgow, 51 weeks; West End, Birmingham, 86 weeks.

'South Pacific' is also in its 71st week at the Mayfair Theatre, Sydney, and its 65th week at the Empire Theatre, Melbourne, Australia. In New Zealand it is in its 36th week at the State Theatre, Christ Church, and its 32nd week at the Plaza Theatre Auckland, while in Copenhagen, Denmark, it has been in an uninterrupted engagement in the country in a 71-week engagement at the Trel Falce Bid Theatre. In Japan it is now playing its 19th week in Tokyo and its 16th week in Osaka.

Big Magazine Campaign Slated for ‘Portrait’

Universal-International has allocated one of the highest advertising budgets in its history for the national magazine advertising campaign on the Ross Hunter production, "Portrait in Black." It will be directed by David A. Lipton, vice-president.

Aimed at capturing all segments of today’s audiences, ads have been placed in 21 national magazines having a circulation of a combined 35,000,000 and a readership of more than 140,000,000.

Magazines in which ads have been placed include: Life, Look, Redbook, McCalls, Good Housekeeping, Seventeen, Teen, True Confessions, True Story, and 12 fan publications.

Para. Quart

(Continued from page 1)

"probably a little less than $1,318,000."

However, Balaban predicts "the good" year for Paramount, new pictures we saw at the stucco parlor. We hope they are as good as they say we must. If so, it should be a pretty good 1960," he was quoted as saying.

Paramount’s 1960 releases expected to vary much more from the 27 released last year (seven reissues and several from outside producers), but cerlated production this year can be measured by the number of release, 1961.

Referring to International meter’s Etobicoke, Ont., office, Balaban said there are now 2,761 pay-TV installations there, while subscribers signed up to date amounted originally 6,500 meter boxes and nearly all in use to Etobico in theFALSE bid the fan said.

Anti-Pay TV, ACE Up at W. Pa. Confer

Special to THE DAILY

PITTSBURGH, May 10—F. C. Harling, chairman of the joint committee against Pay-TV, will outline the enlarged national exhibitor effort to stop the new medium today at the Showman’s Shorthand Conferences of Allied T. O. of Western Pennsylvania at the Pennsylvania Hotel here May 25-26.

Irving Dillingham, a member executive committee of the A. C. Congress of Exhibitors, will announce the organization’s recent executive in New York, and Charles Carby, executive deputy director, will discuss the activities of that organization.

To Be Outlined by 5 officials

As previously announced, if cas regional business-buildins will be described to the audience by James Velde of United Robert Ferguson, Columbia byrne, M-G-M, Charles St. Universal, and Marcus, Wisco exhibitor. It is expected the program will be tried out in this area in the future.

Scharl U.J.A. Spec

HOLLYWOOD, May 10. Scharl will be guest of his principal speaker at Thursday’s conference meeting of United Jewish Fund’s amateur industry. The meeting of the young Hill’s has been announced by David A. Lipton.

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Crack in the Mirror

CONTINUED FROM PAGE 1

James D. Ivers

Levin Honored Here
By President's Club

Jack H. Levin, president of Corri-Red Reports, who is retiring as head of the Past President's Club of B'nai Brith, was honored at its tenth annual dinner here last night. Some 200 chairman of Metropolitan New York attended. The newly-elected president Abe Dickstein of Cinema Lodge, headed a delegation, including past presidents, Saul Rogers, Ber Robbins, Marty Levine, Irving Greenfield, Robert K. Shapiro, S. Arthur Glison, Arthur Israel and Al Schwalberg.

Presentation of a silver platter to Levin was made by United States Judge Sydney Sagerman. Sharing the honors was newly appointed Federal Judge Charles Metzner.

Skouras to Host 1960 Red Cross Drive Lunch

Spyros Skouras, 20th Century-Fox president, and chairman of the announcements division of the 1960 American Red Cross campaign, will be host at a luncheon at the Metropolitan Club here on May 26 to industry and Red Cross officials for a discussion of campaign plans. Honor guest will be General Groener, national president of the Red Cross.

"U" Gets 'Caboose'

"Chartroose Caboose," the new Red Ball Productions film in Panavision and Eastman Color starring Molly Bee and Ben Cooper has been acquired for worldwide distribution by Universal Pictures.

To Back 'Strogoff' with $500,000 Ad Campaign

By SAUL OSTROVE

"Michael Strogoff," a $3,000,000 European co-production and the most expensive film ever released by Continental Distributing, Inc., will be backed by its June 25 official release break by a $500,000 all-media advertising campaign. The spectacular, adapted from Jules Verne's novel, will debut nationally May 20 at the DeMille Theatre here.

Plans for exploitation of the Hollywood International Picture were announced at a trade press luncheon here yesterday by William O'Hare, director of advertising and publicity for Continental, and Gaston Hakim who produced the film. Carmine Galone directed the Franco-Italian-Yugoslav co-production.

Half of the sum to be expended on "Strogoff" will be for television spots, the other half for radio and press. O'Hare stressed that the national campaign will be conducted at point-of-sale in each new opening for the CinemaScope and color film starring Cant Jurgens and Genevieve Page.

Made in Five Tongues

"Strogoff" was made in five languages and features players from France, Italy, Germany and Yugoslavia, as well as a part of Marshal Tito's Army.

Hakim, who said he considers professional film critics to be more important than an audience, reported his next color production will be the five-hour-long "Christoph Columbus," budgeted at $8,000,000 with five countries participating -- Spain, France, Germany, Italy and the U.S. This film will begin production next year for release in 1962. Its process will be Kinopanorama, a Russian system similar to Cinerama.

Hakim's plan is to show the film in two segments, allowing the audience to return to the theatre when it pleases, after having seen the first part.

'Gantry' Book Tie-In

United Artists and Dell Publications are launching a national book promotion for Sinclair Lewis' "Elmer Gantry" blanketing some 100,000 book stores, department stores and retail outlets in major markets throughout the country. The drive is timed with the summer release of the Burt Lancaster-Richard Brooks Productions film, starring Burt Lancaster and Jean Simmons.

Quality photographic materials backed by more than half a century of experience.

THE GEVAERT COMPANY OF AMERICA, INC.
Fineshribber

(Continued from page 1) reported by John-
ston in the MPEA on May 1, 1959. This com-
mittee was set up to deal with matters relating to the collection and dissemination of foreign television markets; the initiation of sur-
evys and studies relating to for-
gign television matters and the con-
"sideration of special prob-
mens on foreign television film matters. All members of the
$ision film export committee.

Fineshribber has a background of more than 25 years in radio, television and film, and was an executive with three major networks. He was asso-
ciated with the National Broadcasting Company as vice-president and general
manager of radio and television net-
works from 1953 to 1955.

Formerly Teleradio Official
Prior to joining NBC he was executive
vice-president and member of the
board of directors of the Mutual
Broadcasting System, and vice-presi-
dent and director of General Tele-
radio, Inc.

His experience in the film side of
 television includes two years as vice-
 president of Television Programs of
 America, where he was in charge of
 the New York office, handling domes-
 tic network and local sales. He then
 became director of international op-
 erations for Screen Gems, the sub-
sidiary of Columbia Pictures. In this
 capacity he made several round-the-
 world trips setting up Screen Gems
 foreign offices and supervising their
 sales activities in forty foreign coun-
tries.

Had Been Consultant
During the past six months Fine-
shribber has been consultant to the
newly formed television program
export association.

AMPP, SAG Pact Talk Will Continue Thursday

From THE DAILY Barros
HOLLYWOOD, May 10 - Negoti-
tors for the Association of Motion
Picture Producers and the Screen
Actors Guild met today to discuss
the demands for television film actors.

The meeting will be continued
Thursday, with no statement of pro-
gress yet furnished by either side.

Telemeter

(Continued from page 1)
PromPTer confirmed yesterday. He
said no commitment has been made
and the proposal will have to be con-
sidered from a variety of angles be-
cause of aspects with which his com-
pany is unfamiliar.

Kahn had revealed previously that
pay-TV tests of the telecast of the fight
will be made by Teleradio over
community antenna systems of its own
in Wyoming and New Mexico, and
possibly elsewhere.

Bout Shown in Baseball Park
Exhibitors in Toronto did not take
the closed circuit telecast of the last
championship fight, and it was offered
in a ball park there instead. Negotia-
tions are in progress with the same
park now but no deal has been made
yet. Since the Telemeter operation is
out of the city, it was indicated that
little question of direct competition
with the closed circuit telecast to the
ball park would be involved.

McCarthy Named
(Continued from page 1)
Office of Economic Affairs, holding
the rank of assistant in Paris. He is
also U.S. Representative to the board
of management of the European Mon-
etary Authority, U.S. representative
for the Organization for Economic
Cooperation and U.S. repre-
sentative on the Committee of Eco-
nomic Advisers to NATO.

His headquarters are at the U.S.
Embassy in Paris. He anticipates com-
pleting his duties there to take over
the TPEA presidency about June 15.

Prior to joining the State Depart-
ment in 1957, McCarthy was for seven
years vice-president of the Motion
Picture Export Association and the
Motion Picture Association of America.

Ludwig in Chicago
Irving H. Ludwig, president of
Buena Vista, is in Chicago today from
here to meet with Buena Vista repres-
sentatives and mid-west exhibitors to
set up special invitation screenings
of Walt Disney's "Pollyanna."

Anti-Trust Suit Filmed By Lancaster Thea

Stephan Amenn, C.G., operating the Drive-In
Lancaster, N. Y., yesterday in
anti-trust action in New York
Court against a number of dist-
charging them with consol-
newspaper. He said he will run exhibits of motion pictures in Buffalo as
urban areas, and give various
exhibitors preferred runs.

The $850,000 suit names, in-
tion to major distributors, F
Pictures Corp., Allied Artists
Corporation and Buena Vista
Inc., Inc. Area defendants are
Leonard Corp., New Buffalo
Theater Corp., and Amos
Inc., Marc Lee Book.
Loew's Theatres, American
Paramount-Theatres, and
Paramount Corp.

Industry Museum
(Continued from page 1)
B. DeMille collection, was on
laid by the late producer-d´aughter,
Mrs. Cecilia DeMill
in, in behalf of his estate. In
connection with items such
original camera used in film
"The Squaw Man," prints and
d of all DeMille's 70 films, pho-
album, costumes, etc., Miss
of DeMille was also
interested in the establishment
museum, having
hold one on several occa-

Reference Value Stress Test

"Now his scripts and films used as reference in show-
ing of film industry," she
in.
Sol Lesser, chairman of the
Commission, developing the
project on a non-profit basis,
caping the DeMille's name
which is being committed on
on that project. Possibly a
museum by May, 1963, report
an industrial survey is current
made to estimate the am-
ouns needed for the project.

Lesser said that all compa-
nizations of the motion picture
industry have one
full support of the project a
"nowhere else in the world a
baller can be established except
lywood."

See Millions of Visitor

Lesser said that an estimated
000 of annual 4,500,000 tour
the museum, which will be
live" attractions (actual films)
closed-circle contact with stu-

An inaugural meeting of
 and press councils will be the
Screen Directors Building
at which museum will be
d named and detailed p
museum will be made.
LEVINE'S PLANS

(CONTINUED FROM PAGE 1)

which Levine expects to release before the end of the year, M-G-M will distribute.

Warner Bros. will distribute "Her- cules Unchained," which is titled "Hercules." "Jack the Ripper" is being distributed by Paramount and despite trade report, Levine said, "I won't lose a nickel on it. Paramount is up to $1,000,000 in domestic bookings now and it should do $1,200,000. You can't call that a flop for our hard self program. How many British pictures do that over here? You can't name five."

He said Warners has over 3,000 playdates now for "Hercules Un- chained," which will kick off with 600 openings on June 26. The campaign on the picture will be started June 10 and there will be slight change in the format, with fewer national magazines and more newspapers using.

TOWN NEWSPAPERS SCHEDULED

Levine said Life and Look will again be prominent in the campaign and "fan" and adventure magazines will, too. But $100,000 cut from the magazine appropriation will be used instead in newspapers in 40 towns.

The television appropriation has been increased to about $300,000; magazines will get about $106,000, of which the "fan" magazines will account for the largest. Almost $25,000 was spent on the press book, which will be mailed to every theatre manager in the United States well in advance of the picture's opening.

Ed Solomon, in charge of advertising for Embassy, pointed out that all of the promotion material—lobby displays, special trailers and 24 sheets, in addition to the usual conventotional-sized paper, are ready now.

The campaign, in fact, represents a 20 per cent increase over that afforded the first "Hercules.

Levine recounted that 80 per cent of the $5,000,000 grossed by the first "Hercules" was accounted for in the first wave of saturating openings.

The New York "Lifting of the Veil" picture probably will be a two-theatre engagement, on Broadway and the East side.

PANAMA AND FRANK

(CONTINUED FROM PAGE 1)

ivities in independent production with a flexible operation which would include an overseas setup. The signing of Bob Hope and Lucille Ball to co-star in "The Facts of Life" for United Artists release, which will be- gin filming at Desilu Studios in June, marks first step in the expansion program for the producing-writing-directing team.

Three original comedies which the pair have slated for filming abroad, and "The Facts of Life" for release, include "The Road to Hong Kong," which would re-unite Hope and Bing Crosby.

Panama and Frank's last film for Paramount was "Lil Abner," which they first wrote and produced on Broadway with Paramount backing
4M>

STILL GOING STRONG!

DOMINION THEATRE
London
(CURRENT GROSSES EXCEED FIRST WEEKS)

GAUMONT THEATRE
Manchester

SOUTH PACIFIC

RODGERS & HAMMERSTEIN'S

EVERY EXISTING RECORD FOR MOTION PICTURE IN THE UNITED KINGDOM

OUTH PACIFIC

THE WESTERN HEMISPHERE SCORED RECORD BREAKING ENGAGEMENTS ALSO!
ONE YEAR OR LONGER... New York City • Vancouver, B. C. • Omaha, Nebraska • Chicago, Illinois • Toronto, Ontario • Milwaukee, Wis.
FORTY WEEKS OR LONGER... Cincinnati, Ohio • Cleveland, Ohio • Indianapolis, Ind. • Miami Beach, Fla. • Montreal, Que. • Salt Lake City
AND MANY, MANY OTHER LONG RUN ENGAGEMENTS

SHATTERED

GENERAL RELEASE
35 m. m. Bookings
SOON AVAILABLE
THROUGH YOUR
20TH CENTURY-FOX EXCHANGE

Chicago, Ill. • Toronto, Ont.
This Year

use Group don't Study in Decree

Effects for Allied unsuccessful So Far

From THE DAILY BOSTON INC., May 11. — Rep. W. Barr (D., Wis.), who has been contact man in the effort by Allied States' Trustees to have a new investigation of the motion industry's anti-trust decree, said he has met with no success. Barr has tried to persuade anti-trust committee chairman D. Celler (D., N.Y.) that an investigation of the decree be worthwhile. Celler's committee, however, is fully occupied in the shipping data concerning the film industry that has been brought to the

(Continued on page 4)

a Quarter Earnings reported $1,989,775

Realized net earnings of Decca Inc., including results of operations of its subsidiary, Universal Co., for the three months ended March 31, 1960, amounted to $75, equal to $1.54 per share. This is a $1.283,701 outstanding shares of stock in the hands of the public, the corresponding period for 1959 was $70, equal to 13 cents per share.

Five to Sponsor Yorkers Raceway Night

York Variety Club Tent No. 99 made a deal with Yorkers to sponsor the night of Oct. 11, proceeds to be used for its club activities, Harry Brandt, barber, told members at a luncheon.

(Continued on page 4)

MOTION PICTURE
DAILY
NEW YORK, U.S.A., THURSDAY, MAY 12, 1960
TEN CENTS

THE KEY to success is coming

the

MPEA Group Named to Discuss IMG Fund

A committee has been named by the board of directors of the Motion Picture Export Ass'n, to confer with U. S. Information Agency officials in charge of the IMG program in Washington on steps which may be taken to obtain access to the $400,000 allocated to film distribution in Turkey. On the committee are G. Griffith

(Continued on page 4)

Anti-Pay-TV Meeting Set in Connecticut

The campaign to oppose the Zenith-RKO General broadcast pay-TV experiment in Hartford, Conn., will be launched by Connecticut exhibitors next Thursday, May 19, at a luncheon meeting at the Union League Club in New Haven. The meeting has been called by

(Continued on page 4)

Hollywood Musicians Adamanant on Re-Use Rights in New Picture Pacts; File NLRB Charge Vs. 'Gantry'

From THE DAILY BOSTON INC., May 11. — Musicians hired for scoring two independently produced films, Elmer Gantry Productions' "Elmer Gantry," and Buitjie's "Alamo," have rejected producers' attempts to have the films scored without making provision for re-use rights. At a meeting in Local 47 (A. F. of M.) headquarters, the musicians union demanded assurance from the producers that future contracts will include re-use payments to the musicians concerned but were met with refusals by the companies, according to an A. F. of M. spokesman. The musicians then agreed not to sign individual contracts which carry a waiver of re-use payments.

On the basis of the letter sent by Elmer Gantry Prods. to individual musicians requesting signed statements giving all re-use rights to the producer, coupled with threats to "run away" to Europe for scoring. A. F. of M. has filed charges with the National Labor Relations Board against the producer.

Strike Aided Industry Gains In '60 Surpass 1959: Johnston

Domestic, Foreign Ahead; Outlook Best in 2 Years

SALT LAKE CITY, May 11. — Substantial gains in both the domestic and foreign markets were made by the motion picture industry in the first quarter of the current year over the corresponding period last year, despite the Hollywood strike and despite the fact that the initial 1959 quarter was a good one, too.

This is the report which Eric A. Johnston, president of the Motion Picture Association of America, gave to members of the National Association of Broadcasters who interviewed him here last night following a day of local speaking engagements. Johnston addressed a Rotary Club luncheon at the

(Continued on page 2)

SAG Pact Pattern for Producers' Demands

From THE DAILY BOSTON INC., May 11. — The Association of Motion Picture Producers has received official notification from the Screen Producers Guild for a request to discuss a pension, health and welfare plan for producers similar to

(Continued on page 4)

2-Day UA Sales Meet Opens in Boston Today

Special to THE DAILY

BOSTON, May 11. — James R. Voller, United Artists vice-president in charge of domestic sales, and Milton E. Cohen, UA Eastern and Canadian Division manager, will hold a two-day sales meeting here starting tomorrow, Gene Tucknick, Eastern Di-

(Continued on page 4)
PERSONAL MENTION

EUGENE PICKER, Loew’s Theatres president, will return here today from a business trip to London, Paris and Cannes.

B. B. KAHANE, vice-president of Columbia Pictures, will leave Columbus of Lebanon Hospital, Hollywood, at the weekend and will recuperate at home following surgery.

Harry Goldstone, Astor Pictures general sales manager, will leave New York today for Boston.

CARL FLOYD, president of Floyd Theatres, Haines City, Fla., has returned there from Atlanta.

Bernie Jacob, national sales representative for Zenith International Film Corp., will leave New York on Monday for Chicago and Detroit.

JAMES V. Frew, Southern district manager for Continental Distributing, Inc., has left there on a business trip to Charlotte.

Ed Sigals, vice-president and general sales manager of Trans-Lux Distributing Corp., is in Cleveland from New York.

William Richardson, president of Capital Booking Corp., Atlanta, has left there for Southern Georgia.

Kim Novak has entered Doctors Hospital here for treatment.

Jack Harris, producer has arrived in New York from the Coast.

Charles Schnee has been discharged from the hospital in a matter of weeks after recovering from his recent illness.

Now It’s Skelton Studios

HOLLYWOOD, May 11. — Amco Studios, formerly the Chaplin Studios, has been renamed Skelton Studios, American International Pictures recently announced the sale of its buildings and equipment at Amco to Red Skelton, but will retain its AIP national headquarters at the studio.

Hotel Utah, and in the evening delivered the annual Milton Bennion Memorial Foundation lecture at the University of Utah.

The MPAA head said that the Screen Actors Guild strike did not last long enough to cause the industry any permanent harm and that, in fact, it brought about some overdue economies that would have had to be effected in the long run, in any event.

He said that the outlook for the industry now is considerably brighter than it has been for the past two years.

Foreign business for U.S. pictures in the past year has been expanded by as much as 12 per cent," he said. "Now 250,000,000 persons pay to see American movies each week outside the U.S."

He added that business has increased seven per cent over the previous year in this country and the average weekly movie theatre attendance is 47,000,000.

Johnston cited 1960 Gains

Johnston Cites 1960 Gains

(Continued from page 1)

Legion of Decency

Opposes Classification

Such a law is not enforceable," he maintained. "The law does not keep people under 18 out of a theatre for a certain picture when you can’t tell a person’s age," he asked. "And who is going to classify pictures, and if you do classify them, isn’t that censorship?"

He said he believes the responsibility rests with producers, distributors and movie-goers themselves to determine what pictures shall be shown and seen.

Ruth to Be Promoted In Religious Magazines

The National Legion of Decency announced that it has placed the film, "Private Property," which is being distributed by Citation Films, in its "C" or Condemned classification with the following objection noted:

"The unmutilated concentration upon sexual aberration (seduction) which by design develops the theme of this film is judged to be morally dangerous to any type of audience. Furthermore, the treatment is replete with highly suggestive sequences, dialogue and music."

This picture does not bear a Production Code Seal, the Legion pointed out.

Tours Set for ‘Black’

David A. Lipton, Universal-International vice-president, has blueprinted a series of tours for the Ross Hunter Production, "Portrait in Black," that will include most of the stars in the film, plus Hunter and director Michael Gordon. Parents who’re afraid the road will be a Sandra Dee, who is in Chicago, where the picture will have its world premiere at the Roosevelt Theatre on June 23.

wonder at the opening, and the audience is expected to be very large.

Strogoff Opens May 20

"Michael Strogoff" will premiere at the DeMille Theatre here on Friday, May 20, it was announced by Irving Womner, president of Continental Pictures, in Cinematheque and Eastern Color, it stars Curt Jurgens and Geneviève Page.

Fox Makes Deals with Katzmann and Buchman

HOLLYWOOD, May 11. — new deals with independent producers, including by 20th Century-Fox, it is learned.

Sam Katzmann has contracted pictures a year. He was formed Columbia Pictures where he served all "The Miami Story” and "Rock Around the Clock."

The other deal is with Sidne man, who signed a writer-playwright contract for 10th Century-Fox, as announced by him in Europe. But producer credits include "A Remembrance," "Over 21," and "Sings Again," all for Columbia.

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The actress will then meet with critics and columnists in Cleveland and New York, where "Portrait in Black" is also set for openings.

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In Manner sound and modest, “The Gallant Hours”—the time when a man must face the biggest storms of his life—presents the decisive months during World War II when Fleet Admiral William F. “Bull” Halsey directed the combined Allied forces in the Pacific. This is a quiet picture and it is conceived upon accurate reporting-in-depth. It is personal history but not without defense of Caulk general or other disputed islands, but of Halsey the man admired, respected and sometimes loved by those who served with him. He was the “human” skipper, the all right “Old Man.”

As a war picture it is unusual and even as a testament to a single sailor it is uncommon. It is also something of a tour de force for James Cagney who plays Halsey, a tough but agreeable character, a man deathly afraid of getting his “shots,” who was as determined to get the job done as he was to preserve lives. Snatches from the pasts of individual servicemen are narrated on-screen. This process adds a kind of realism to the film.

Halsey, like his Japanese counterpart Admiral Yamamoto (James T. Goto) was a lunch party. Often he sought counsel from his staff, played by Dennis Weaver, Les Tremayne, Walter Sande and Karl Swenson and producer-director Robert Montgomery does not make Halsey an opportunist. When the admiral is ordered to relieve Admiral Gormley (Carl Benton Reid) shortly after the war begins, Halsey does so, but not without considerable personal regret. His finest strategic hour comes when Yamamoto’s plane is downed. This was of tremendous moral value to American troops.

There are no battle scenes at all in “The Gallant Hours.” Several of these would have helped to speed the action, most of which takes place in Halsey’s wardrobe. Cagney, however, does such a striking job—he is on screen all the time—that viewers may not feel deprived of their chance to see the fruits of Halsey’s tactical seeds.

Music for “The Gallant Hours” was composed and conducted by Roger Wagner. His choral successfully imparts to the sound track the nostalgic and often grim nuances of the war at sea. The screenplay was written by Beirne Lay, Jr. and Frank D. Gilroy.

Running time: 115 minutes. Release, in May.

SAUL OSTROVE

Invitational Screenings Of 'Pollyanna' Set

CHICAGO, May 11—The first of a series of regional meetings involving home office and field force executives of Buena Vista and top mid-west exhibitors was held here today to set up invitational screenings of Walt Disney’s “Pollyanna.” Thirty-eight cities throughout the country will present the Buena Vista release at special “invitational performances” for the community’s press and leading opinion makers. The general public will also be invited to the performance on a limited basis.

Presiding over the meeting was Buena Vista president, Irving H. Ludwig. Others from Buena Vista included exploitation manager Bob Dorfman, district manager Harris Duskelon and salesman Paul Back. Exhibitors attending were Martin and Harold Fields, operators of the St. Louis Park Theatre Co., of Minneapolis; Irving Chumb, general manager, Greater Minneapolis Amusement Co., Indianapolis; George Ling, general manager, Standard Theatres; James Coston, president, Coston Enterprises, Inc., Chicago; Duncan Powell Vice-president Of Florida Interstate

SOUTH MIAMI, Fla., May 11—William T. Powell, operator of the No. 1 Drive-in Theatre in Daytona Beach, and formerly an executive of Smith Management Co., has joined George Hoover’s Interstate Theatres as vice-president and general manager. He will headquartered in Thomasville, Ga.

Interstate operates 11 houses in northeast Florida and southwest Georgia.

Jack Cannon Dies

JACKSONVILLE, May 11—Jack Cannon, booker here for 20th Century-Fox, and two male companions all were killed in an automobile-train crash at a crossing on the San Marco Boulevard.

Kennedy, vice-president and general manager, Public Great States Theatres, Chicago; Balaban & Katz Theatres of Chicago was represented by Dave Balaban, president; Harry Lustgarten, vice-president; Nate Plat, vice-president and general manager; and Ed Seguin, director of advertising.

Harry J. Rice has been nominated for his second successive term as president of Publicists Local 872, IATSE, which has jurisdiction over all states east of the Mississippi. Election will be by secret mail ballot. Installation of officers will take place at the regular June meeting.

Leonard Vaughan has taken over as new manager of the Movie Drive-in Theatre, Eustis, Fla., operated by MCM Theatres of Leesburg. He replaces Richard Easton, who has joined the MCM booking staff.

Howard S. Mahler, who has been publicist and salesman for Columbia, United Artists and M-G-M, has been named assistant to George Waldman, president of Waldman Film Exchange here.

C. A. Crute has remodelled and re-opened his Lyric Theatre, Huntsville, Ala.

George Leopold has resigned as publicist for the Schwaber Theatres, Baltimore.

Evelyn Lee Jones, former motion picture publicist and currently business manager of the radio and television department of Donor & Co., has been elected president of the Advertising Women of New York.

B. W. Ingram, Alabama exhibitor, has taken over the Levy Theatre, Enterprise, Ala.

Cecil Cohen has temporarily closed his Wescoven Drive-in Theatre, Jacksonville, for extensive remodeling.

Mark Keel, new owner of the Plant City Drive-in Theatre at Dover, Fla., has changed its name to the Dover Drive-in.

‘White’ Business Big

Allied Artists’ “I Passed for White” over the past weekend did smash business all over the country and in some situations is establishing booscore records, according to Morey R. Goldstein, vice-president and general sales manager, in Chicago at the Roosevelt Theatre, in the first three days it did $17,271, with the Saturday-Sunday total of $13,528 the biggest weekend the theatre has had since last summer, he said. In Detroit, where it is playing the Palms Theatre, it did $11,504 on Friday, Saturday and Sunday, with the Sunday gross amounting to $6,410.
Aaron Rubin, controller for the National Broadcasting Company, has been elected vice-president and treasurer, it was announced by Robert W. Sarnoff, chairman of the board. Rubin joined NBC in October, 1937, in the accounting department.

Abe Mandell has been appointed vice-president of independent sales of Independent Television Corporation, president Walter Kingsley announced. Mandell has been TGT director of international sales since January, 1950, and whose duties in that position have been taken to the Far East many times, is, at the moment, making a tour of the Japanese markets.

The appointment of David M. Sacks to the position of general manager of KGO-TV, San Francisco, was announced by Stephen Biddleberger, ABC-TV vice-president for owned and operated stations. The appointment is effective immediately.

**No TV in S. Africa Before Color Ready**

**Johannesburg**, South Africa, May 8 (By Air Mail).—Television will not be introduced into South Africa before a nationwide color TV service is possible, the government has announced. When TV does come, equipment will be imported through the South African Broadcasting Corp., rather than through normal commercial channels.

The government says its refusal to allow immediate introduction of TV is based on a reluctance to permit local broadcasting before service is available to all citizens. The Prime Minister in the past has told Parliament that there should be television on a countrywide basis or no television at all.

Cost Estimate Is High

Estimates put the cost of establishing such a national service at £200,000 ($365,000). Annual maintenance cost would be £9,000,000 ($25,300,000). This would mean that every subscriber would have to pay about £1.12 ($3.30) a year for TV program service.

**G sees Pepsi Franchise**

MIAMI, Fla., May 11.—Wometco Enterprises, Inc., has been given a franchise by the Pepsi Cola Company to bottle and sell Pepsi Cola in the Bahamas in association with local interests, according to an announcement by Mitchell Wolfson, Wometco president.

**Capitol Theatre Reopened at Salem, Ore.**

special to THE DAILY

SALEM, Ore., May 11.—Matt Knighton, Salem manager for Foreman Family Theatres, the Elsinore Grand and Capitol Theatres, announced the reopening of the Capitol Theatre following remodeling and the closing of the old Grand Theatre. Remodeling includes new loge seats, new carpeting, painting interior, new stage fixtures, a wider screen, and enlargement of the projection booth.

Under a new schedule the Capitol will run from IS to 4 IS and from 73 to 10 IS, the Elsinore will continue its present program of showing nightly with afternoon matinees Sat. and Sunday.

**Tent 5 to Sponsor**

(Continued from page 1)

A meeting which was held here yesterday.

Joe Levine has agreed to provide $3,500 for one of the purses, Brandt said, and Variety will seek to acquire $2,000 for the same. Youkis Raceway will contribute $2,500 and supply 2,500 seats for Variety members to sell. Tickets, including admission and dinner, are $10 each.

A report was also presented by Brandt on the tent’s "first-nighter" project in which tickets are sold to opening night film guests at $50 a seat. Arrangements have been made with the Radio City Music Hall to cooperate for the first time at the openings of "The Bells Are Ringing" and "Song Without End." The Criterion Theatre will also participate with "Strangers When We Meet."

To date, Brandt said, Variety has received $8,045 through this project.

Bringing members up to date on other activities the chief banker reported that $5,000 has been turned over to the William Hospital Cancer Control Research Project. He also said the local tent hopes to find ways to have its own club house here like the Lambs and Priates.

Plans for the International Variety convention in Toronto late this month were outlined by Walt Framer, assistant chief banker.

**U.A. Sales Meet**

(Continued from page 1)

district manager, and William Marchese, Eastern District and Canadian assistant manager, will also attend the sales convention to be held at the Sheraton Plaza Hotel.

UA branch managers participating in the conferences include Harry Segal, Boston; Burt Topal, Buffalo; Dave Rosenahl, Cleveland; Irving Mendelson, New Haven, and Al Gubinger, Philadelphia.

The meetings will develop distribution patterns on all current and forthcoming product and map regional sales plans for each territory in the Eastern division. The meetings are the latest in a series of a domestic sales tour by Velde and UA division chiefs.

**Noreco Installation**

Installations of the Noreco 35mm projectors have been several new theatres, according to Martin Sweeney, vice-president of Todd-AO Corp. They are as follows: Palace Theatre, Chicago; Wotton, Richmond, Va.; Browningville, N.Y.; and the Century, Denver.

At the Palace Theatre, Todd-AO Corp. for the first time installed a complete 70mm in
QUIGLEY PUBLICATIONS
IN THE SERVICE OF THE AMERICAN MOTION PICTURE INDUSTRY THROUGHOUT THE WORLD FOR 44 YEARS

MOTION PICTURE HERALD
Foremost business weekly of the American motion picture industry . . . intensively national, extensively international in scope and circulation.

Better Theatres — original and most authoritative publication devoted to the physical theatre, issued monthly as a section of the Herald.

Better Refreshment Merchandising — monthly section of the Herald devoted to theatre vending, originating in a refreshment news department installed in the Herald in 1930.

MOTION PICTURE DAILY
Providing the industry with immediate spot news coverage, fully — and accurately — with a typographical scheme for easy finding, easy reading.

International MOTION PICTURE ALMANAC
Who's-Who and statistical annual of the motion picture industry, widely used within the industry, by the press and by research organizations in the U. S. and abroad.

International TELEVISION ALMANAC
Statistical annual of the television and radio industry — a complete reference book on its companies, activities, personalities.

FAME
Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.
**National Pre-Selling**

MGM's warmly wistful starlet, Yvette Mimieux, pronounced (ME-ME-OH) appears on the front cover of "Life's," May 3 issue. She will play the part of the heroine in "The Time Machine" made from H.G. Welles' classic. Me-Me-OH is filled with a wistful love of outdoors and the serenity inspired by solitude. This made it possible for "Life's" photographers to create an essay in pictures in the Santa Susana mountains and on the cliffs of southern California with this new MGM starlet for the same issue.

"Fall Story," the Warner film about ethics, basketball and romance on a college campus, is reviewed by Richard Marak in the May issue of "McCalls." It has a top flight cast—Tony Perkins, June Fonda (Henry Fonda's daughter) and Ray Walston and directed by Joshua Logan.

"The house that Ben-Hur built" is the title of an article in the May 24 issue of "Look," based on the construction of Charlton Heston's new home in the mountains above Beverly Hills.

When Heston and his wife started their careers they lived in a 30 dollar a month cold water flat in the Heli's Kitchen section of New York. They later moved to a 135 dollar a month apartment in Los Angeles, now with the salary from Heston's "Oscar" Award performance in "Ben-Hur," they employed William Sutherland, the follower of Frank Lloyd Wright, to design their new home.

"I'm All Right Jack" the Lion-International Films new import, has been selected by Florence Swoopes as "Book's" picture of the month for May.

According to "Redbook," "I'm All Right Jack" is sure to tickle the fancy of anyone who has ever worked, who's ever been in management or who's ever in love with or married a worker.

"Because They're Young," in which Dick Clark, disc jockey and master of ceremonies, plays the part of a high school teacher, is reviewed in the May issue of "Seventeen." His pupils are played by such pleasant actors as Michael Callan and Warren Berlinger.

Playdate ads in full color for U.S. "The Snoo Queen," the full length color cartoon feature based on Hans Christian Andersen's immortal fairy tale, appeared on April 10 in the comic sections of newspapers serviced by the Metro Sunday Comic Network in the following cities: New York, Pittsburgh, Buffalo, Chicago, Cleveland, Detroit, Indianapolis, St. Louis, Rochester and Honolulu.

**D.C. Theatre Remodeled**

WASHINGTON, May 11—Stanley Warner's Avalon Theatre, on upper Connecticut Avenue, is expected to reopen on May 27 after redecoration. New carpet and wall covering will be installed in the auditorium, as well as a new screen and stage drapes. Re-decorating of the lobby is taking place, including refurbishing of the powder room and installation of new coming attraction poster frames.

**B&H Promotes Sroge**

CHICAGO, May 11—Maxwell H. Sroge, director of sales in the photo division of Bell & Howell here, has been named director of planning for the division, it has been announced by Peter G. Peterson, executive vice-president. At the same time, Peterson disclosed that George A. Eddy, who joined B&H in November of last year, will succeed Sroge as division director of sales.

**Cagny, Montgomery Plan Stage Play**

With their first production Gallant Hours—a national touring night in living room productions partners Cagny and Robert Montgomery next turn their attention to way and an original play if to produce there next fall, they trade press at a luncheon here yesterday.


**Skelton for Sullivan Show**

"The Gallant Hours" premiere coincides with Armeer Week which begins this S. Both star and director will at the Ed Sullivan TV show this evening.

Cagno said that until an interesting property reaches him Montgomery will be devoting much of their time to "The General Son," the play by Andrew Lough.

**15 New Openings 'Ben-Hur' in June**

M.G.M.'s "Ben-Hur" is set more in fifteen key cities bringing the total number of showing the film in the United States and the Dominion of Canada before July 1. The engagements open in June are: Poshing El Capitan Theatre, Plaza, C. N.C., Ritz, Birmingham, C. Rogers, Chattanooga, Tenn.; 9th; Willow Lawn, Richmond 14th; M-C, Dayton, Ohio; 14th, Nashville, Tenn., and City, Calif., on the 15th; Charleston, W. Va., 16th; Grand Rapids, Mich., 17th; El Providence, R. I. and Googala City, Okla., on the 23th; Albuquerque, N.M., Palme, Kansas, and Paramount, Halic., Scotia, Can., on the 29th.

**D.C. Variety Tent Sponsor 'Can-Can'**

From THE DAILY BUREAU WASHINGTON, May 11 Variety Club of Washington, 71, will sponsor the local pre-Carnival "Can-Can" at the Uptown Theatre, 25 at the Uptown Theatre, proceeds over actual expenses to the Club's Research Center Hospital. The Club has $30,000 toward the Center now in operation.

The Washington Tent, on May 25th, has put more than $ into charitable ventures.

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California Measure Will Stall Pay-TV In State for Year Or More: Harling

A bill now before the California legislature would ban any form of toll-TV in that state for at least another year, Philip F. Harling, chairman of the Anti-Pay-TV Committee of Theatre Owners of America, and the all-industry Joint Committee Against Toll-TV, disclosed yesterday.

Harling, who returned earlier this week from the West Coast where he conferred with exhibitor leaders on the industry campaign against toll-TV, said that House Resolution 358, introduced by Rep. Cunningham, calls for new legislation (Continued on page 6)

New Group Maps Fight On La. Film Taxes

Special to THE DAILY

NEW ORLEANS, May 12. — The recently organized Louisiana Assn. of Theatre Owners swung into action with a meeting of its board of directors at the New Orleans Hotel last night, instructing its executive committee to prepare a campaign for the abolition of the three per cent state and city use tax on films for immediate action.

The film tax consists of a two per cent state and one per cent municipal levy.

The board, with L. C. Montgomery, president, in the chair, appointed George Ballio of Southern Amusements, (Continued on page 2)

2 Exhibitor Anti-Trust Suits Dismissed Here

Two anti-trust actions filed by New York exhibitors who sought $4,500,000 in damages were dismissed yesterday in Federal Court here.

Morris Stein, operator of the Corona Theatre in Queens, has sought $3,000,000 from major distributors, (Continued on page 6)

HERALD ‘Spartacus’ Advertising Cover Series Breaks New Ground in Merchandising

The May 14 edition of “Motion Picture Herald,” out today, features on its cover four color stills from “Spartacus,” the Kirk Douglas Bryna productions spectacular to be released by Universal in October. The stills are part of a series and are typical of the novel and provocative merchandising tools being employed by Bryna and the Universal advertising and publicity department, headed by David A. Lipton for the picture.

In an editorial in the same issue Martin Quigley, Jr., commenting on the stills and on the spectacular gate-fold cover of “Fame,” just published, calls the unusual campaign “an instance of Mr. Douglas demonstrating his belief that a great attraction needs to be merchandised in keeping with its stature…” (Continued on page 6)
La. Tax Fight

(Continued from page 1)

La. Tax Fight

(Continued from page 1)

La. Tax Fight

(Continued from page 1)

La. Tax Fight

(Continued from page 1)

La. Tax Fight

Top Officials to Attend 'Gallant' Debut Tonight

From THE DAILY Bureaus

WASHINGTON, May 12 — More than 1,500 top government and military officials will attend the invitation-only world premiere of "The Gallant Hours," a Cagney-Montgomery production for United Artists release, to-night night at the RKO Koth's Theatre here. Spon-sored by the Navy League, the premiere will help launch the national observance of Armed Forces week beginning tomorrow. Participating in a special program will be some of the cast and crew of the film. Robert Montgomery produced and directed "The Gallant Hours," and James Cagney, who stars as Fleet Admiral William F. "Bull" Halsey. The premiere will receive extensive newsreel, radio and television coverage which will be carried by the Dave Garroway, Jack Patten and Ed Sullivan television programs. Radio shows originating in Washington also will carry highlights of the debut.

Lewis, Mandel to Attend

Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation, and Harry Mandel, vice-president of RKO Theatres, will be among industry representatives attending the premiere. Burt Slaun, UA publicity manager, and Al Fisher, UA assistant exploitation manager, will also attend. Pair will televise the premiere and will be held.

Windjammer" To Bow

In Buffalo June 17

Special to THE DAILY

BUFFALO, May 12 — "Windjammer," in Cinemiracle, will have its local premiere Friday evening, June 17, at the Granada, Buffalo. The local presentation of special equipment requires a week so the house will close June 10.

Seymour Morris, director of advertising and publicity for the Schine circuit, which presents the Windjammer, today informed the Granada it will discontinue community theatre in north Buffalo, but that with the installation of Cinemiracle, the Granada can show motion pictures in all processes. "Windjammer" will be shown on a reserved-seat basis.

Engel Arriving Here

Samuel G. Engel, producer of "The Story of Ruth" arrives here over the weekend from Hollywood, to begin production on basis of the 20th Century-Fox release. Engel will start an intensive series of speaking engagements before high school and college audiences, religious and denominational groups, educational and radio and television audiences, and will meet with trade and newspaper editors to describe the film.

New York P

Waldorf P

(Continued from page)

there has been neither a try nor a reaffirmation of theague under which the companies themselves not to knowingly furnish arms or transit federal witnesses.

In the main, responsibility is of the independent employs of the better in the past to prevent the Waldorf P's, they were less emphatic it they thought the pbe after completion.

While some officials in the administration of the Waldorf P's, they were less emphatic asking they thought the return, which had been a communication.

Acquisition of The Law

Previously, it had been that M-G-M acquired d rights to "The Law," a picture which the producers of the show had broken with Paramount and Paramount's "Chance Meeting" based on a novel by Barzun and Lampell, was directed by Losey. Paramount, however, still holds the knowledge of the trio's Universal's "Saturnus" is the film of the social satire, "The friendly Ten," and United A distribute Otto Preminger's which also has a writer's Trumbo, while Stanley Kramer, also a U A producer, had been one of the Waldorf's, they have pointed out that payments to the Waldorf agree as the result is acceptable, nevertheless, is a MMPA in delaying that there is the Waldorf P's, they have been pointing out that they in dependent productions, are not a matter of a company violating its pledge.

New York, N. Y.

NEW YORK THE

RADIO CITY MUSIC H

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JAMES FORD • SPRING RWTH • RICKY B

HOLLYWOOD AND THE

AND GALA NEW STAGE SPEC!
A-Mike Vogel in a traveling version of the famous broad brim hat, talks about the great days of showmanship. At left is Paul Kamey, eastern publicity manager for Universal, and at right, Herman Kass, executive in charge of national exploitation.

A-Mike Vogel Reminiscences
(Continued from page 1)

Mike is a press agent—he snarls at the publication public relations counsel—for Universal in the field. During his 50 years of free form, high style exploitation for theatres and on the road Mike has been guest of honor at thousands of luncheons but never as himself. Consequently he was at first and astonishingly flustered but under the gentle prodding of Kamey, of Herman Kass, in charge of national exploitation for U-I, and of Jerry Evans, eastern promotion manager, he remembered how he had staged bull-fights for "Blood and Sand," hit a fire on the Elgin in Brooklyn in Denver to send up smoke signals for a Universal western, and slept in a coffin for "Dracula."

Some Vogelisms:

"There’s no such thing as an old stunt. Barnum got their attention by having a man carry bricks into a building one at a time. I could do that today. In fact I have."

"If a press agent on an assignment admits he has had a good night’s sleep, he’s not working for the picture. That goes, too, if he hasn’t been arrested in the last month."

"One trouble today is too many people are living off the business instead of living in it."

"A man can make a damn fool of himself pretty easily but unless he does it in order to sell tickets at the box office it doesn’t mean a thing. The stunt has to be justified."

"We need color and personality, not statistics and public relations."

Mike, warming up, blasted impartially distributors and exhibitors who for reasons of economy or false dignity won’t use basic showmanship methods and then reminisced with nostalgia and without regret about his career as a showman. That wide career embraces promotion and exploitation for theatre circuits large and small, for most of the present distributors or their predecessors and a memorable eight years during which he watched over and judged other showmen’s effort as head of the Managers’ Round Table of Motion Picture Herald."

S. C. Variety Club Slates Family Night

HOLLYWOOD, May 12.—Over 500 invitations have been sent out for the Hollywood Stars’ Family Night to be sponsored on June 10 by the Southern California Variety Club, Tent No. 25, it was announced by John Lavery, chief banker. Invitations went to actors and other entertainment personalities, he said.

The public is also invited to the event, proceeds from which will go to the tent’s Boys’ Club. Admission is $3 for adults, $2 for children and teenaors to 18 years.

Albany I.A. to Meet

AlBANY, N. Y., May 12—Local F-43, IATSE, consisting of front-office employees of film exchanges here, will hold a dinner meeting on June 1.

Weinstein to Replace Friedman and Hellman

L.V. DAILY Barons

ALBANY, N. Y., May 12.—Manny Friedman has resigned as manager of the Hellman Theatre here. His replacement is slated to be David Weinstein, recently employed by George Schwartz Theatres in Atlantic City, N. J. Irwin Ullman, general manager of Hellman Drive-ins at Philadelphia, is temporarily directing the 1006-seater.

Phillip Weinstein is now manager Philadelphia first-run for William Goldman, had been in charge of Schine’s Riviera in Rochester, N. Y., before joining the Hellman organization.

Russell Clark Dies

KEYSVILLE, Va., May 12—Russell B. Clark, 47, who operated the Keene- ville Theatre for nearly 20 years, died of a heart attack at his home here.

Dr. William West and Vernon Saunders, of Kodak Research Laboratories, Rochester, N. Y., have won the 1960 Journal Award of the National Society of Photographic Analysts and Engineers. Their winning paper was titled "Experimental Studies of the Mode of Action of Sensitive Impurities in Thin Crystals of Silver Bromide."

Theodore di Lorenzo, attorney of Hartford, has been elected president of the Hartford County Young Republicans. He is the son of the late Anthony J. di Lorenzo, Connecticut film industry pioneer.

Phil Haddad, assistant manager of the Stanley Warner Capitol Theatre, Willimantic, Conn., has been named to a similar post at the Warner Theatre in Worcester, Mass.

Jud Estes, for many years in the accounting department of 20th Century-Fox in Atlanta, has retired.

Merv Tucker, cashier at the Cine Webb, Wethersfield, Conn., has been named assistant manager of the house and an underling of the Lockwood & Gordon circuit. She succeeds Francis Malloy, who has resigned.

Stewart to Make Tour On Behalf of ‘Road’

James Stewart, who stars in William Goetz “The Mountain Road,” and co-star Lisa Lu, will launch separate personal appearance tours over the weekend in conjunction with the national release of the picture later this month. Stewart arrives in New York today to begin a tour of 12 key cities in behalf of the Columbia release. He will remain in New York over the weekend and will then visit Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, Minneapolis, Dallas, Houston, San Antonio and Dallas, before returning to Los Angeles on May 28.

At the same time, Lisa Lu will also make a series of personal appearances to publicize the film. Miss Lu starts her tour in San Francisco May 15 and will visit Portland, Seattle, Salt Lake City and Denver for press, radio and TV interviews.

‘Daisies’ Gross Reaches $4,000,000 Nationally

“Please Don’t Eat the Daisies” has now grossed $4,000,000 nationally. M-G-M said yesterday, including $1,000,000 at Radio City Music Hall. First weeks in more than 200 key city engagements have grossed over $1,700,000 at the box office. Holdover strength in second weeks has brought in another $750,000 with third, fourth, and fifth weeks adding $250,000. Smaller situations, not counted previously, have totaled another $300,000.
UNIVERSAL proudly announces

TONY CURTIS as "TH

ROBERT CRICHTON'S BEST SELLING B

CO-STARRING

EDMOND O'BRIEN

GARY MERRILL • JOAN B

and KARL MALDEN

Screenplay by L

Directed by ROBERT

Produced by ROBERT
the start of production

"GREAT IMPOSTOR"

HY OF THE INCREDIBLE FRED DEMARA

ARTHUR O'CONNELL

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"THE GREAT IMPOSTOR"

The Amazing Careers of

FERDINAND WALDO DEMARA

Who Posed as:
- a surgeon lieutenant, Royal Canadian Navy, who performed operations on the high seas
- a prison warden, who "reformed" one of our country's toughest cell blocks
- a Doctor of Philosophy in applied psychology, who ran a college
- a Trappist monk, who took the vow of silence
- and many, many others

by ROBERT CRICHTON
Calif. Pay-TV Review:

I'm All Right, Jack
Boultin Bros.—Columbia

Any man who's worked an honest day, or loaded successfully from nine to five, will be indebted to the boys who called on management and labor by "I'm All Right, Jack," for which the brothers John (director) and Roy (producer) Boultin and their clever star Peter Sellers have been extensively praised here and in Great Britain. This picture is a classic enough, and novel, too, the story of a house所有权as, especially since Sellers has lately gathered for himself almost as much renown in this country as the Royal family. Columbia Pictures is distributing in the U.S.

"I'm All Right, Jack" is checked over by several hilarious moments and a near slapstick scene or two, but primarily it is a serious sharp-witted comedy which thrusts labor and management at each other's throats and then exposes them both for what they are at their worst. Industry's robber barons and the featherbedders of over-organized labor are put to shame, but only after the strike which is called at a rumbling missiles factory paralyzes the nation and extends itself into every man's opinion. It's plain to see that anything can happen at the factory except an honest day's effort by labor and a fair shake from management.

Cause of the trouble is Ian Carmichael, a rather dim-witted but honest young man whose spirited outlook propels him to heroic proportions. Striving to become an important man in industry, and starting from the bottom as a laborer at the factory, Carmichael works too hard to forget comfort of his fellows, upsetting the intricate slowdown pattern monitored by their grimy, socialist shop steward, Sellers. His daughter, blonde, buxom Liz Fraser, overcomes Carmichael with passion, but she too loses him in the end to a nudist camp to which he permanently retires, freed at last from society's corrupt yoke.

Sellers isn't top-billed but his clipped speech and cranky pomposity have both staked their scene he's in. Lately side also is represented by shop stewards John Conner, Sam Kydd, Cardew Robinson, Tony Comer, Bruce Wightman and Billy Rayment. John Le Mesurier plays a twitching time-and-motion specialist afraid of reprisals from both sides in the dispute. Conning for industry are Terry-Thomas, Richard Attenborough and Dennis Price, Malcolm Muggeridge, editor of London's Punch magazine, appears as moderator on a television panel show in which Carmichael exposes both sides, showing proof of a bribe offered from management and charging labor for its stupid act.

The picture doesn't end happily but morals abound. Carmichael is without his position in industry; Miss Fraser is without Carmichael; Sellers has only his shape-up whistle but not his former influence or self-respect, and the robber barons have been properly exposed. If the twentieth century had come and gone as sedately as the past twenty, all this trouble might have been avoided. But our accelerated society is partly to blame, and so is human nature which is both villain and victim of the piece.

Running time, 104 minutes. Release, current.

Saul Ostrow

FC Film Unit, Inc. Is Organized Here

Jonas Mekas, editor of Film Culture Magazine and film critic for The Village Voice, along with Adolfs Mekas, co-editor of Film Culture, has formed a new independent motion picture production company, The FC Film Unit, Inc. Two properties have already been acquired by the company, "Elephant in the Room," and "Tales of the Trees," is set to go before the cameras in July on locations in and around New York City.

The second property, slated to begin production this later year, is entitled "Hallelujah the Hills," written and to be directed by Adolfs Mekas on locations in Canada. Both films are described as low-budget features, and are intended primarily for art theatre distribution, timed for a spring 1961 release.

'Branded' Crosses Big

Opening day grosses topping "Visit to a Small Planet" and "Lilt Abner" by 20 per cent are reported for Dino De Laurentis' "Five Branded Women," a Paramount release in seven key cities. The film opened to top grosses Wednesday at the Paramount Theatre, Brooklyn; Palace, Cleveland; Al- lyn, Hartford; Warner and Merritt, Bridgeport; Bilbao, Allentown; Loew's, Canton; and the Colonial, Dayton.

Gts 'Floyd' in U.K.

Regal Films has acquired the distribution rights of "Pretty Boy Floyd" for the United Kingdom. The film has been sold outright to the Lopez Movie Enterprises of Manila, Philippines, and will be exhibited by them in Hong Kong, South Korea, Formosa and the Philippines.
**CBS Quarter Income Reported $6,829,367**

Consolidated net income of Columbia Broadcasting System, Inc, for the first quarter of 1960 was $6,829,367, compared with $3,932,660 earned in the comparable period of 1959. It was announced by William S. Paley, chairman of the board, and Dr. Frank Stanton, president. The current earnings compare with $811,052,290 for the corresponding period last year. This represents an increase of approximately 8 per cent.

**Clarification by Paley**

Commenting on the decrease in net income for the quarter, despite a substantial increase in sales. Paley said this resulted primarily from the cost of an unusual and intensive campaign by the Columbia Record Club to secure new members. He said that as a result of this campaign, the membership of the club—already the world's largest record club—is at the highest level in its history.

The board of directors has declared a cash dividend of $35 per share on its common stock, payable June 10 to stockholders of record at the close of business on May 27.

**WCBS Announces New Advertising Rates**

WCBS-TV has announced a new rate card, No. 21, effective June 1. Changes range from an increase of five to six per cent in prime evening spots and "The Late Show" participation, to a decrease for "The Early Show" participation.

The top AAA 20-second rate of $2,400 will remain the same, but the annual discount will be reduced from 10 per cent to five per cent, increasing the net cost from $2,160 to $2,230.

Rates for "The Seven O'Clock Report" and "The Late News" programs remain unchanged. All current advertisers will receive three-month rate protection.

An adjustment in discount for the 11-week span from June 15 to August 29 will be granted in certain time periods such as "The Early Show" and in the daytime after 10:00 A.M. This will apply to 52-week advertisers only.

**Approve Arts Council**

WASHINGTON, May 12. The House labor committee has ordered favorably a bill to set up a 21-member Federal advisory council on the fine arts. Motion pictures, drama, literature, radio, TV, and music would be represented on the group.

**O.K. of Pay-TV**

**Still Hanging Fire**

It was noted that the Zenith-RKO General application for ownership of a UHF station in Hartford is still up for public comment. FCC normally takes no action on proposed transfers until at least a month after they have been filed. Then the proposal is considered fully, including all relevant factual material disclosed. In this case, this would include the possibility of eventual use of the station as a medium for broadcast pay-TV. In the event of objection to transfer, FCC would hold a hearing at which all parties would be represented.

It was pointed out, too, that FCC would have no authority to intervene if an effort were made to set up a closed-circuit TV system over wires.

At the Justice Department, it was observed that the question of pay-TV was outside its jurisdiction.

**Writers Guild Canvasses Strike Situation Here**

Top officials of the Writers Guild, East and West, met here yesterday to discuss the Haiti strike situation. In both motion picture and television-radio fields.

At the conclusion of the meeting Guild officials said no statement would be issued until the shooting here and in Hollywood have received and studied further strike and negotiations reports from the committees. There was nothing to indicate an immediate "break" in the Hollywood writers' strike in progress since Jan. 16 as a result of yesterday's meeting, one official said.

Ed Hartmann, national chairman of the WGA, president.
Off the Press...

FAME

for 1960

AUDIT OF PERSONALITIES handsomely celebrating the talent responsible for the top successes of motion pictures and television throughout the preceding year, with the facts of public performance that distinguish these achievements. Thus FAME again provides — as it has done for 28 years — the only full-dress recognition of the people who create the leading productions of theatre screen and telecasting.

$3 PER COPY

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ITOA Asks Columbia ‘Reconsider’ Trailer Plan or Supply Them Free

Independent Theatre Owners Assn. has urged Columbia Pictures to “reconsider” its recently announced plans to produce and distribute its own trailers for its product. In the event that Columbia does not do this, ITOA asks that the company furnish trailers to theatres without charge.

The request is made in a resolution passed by the exhibitor organization at a meeting in the Hotel Astor here (Continued on page 3)

Levine in 4-Film Deal With Titanus, Lux

Joseph E. Levine, president of Embassy Pictures, has entered into a multi-picture co-production and distribution agreement with Italy’s two major motion picture producing organizations, Titanus and Lux Film Companies of Rome.

The deals, announced in New York (Continued on page 7)

Specialist in Skiatron Stock Is Cited by S.E.C.

From THE DAILY BUREAU

WASHINGTON, May 15.—A specialist in Skiatron Electronics and Television Corp. stock, the subscription television company has been charged by the Securities and Exchange Commission with eight violations of the Federal securities laws. The charges cover transactions by the (Continued on page 7)

Wall St. Says:
Closing Deal For 20th-Fox Studio Nears

Stock Spurts in Response To Financial Area Reports

Definitive and positive action on the $56,000,000 20th-Century-Fox studio realty deal reportedly will be taken in the immediate future by a Webb & Knapp subsidiary company, it was reported at the weekend.

Neither 20th-Fox officials nor spokesmen for the William Zeckendorf company would comment on the reports, which were widely circulated in the financial district over the last two market days.

In response, 20th-Fox stock advanced. (Continued on page 6)

Castle Film Slated For Summer Bookings

(Picture on Page 2)

Producer-director William Castle, who says he is proud to be called “the Gimmick Man” of motion pictures, has completed his latest film, “13 Ghosts,” for Columbia Pictures release this July, timed to coincide with school closings for the summer.

Castle, who told the trade press Friday at the Columbia home office (Continued on page 2)

Gantry, Batjac, AFM Sign TV Re-Use Pact

From THE DAILY BUREAU

HOLLYWOOD, May 15.—Elmer Gantry Productions, producers of “Elmer Gantry,” and Batjac Productions, producers of “The Alamo,” have yielded to demands of musicians to include television reuse payment provisions in the individual hiring contracts (Continued on page 7)

Four Portland, Oreg., Downtown Theatres Struck by Union Over Abolition of Jobs

Special to THE DAILY

PORTLAND, Ore., May 15.—Portland’s four major downtown theatres have been struck by members of Local 57 International Union of Operating Engineers (AFL-CIO) in protest over the abolition of seven jobs.

The four theatres were placed on the “unfair list,” according to William Sayre, recently operating engineer for J. J. Parker theatres.

Rex Hopkins, city manager for Evergreen Theatres, said the strike was authorized by national headquarters of IOUE. The struck theatres were Broadway, Orpheum, Fox, and Paramount. Members of the other unions continued to handle their regular duties. Theatres picketed continue to operate.
PERSONAL MENTION

MILTON R. BACKMILL, president of Universal Pictures, who returned to California last week from New York, is back in New York.

Mo Rothman, executive vice-president of Columbia Pictures International, has left New York over the weekend for Mexico City.

Saul Jeffer, president of Movielab Film Laboratories, will return to New York today from the Coast.

E. Goldwyn and Mrs. Goldwyn's will arrive in New York today from Hollywood, and will leave here on May 26 aboard the "United States" for Europe.

Michael Mindlin, Jr., producer, will leave New York today for Paris.

Ralph Martin, of Seventeen Magazine, will return to New York today from the Coast.

Leon Cohen, head projectionist at the Universal exchange in Philadelphia, became a grandfather last week when his daughter, Mrs. Audrey Kinsberg, was born to h has a house in Allentown, Pa.

B. A. Garrett, of the Garrett Theatre, Arlington, Ga., has entered Pheobe-Putney Hospital, Albany, Ga., for surgery.

John Thomas, Paramount salesmen in Denver, has become a grandfather for the first time with the birth of a son, Ronald Craig Thomas, Jr., to his daughter-in-law.

Jack Rogers, president of Biggs Booking Service, Jacksonville, has returned there from Atlanta.

Check with national screen service for the best in SPECIAL TRAILERS

AT THE COLUMBIA "GHOST" CONFERENCE: Robert S. Ferguson, Columbia national director of advertising-publicity; producer William Castle; and Jonas Roseofield, Jr. Columbia executive in charge of advertising and publicity.

Castle Has 'Spook' Luncheon

"spook" luncheon that he is the only producer in America with his own fan club, introduced a two-color "ghost viewer and ghost remover" to be used for the process called "Illusion-O," which is employed for "13 Ghosts." The visitor allows the theatre patron his choice of either seeing or looking at the sights of ghosts in the color film. It contains red and blue transparent plastic lenses and, by looking through the red, viewers will be able to see the 13 ghosts in the film. Less daring viewers will be able to avoid the sight of ghosts by looking through the blue.

Castle has ordered 20,000,000 boxes for theatre use, half of them for North America and the rest for the world market. The man responsible for such film innovations as "The Tingler" and "House on Haunted Hill" will make tour extensively for "13 Ghosts" beginning next month and continuing through August. He said he is not catering to one segment of the audience with his new film but will introduce ghosts of appeal to all family members.

Castle spoke highly of the "gimmick" picture, and declared: "There is no such thing as a black picture anymore. A film is either successful or unsuccessful, regardless of its cost. It has an audience look or doesn't, and that's that," he said.

To underscore his point, Castle said "The Tingler," still playing off, is headed for a gross exceeding $2,000,000. "Macabre," which cost only $50,000 to produce, grossed $1,300,000. He declined to state the cost of "13 Ghosts." It is a matter of personal policy, he stated, not to reveal the cost of a film until it has completed its run.

Castle believes he is as close to his audience as any producer in the world. He plans major market area tours for "13 Ghosts." His next two films—third and fourth in his five-picture contract with Columbia—will be "The Haunted," which begins production this September, and "The Doomsday Men," adaptation of a J. B. Priestley novel which will get underway in about a year. Both will be "gimmick" pictures.

Castle, who also directed "13 Ghosts," will be in London and Paris, for conferences on the distribution of his new film and "The Tingler."
MOTION PICTURE DAILY

'Gil in Albany

Y. N. Y., May 15—"Wind- in Cincinna¬r, will open an at the new Hellman The- May 23, on a reserved- with matinees on Wednesdays, and Sundays. A special per¬ plans for Memorial Day.

Col. Trailers
(Continued from page 1)
late last week. Text of the resolution was released at the weekend.
ITOA points out that its members presently have service contracts with Nick News, Motion Service providing the payment of flat weekly rental pay¬ ments covering their trailer require¬ ments, including trailers on Columbia Pictures, and that "if the trailer plan can only lead to increased costs for the exhibitor."

Points to 'Grat's Material
In asking that Columbia, if it does not accede to the request to "recon¬ sider," provide trailers without charge ITOA says this would not subject exhibitors to extra cost "in much the same manner as Columbia Pictures is presently furnishing gratis temporary trailers to supplement trailers received on the regular weekly basis."
The resolution concludes: "Be it further resolved that ITOA put Colum¬ bia Pictures on notice that it will oppose, by whatever legal means is deemed necessary, any mandatory re¬ quirement for the purchase of Colum¬ bia Pictures trailers as a condition precedent to the leasing of Colum¬ bia features." Columbia announced on April 6 that, commencing Sept. 1, this year, it would create and handle not only its own theatre trailers but posters and advertising accessories as well. A trailer department is being established at the studio in Hollywood.

Top Officials Attend
Attending the board meeting at which the ITOA resolution was passed were Harry Brandt, president; Max A. Cohen, board chairman; and first vice-president; William Nannick, second vice-president; Julius Sanders, third vice-president; Norman Lef, fourth vice-president; Leon Rosen¬ blatt, treasurer; Edith Marshall, sec¬ retary; John C. Bolte, Jr., sergeant-at-arms, and additional board mem¬ bers Felix Bilgery, Robert Goldblatt, Arthur J. Bolte, Charles Stein¬ berg, Jack Hatten, Ben Knobel, Norman Lef, Howard Lesser, Martin Levine, Stewart Marshall, Melvin Miller, Ray Robinson, Jack Rochelle, Tom Rodgers and Murray Schoen.

Columbia Pictures officials, not having received a copy of the ITOA resolution at press time, said they had no comment to make at this time.

'Hours' Tribute Set
SAN DIEGO, Calif., May 15—The second in a series of Armed Forces "Hours" sponsored by United Artists, "The Gallant Hours" will take place this Tuesday evening at the Fox Theatre here, where the film, story of the exploits of Fleet Ad¬ miral William F. Halsey, will have its West Coast premiere. James Cagney, who stars in the film as Admiral Hul¬ sey, and Robert Montgomery, pro¬ducer-director of "The Gallant Hours," will be guests of honor. The event will be attended by top Naval and Marine personnel and local society.

Continued from page 1)

Elana Eden, star of "The Story of Ruth," was a surprise visitor to the press conference on 20th-Fox promo¬ plans for the picture held Friday by Charles Einfeldt, vice-president.

Movie Lab to Register
100,000 Class A Shares

WASHINGTON, May 15—Movie¬ lab Film Laboratories, Inc., of New York, has filed a registration state¬ ment with the Securities and Exchange Commission seeking registration of 100,000 shares of Class A common stock, including $2,500 new shares to be offered by the company and 57,000 shares now outstanding to be offered by Saul Joffe, president and board chairman, who now holds all the Class A and Class B stock. He will continue to hold all the Class B stock.

Net proceeds to Movielab from the sale of new stock will be used for a new color developing machine which will cost about $80,000, another $30,000 will be used for additional electronic control centers for film printing machines, designed by the company and operated by punch tape; $100,000 will go for leasehold improve¬ ments; and the balance will be added to working capital.

The stock offering will be made through a group of underwriters headed by Grabeny, Marache & Co., at a price and under terms to be an¬ nounced later. The company has sold to Grabeny, Marache & Co. at a price of ten cents per share, options expiring June 15, 1960 for the pur¬ chase of 10,000 shares of Class A stock at a price equivalent to the pub¬ lic offering price. Of the new shares in registration, 5,000 will be reserved initially for an offering to employees, and the underwriters have waived commissions on these.

'Bar at Races' May 24
For N.E. Variety Club

BOSTON, May 15. — The annual "Day at the Races," sponsored by the N.E. Variety Club of Boston, will be held at Suffolk Downs on May 24 with Judge John Pappas again acting as host. Tickets are available at the usual local headquarters in the Stiller-Hil¬ ton Hotel here.

Luncheon will be served at the Pad¬ dock Club.

Comissioner Vincent O'Shea, De¬ puty Commissioner, Department of Commerce and Public Events, and Ronald Kramer, Bronx Borough Co¬ ordinator for the department, have been added to the panel which will discuss the subject "Easterns—New York's Own Film Image, a discourse on television and feature production, which will take place tomorrow at 8 P.M. at the Gold Medal Studios in the Bronx. With Martha H. Poll, pres¬ ident of Gold Medal, as chairman, the panel will be under the auspices of the Academy of Television Arts & Sciences, with Borough President James J. Lyons of the Bronx as guest of honor.

Heini Schwartzberg, film buyer for American Theatres Corp., Boston, was honored there at a breakfast at Temple Sinai, Brookline, as "The Man of the Year" for his services and dedi¬ cation to the activities of the temple.

J. H. "Tommy" Thompson, pres¬ ident of Martin and Thompson The¬atres, also head of Theatre Owners of Georgia, played host to the bookers of the Atlanta exchanges at a lunch¬eon held in the Atlanta Variety Club.

Frances Coppola, in honor of her 35 years in the re-wind room at the 29th Century-Fox branch in Boston, was honored on the eve of her re¬ tirement at a catered dinner tendered her by her co-workers. She was the recipient of a gift from the members of the Employees Club.

Newspaper Published on
'King of Kings' Film

The inaugural edition of the newspaper, "The Star," published by the publicity department of Samuel Bron¬ ton's forthcoming film, "King of Kings," was issued from Madrid this week in three languages. The initial publica¬ tion, a special Cannes Festival "Extra," was distributed there in hotels and various Festival headquarters by publish-er Tom Cardle.

"The Star" will be mailed periodically throughout the world to the press and exhibitors under the supervision of its editor-in-chief, Harry McWil¬ liams, publicity coordinator for "King of Kings." The paper contains photographs, stories, historical features and news information on the stars, technicians, officials and action staff now at work on the film in Madrid.

S-W Buys Conn. Theatre

BRIDGEPORT, Conn., May 15. — The Stanley Warner circuit has ac¬ qtained, for an undisclosed sum, the Merritt Theatre here, from Tano Ente¬ rtinies, headed by John and Thomas Frouge. S-W has been leasing the house from Tano.
Thrills and excitement from a billion miles out!

Based on a story by Jotaro Okami
Directed by Inoshiro Honda
Produced by Tomoyuki Tanaka
Special Effects by Eiji Tsuburaya
Production by TOHOSCOPE

A TOHO Film
Filmed in Columbia
Fox’s Studios

(Continued from page 1)

vanced $2.50 per share on a turnover of 8,000 shares last Thursday, and closed the week’s trading on Friday at 37. The 1960 high is 38½.

The prospect of definite action on the proposed sale deal came as a surprise to most observers who quickly noted that only two weeks ago the Zeckendorf company had obtained a second 90-day extension of the cancellation deadline, extending the latter from May 1 to August 1, for a consideration of $1,000 per day. The payment is applicable to the purchase price but is not recoverable by the Webb & Knapp company in the event the contract is not executed.

Stockholder Meeting Tomorrow

The reports, if home out by subsequent happenings, should provide good news for the annual meeting of 20th-Century-Fox stockholders at the home office tomorrow, coming as they do on the heels of release of the company’s annual financial report which, while showing a consolidated profit for the quarter of a loss on production of approximately $11,000,000 before application of tax credits.

Webb & Knapp’s subsidiary already has paid 20th-Fox a $2,500,000, which is applicable to the purchase price, apart from $1,000 daily since last Feb. 1 for extensions of the closing date.

The deal, involving the sale by 20th-Fox of a total of 260 acres of Beverly Hills real estate, provides for closings in initial and subsequent parcels, for total payments of $39,000,000 over a nine-year period, plus $16,450,000 for the 75 acres on which the studios are situated, with a leaseback provision for the studio facilities. The payment to 20th-Fox on closing is for $1,180,000.

Large Development Planned

The Zeckendorf company plans the development of Webb & Knapp’s vacant residential and business center on the property.

Several downtown brokerage houses have been buying 20th-Fox stock for some months past in anticipation of closing of the deal. Investors figure substantial amounts of the incoming cash may be applied to purchase by the company of its own stock on the open market, and its retirement, thus enhancing the value of the fewer number of shares outstanding.

Innes Resigns

(Continued from page 1)

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Mills Asks Withdrawal Of FCC Nomination

From THE DAILY News

WASHINGTON, May 15.—Edward K. Mills, Jr., nominated by President Eisenhower to the Federal Communications Commission, has written the President suggesting that it "might be better" if the nomination were withdrawn. The suggestion was made in a letter to the White House, written because the Senate commerce committee has raised a question of conflict of interest in Mills' appointment. Mills and his brother are the beneficiaries of an irrevocable trust set up by their father. The trust holds General Electric and Westinghouse stock, and both firms are in the communications field.

Skiatron Specialist

(Continued from page 1)

firms of Re, Re & Sagarese and two of its members in eight stock issues other than Skiatron.

The S.E.C. proceedings seek to determine whether the firm's broker-dealer registration should be revoked and whether it should be suspended or expelled from membership in the American Exchange. A major charge is that they distributed large blocks of securities in which they were specialists but which had not been registered with the S.E.C. under its full disclosure requirements.

Similar charges figured in the recent S.E.C. hearing on transactions in the Skiatron stock, which has been suspended from trading for several months past.

Gantry and Batjac

(Continued from page 1)

tracts. The musicians, acting upon the suggestion of Herman Kenin, president of the American Federation of Musicians, had refused to sign in direct violation of those rights.

The agreement, signed by company at the weekend, also guaranteed that any settlement made with the musicians in studios concerning re-use payments would also apply retroactively to "Elmer Gantry" scoring.

The company also agreed not to use the sound track for any purpose other than exhibition of the film.

Specifically included was re-use payment for musicians, should any portion of the sound track be used to make a phonograph recording.

Rogers Hospital

(Continued from page 1)

leave New York City by chartered bus on Thursday morning, June 23, and will spend the night at Edgewater Motel. The following day will be spent at the hospital in inspection of the facilities, clinical meetings, the annual lunch meeting with the hospital staff and patients, and in hearing reports on future plans dealing with research and enlarged facilities.

The wedding ceremony will be at Edgewater Motel and, following the annual board meeting Saturday morning, the party will return to New York by bus.

Who's Where

H. I. Bucher has joined the American Broadcasting Company as assistant general counsel. He comes to ABC from New England Telefilm Associates, Inc., where he was general attorney from 1955 to 1960.

The agency division of Bonded TV Film Service has announced the following promotions: Ward Barnes, former general sales manager, to vice-president in charge of agency sales; Alex Leslie, former national coordinator of sales, to general sales manager of agency sales, and Laura Ryan to agency services supervisor.

White Elecled Head of TV New York Academy

Henry S. White, director of program procurement for Screen Gems, Inc., was elected president of the New York Chapter of the Academy of Television Arts and Sciences at a meeting of the board of governors at the Hotel Warwick. He has served on the Academy's board since the founding of the chapter in 1953, making important contributions as chairman of the activities committee and as first vice-president. He succeeds Walter Cronkite, who remains in office as president of the National Academy.

David Susskind Elected

David Susskind, vice-president of Talent Associates, was elected first vice-president of the chapter, Betty Furness was elected second vice-president; Royal E. Blakeman, attorney, re-elected secretary; and Thomas W. Moore, vice-president in charge of programming and talent, ABC Television Network, was re-elected treasurer.

A standing committee chairman were appointed by the board of governors as follows: Ben Grauer, NBC news commentator, awards committee; Larry Lowenstein, director of Rogers & Cowan's New York public relations office, activities committee; Robert F. Lewis, CBS Films vice-president, membership committee; Miss Furness, national chairman of the activities committee; Blakeman, legal committee; and Syl Elges, NBC vice-president, public information, public relations committee.
An important message we have prepared for your customers! Use it in every ad!

Because of the unique conception of the story and the fact that for the first time in motion picture history, three stars give six characterizations, it is essential that you see 'Crack in the Mirror' from the very beginning. We do not offer this advice arrogantly or with the slightest capriciousness or as a theatrical 'gimmick', but rather as a guide to your complete enjoyment of this motion picture!

Darryl F. Zanuck's

**CRACK IN THE MIRROR**

Reflecting a new EXCITEMENT in motion pictures... FROM 20th!

**ORSON WELLES** • **JULIETTE GRECO** • **BRADFORD DILLMAN**

Directed by **RICHARD FLEISCHER** • Based on the novel by **MARCEL HAEDRICH** **Cinemascope** A Darryl F. Zanuck Productions, Inc. Picture
Over 100 Exhibitors to Attend Herald Merchandising Meetings

Over 100 exhibitors representing 37 circuits in all parts of the country will gather in the Grand Ballroom in the Gotham Hotel here tomorrow morning for the opening session of the fourth series of Merchandising Conferences sponsored by Motion Picture Herald.

For three days, through Friday, the showmen will preview five films and discuss promotional possibilities for the product.

At the opening session tomorrow (Continued on page 2)

Paramount Sales Drive Will Honor Weltner

A six-months sales drive will be conducted by Paramount Pictures in honor of George Weltner, vice-president in charge of world sales, beginning this week in the U.S. and Canada.

Titled "A Paramount Salute to George Weltner," the program will be a tribute to the sales executive for his outstanding record of leadership during his 38-year association with the company.

(Continued on page 4

Dinosaurus' Made as Family 'Fun' Film

By SAUL OSTROVE

Producer Jack H. Harris, who made "The Blob" and "4-D Man" for less than $300,000 in his latest picture, "Dinosaur's"!" But he and his distributor, Universal Pictures, said yesterday the money was well spent because this latest is a family "fun" picture.

"I want my pictures to be successful, (Continued on page 5)

Technicolor Earnings on Rise; Clark Optimistic for '60 Results

By JAMES D. IVERS

Earnings after taxes of Technicolor Corp. and its subsidiaries have advanced from a loss of two cents per share in the first 16 weeks of 1959 to a net profit of 13 cents per share in the first 16 weeks of 1960. John R. Clark, Jr., new president of the company, announced this gain to the stockholders at the annual meeting of stockholders since the change in management at the end of last year.

Consolidated net sales of the company for the 16 weeks ended April 16, 1960 were $8,818,943 as compared with $8,023,773 for the first 16 weeks of 1959, a company-wide sales increase of 10 per cent. Earnings before taxes on the 1960 sales were $538,959 compared with a loss of $107,131 for the corresponding period last year.

NSS Completes Trailers For Two British Films

National Screen Service has completed two specially designed trailers for two British films: "Battle of the Sexes" and "Expresso Bongo," being released in this country by Continental Distributing Corp. The trailers utilize techniques developed by NSS as the result of a study by the company of British film production techniques.

(Continued on page 4)
Motion Picture Daily

NEW YORK THEATRES

WASHINGTON, May 16.—Dividends paid by motion picture companies issuing public reports totaled $1,072,000 in April, up sharply from the $879,000 reported in the same month a year ago. For this year's first four months film companies paid a total of $7,092,000 compared with $7,752,000 last year.

Religious Groups Will Attend ‘Ruth’ Showings

"The Story of Ruth" will be screened this week for a large number of religious groups, Charles Einfeldt, 20th Century-Fox vice-president, announced yesterday. Samuel G. Engel, producer of the film, arrived here from the coast with the finished print yesterday.

Editors of the religious press will see the picture today before it is scheduled tomorrow for the Anti-Defamation League of B'Nai B'rith and the foreign language press. On Thursday a group of 300 high school and college newspaper editors will hear an address by Engel and star Elana Eden before seeing the film. Friday representatives of the National Council of Protestant and Catholic Churches and the National Conference of Christians and Jews will attend, as will women's clubs groups.

Film Company Dividends Up Sharply for April

From THE DAILY Bureau

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‘Private Property’ Set For Stratford Festival

"Private Property," a Citation Films' release, has been selected as the first of the seven feature-length entries for the first Stratford international film festival, to be held at the Stratford Shakespearean Festival in Stratford, Ont. July 13. It was announced jointly by Albert M. Pickus, festival chairman, and Val Chevron, festival executive director.

The festival, designed to furnish a showcase for outstanding imported and American films, will start Wednesday, July 13. Seven pictures will be selected, each to be shown one evening during the seven day period. Each will receive a special festival citation in recognition of participation.

UJA Dining Myron

Maurice Myron, supervisor of foreign traffic for Universal Pictures, today will be guest of honor at a luncheon in the Park Lane Hotel tendered by the travel agents division of the United Jewish Appeal.

‘Herald’ Me

(Continued from page 1) there will be a round table dic on product merchandising and a on newspaper circulation. In the afternoon the exhibitors will discuss Columbia’s "Song W End, and, in the evening, Leonard Warner Bros. release. Pictures to be shown and dis in the following two days are "Portrait in Black," 20cent-Fox; "Gala in the M MGM's "Bells Are Ringing," United Artists’ "The Apartment" Circuits to be represented include the following: Walter Theatres, Skouras Theatres, States Theatres, John C. Bolt, Florida State Theatres, Circuit, Butterfield Circuit, Warner Corp., Schine Circuit, Theatres, RKO Theatres, Theatres, N T & T Amusement AB-PT, Randforce Amusement R & R, Theatres, and Shuster Thea Shes Enterprises, Tri-State In Independent Theatres, Inc., mountain Theatres.

Also E. M. Loew’s, Smith M motion pictures, Loew’s & Gerald tororo Circuit, Comerford Th Town Commonweal Theatres, Rappaport Theatres, Charles Indiana Amusement Co., east Drive-In Theatre Circuit, Lux Theatres, Associated Pro Theatres, Jamenstein Amusement Theatre, and Neighbor Group of Motion Picture Thea.

Cooper Named Par As’t. Publicity Head

Saul Cooper has been appointed assistant publicity manager of Par. Pictures, it was announced by Davis, national advertising, and exploitation manager.

Cooper, who joined the ent twice, met with accessibility to Bill B. D’Mille’s "The neer," will continue as national public relations man by Harold Kam golden, national publicity head of Dudley Pictures Corporation the production of "Cinerama Seas Adventure" and for seven years affiliated with the Lynn Sep public relations office as an account tive.

Report Action Nea Foreign Investment

From THE DAILY Bureau

WASHINGTON, May 16.—Foreign investment incentive tax is be taken up by the House on day. The bill has been revised its tax-deferred benefits to U.S. investors operating in under-developed forei

Ace Seeks Compo Aid In Research Support

A resolution of the American Compo Group, Motion Compo, was forwarded to Compo over the weekend, asking that Compo use its good offices with the Association of Motion Picture Producers to effect a reversal of AMP’s decision to abandon financial support of the Motion Picture Research Council.

A resolution, resulting from a report to the recent ACE meeting in New York to the ACE industry research committee, de- the ACE position that “the functions and research achievements of MPRC have been invaluable to the entire field, and that its discontinuance is deemed by ACE as an "industry-wide disservice."

The resolution calls upon Compo to use every effort to effect a reversal of AMP’s decision.

AA Official, Suspected Of Spying, Is Released

William Osborne, Allied Artists In-, international representative, who was held in Beirut last week by Lebanese police on suspicion of espionage, has been released and has proceeded to Karachi, Norton Ritchie, AA Interna- tional head, said yesterday. Osborne was charged with having tried to mail documents in Hebrew, identified the papers as contrasts for exhibition of AA films in Israel. When presented for registered mailing, they were turned over to a censor, who called in security officials.

Kurtzman is Exhbit W. R. Hospital Chairman

Charles E. Kurtzman has been ap- pointed national exhibit chairman of the Will Rogers Hospital, succeeding the late M. A. Silver, it was announced by A. Montague, Hospital president.

Kurtzman is special representative for Eugene Picker, president of Loew’s Theatres, and J. F. Murphy, executive vice-president, respectively, for exhibitor chairman for the Hospital in Boston before coming to the Loew’s circuit New York office.

Catholic Actors Plan Communion Breakfast

The Catholic Actors’ Guild annual communion breakfast will be held at the Holy name Hall here next Sun- day at 11 A.M. Three hundred persons will attend.

Featured speakers will be comedian Jack Haley and Mrs. Christopher Wyatt, theatre critic, Singer Lee Sulli- van and comedienne Pat Carroll and entertain. Others on the dais will be Walter Kienan, Catholic Actors’ Guild presi- dent; Horace McMahon, breakfast- chairman; and members of the Catholic clergy.

IN A HURRY FOR SPECIAL TRAILERS?

Let Filmak make them.

You’ll be glad you did, for you get fast service and the finest quality!

MOTION PICTURE DAILY

 continental chief and Publisher: Sherwin Kane, Editor; James D. Ibers, Managing Editor; Richard Gurtner, News Editor; Herbert V. Advertising Manager: Gus H. Faule, Production Manager, TELEVISION TODAY, Charles S. Aronson, Editorial Director; Pynker Hunt, Eastern Editor, Hollywood office. Vacation: Walter, Samuel D. Bens, Washington, DC. Amusements: Sam in London, R. 1207 East 113 Street, Santa Fe, W. 2, Hope Williams, Manager; Peter Burns, Editor; William Riss, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published Saturday mornings at 20, Chelsea Telegraph. Cable address: "Quipatree, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gi- arre, Vice-President; Lee J. Brady, Secretary. Only Quality Publications: Motion Picture Herald, Variety, Variety and the Better Merchandising and a member of the United Jewish Appeal.

UJA Dining Myron

Maurice Myron, supervisor of fore- ign traffic for Universal Pictures, today will be guest of honor at a luncheon in the Park Lane Hotel tendered by the travel agents division of the United Jewish Appeal.

Joseph R. Vogel, president of New York Motion Picture Daily, has returned to New York from Europe.


R. J. "Har" Barnes, president of ABC Theatrical Enterprises, Atlanta, has returned from there from Florida.


Mo Rothman, executive vice-presi- dent of Columbia Pictures Interna- tional, has left New York for Mexico City.

William G. Reich, vice-president of American International Pictures Ex- port Corp., has left New York for Argentina.


Len Wolin, television and stage actor-producer, will leave here by plane today for Chicago with the rest of the cast of "U.S.A." for performances there.

Nat Buc of, general representative for Otto Preminger, has returned to New York from Isra-

In A Hurry For Special Trailers?

Let Filmak make them.

You’ll be glad you did, for you get fast service and the finest quality!

MOTION PICTURE DAILY

1977 W. 14TH ST., CHICAGO, ILL. 60609

DORIS DAY • DAVID NIVEN

"PLEASE DON'T EAT THE DAISIES"

JUNE PAUL • SPRING WINTHROP • RICHARD MADISON

THEATER OF THE WEEK

BERKELEY, CA

RADIO CITY MUSIC HALL

ROCKELLER CENTER • 18 5-4460

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THE DRACULA BOXOFFICE DRIVE IS ROLLING WITH THAT BIG UNIVERSAL SUPPORT!

SPEARHEADED BY THESE SATURATION AREA BOOKINGS THROUGHOUT THE COUNTRY!

...BEGINNING THE FIRST WEEK IN JUNE

LOS ANGELES, CALIF. .................. MULTIPLE RUN
DENVER, COLO. ......................... LAKESIDE, D.I.
ATLANTA, GA. ........................ PARAMOUNT
INDIANAPOLIS, IND. ................... INDIANA
KNOXVILLE, TENN. ..................... RIVIERA
BIRMINGHAM, ALA. .................... EMPIRE
CLEVELAND, O. ......................... EMBASSY
NEW ORLEANS, LA. .................... JOY
COLUMBUS, O. ........................ MULTIPLE RUN
DAYTON, O. ........................ SHERWOOD & DIXIE DRIVE INS
SAN FRANCISCO, CALIF. .............. GOLDEN GATE
PORTLAND, ORE. ....................... BROADWAY
MILWAUKEE, WISC. .................... TOWNE
CINCINNATI, O. ....................... GRAND

SEE YOUR UNIVERSAL MAN NOW ABOUT THIS "CHILLER" FOR YOUR HOTTEST SUMMER DATES!!!

The most evil, blood-lusting Dracula of All!

BRIDES of DRACULA

TECHNICOLOR®

Starring PETER CUSHING • FRED A. JACKSON • MARTITA HUNT • YVONNE MONLAUR
Screenplay by JIMMY SANGSTER, PETER BRYAN and EDWARD PERCY • Directed by TERENCE FISHER
Produced by ANTHONY HINDS • Executive Producer MICHAEL CARRERAS • A Hammer Film Production
A Universal-International Picture
Say 4 Circuits Back Production

(Continued from page 1)

motion plans for the five major productions that will be released from Deco-
ello.

Attending the meeting will be: Beni Kalmenson, executive vice-president; Charles Boasberg, general sales man-
ager; Bernard Goodman, distribution vice-president; Jules Lapidus, eastern division sales manager; Ralph J. Jan-
uzzi, New York metropolitan division sales manager; Grover Livingston, cen-
tral division sales manager; Ed Wil-
liamson, midwest division sales man-
ger; W. O. (Ollie) Williamson, so-
theastern division sales manager; Fred Greenberg, western advertising and sales manager; Haskell M. Masters, Canadian division sales manager, and New York branch manager Al Blum-
en.

Also, Larry Leshsky, coordinator of field sales activities; Ed Hinchey, playdate department manager; Gilbert Golden, national advertising manager; Charles Cohen, eastern advertising and publicity manager; Sol Shennow, print department manager; and Howard Levinson, assistant secretary of the corporation.

Para. Appoints Ward

HOLLYWOOD, May 16.—Emmett P. Ward, who joined Paramount 14 months ago, has been named the studio's personnel manager by Jack Karp, studio head. He also was assistant to Ted Leonard, manager of the industrial relations department of the company.
(Continued from page 1)

Technicolor Earnings for 16 Weeks Increase

ings so far are the highest they have been for any corresponding period since 1956, Clark said the stockholder's vote was the result of a full company earnings for the present year than he had been several weeks ago because of the settlement of the Stockholders vote.

"With the settlement of the strike, and barring any adverse developments beyond our control, I feel confident that operations of our motion picture business will be satisfactorily

Name 5 New Members
To Board of Academy
From THE DAILY BUREAU

HOLLYWOOD, May 10. - The election of 13 members to the board of governors of the Academy of Motion Picture Arts and Sciences was announced today by B. B. Kahane, president.

Newly-elected governors who will serve on the board for a two-year term are: Charles G. Clarke (cinematographers), Walter Wanger (producers), John Flinn (public relations), and Valentine Davies (writers). Re-elected to serve on the board for another two years were Wendell Corey (actors), Emil Kuri (art directors), George Stevens (directors), Fred Metzker (executive vice-president), Richard Cahoon (film editors), Hugo Friedhofer (music), Harry Tythe (short subjects) and John Aalberg (sound).

26 on Directorate

The board of governors consists of 26 elected members—two from each of the Academy's 13 branches. One member from each branch is elected annually for a two-year term.

Governors elected last year who retain their places on board until May, 1961, are Edgar Preston Ames, Jack Diamond, George Cukor, Samuel Engel, Rudi Fehr, Karl Kane, Jacob Karp, Mervyn LeRoy, Hal Mohr, Richard Murphy, Robert Ryan and Gordon Sawyer.

Will Join at Next Meeting

New governors will join the board at the next meeting, when officers for the coming year will be elected.

Paramount Drive
(Continued from page 1)

in order to keep new releases from the top of the box office. Critics who have a "smash" $23,282 was scored by the Paramount release in its first four days at the State Lake Chicago, and an equally impressive $21,329 in five days at the Paramount Theatre, Brooklyn.

Motion Defeated

Clark indicated that he intended to answer these and other questions during his report to the meeting but the stockholder insisted that a vote be held on whether to allow the motion for election of directors until questions concerning the holdings and renunciation of the directors and officers were answered. This was also defeated.

Clark told the stockholders that the company was being studied in participation with the Marquardt Corporation in the development of electronic devices and that a government defense contract was being negotiated.

He told the stockholders that the salaries of the officers and management had been decreased an average of 25 per cent since January 1 when he took office and that his own salary had been cut 27 per cent. He listed his salary as $57,000, that of Kay Harri- son, director of motion picture sales, as $43,000; that of Robert Blyce, vice-president in charge of motion picture sales, as $33,000.

Dr. Herbert T. Kalman, former president and general manager of the company receives $110,000 annually plus $22,000 in stock and option plans, plus a contract as consultant to the company.

Pat has Five Years to Run

Dr. Kalman's reappointment was attacked by some stockholders but Clark said that the meeting was being held under the terms of an employment contract negotiated with the company in 1937 which has five years to run.

In answer to a question on the foreign operations of the company Clark said that British Technicolor may also have been returning a consistent profit and that Technicolor Italiana had returned $250,000 to the company in earnings in 1959 and would probably exceed that figure for 1960.

'Five' Sets Fast Pace

Dina De Laurentiis' "Five Brandied Women" is setting a fast boxoffice pace in its first engagements, according to consolidated boxoffice reports. A "smash" $23,282 was scored by the Paramount release in its first four days at the State Lake Chicago, and an equally impressive $21,329 in five days at the Paramount Theatre, Brooklyn.

Motion Picture Daily
Make it a twosome! Now every Monday noon through Thursday noon, your wife can fly with you on American for two-thirds the first class fare. From Los Angeles, American Airlines offers Jet Flagship flights: 4 non-stops to New York, 4 to Chicago, 2 to Washington-Baltimore, 3 to Dallas-Ft. Worth, also nonstop to Boston and Philadelphia. Fly de luxe Mercury or economical Coachman. Call your Travel Agent or
Skouras Considers Toll TV 'Inevitable'

A prediction that "no power on earth can stop the development of toll television" coupled with a proposal for regulation of the medium so that theatres would be aided rather than hurt by it was made by Spyros Skouras, president of 20th Century-Fox at his company's annual stockholders meeting yesterday.

Skouras said that Fox had been studying the question, particularly the

(Continued on page 9)

Skouras Tells Stockholders:

Fox Studio Property Sold for $43 Million

Deal Includes Lease-Back Rights; Big Gain in First Quarter Earnings Told

By JAMES D. IVERS

Twentieth Century-Fox has agreed, subject to approval of stockholders, to sell its 200 acre main studio property in Hollywood for $43,000,000 in cash, leasing back the 75 acres which include the main studio buildings at an annual rental of $1,500,000. The lease-back provision runs for 25 years with an option for a 25 year renewal and cannot be cancelled by the new owner. Fox retains mineral rights on all the property.

The new proposal, announced by Spyros Skouras at the annual

(Continued on page 9)
Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and his assistant, Bernard Levy, are in Boston today from New York.

Harry Brant, president of Brant Theatres, and Mrs. Brant, will leave New York today aboard the "Queen Mary" for Europe.

Montague Morton, managing director in Great Britain for United Artists, has arrived in New York from London.

Ben Katz, Universal Pictures midwest advertising-publicity representative, has arrived in New York from Chicago.


Fred Zinneman has left New York for London.

Dr. Everett Clancy, former president of the National Conference of Christians and Jews, will leave here today for Europe.

Mrs. Alan V. Iselin has given birth to a daughter at Albany (N.Y.) Hospital. Father operates several upstate drive-ins and is managing director of the Hellman Theatre in Albany.

Suzie Parker will leave here aboard the "Queen Mary" today for London.

Joseph M. Sugar, vice-president and general sales manager of Magna Theatre Corp., is in Detroit from New York. He will return here on Friday.

Golding Production Aide For Panama and Frank

Herald Meet

(Continued from page 1)

HOLLYWOOD, May 17.—David Golding has been signed as production aide for Norman Panama and Melvin Frank of Parkwood Enterprises. Golding, who will also supervise the firm's advertising - publicity activities, begins his assignment with the picture, "Pamana and Frank Production for United Artists release: "The Picture.""

co-starring Bob Hope and Lucille Ball, which goes before the cameras about June.

Golding was formerly associated with Samuel Goldwyn for a number of years and prior to that with Hecht- Hill-Lancaster. He recently completed supervision of a worldwide campaign for Otho Preminger's "Anatomy of a Murder."

Three Lead in U.A.

Benjamin Sales Drive

Branch managers Edwin Bigley, Washington; Dave Rosenthal, Cleveland, and Irving Mendelson, New Haven, are the first lap winners for their respective divisions. United Artists' "Salute to Bob Benjamin" sales drive, it was announced by co-captains James R. Vede, UA vice-president in charge of domestic sales, and David V. Picker, executive assistant to UA president Arthur B. Krin.

Winner in the division standings at the end of the 10-week first lap is Sidney Cooper, Southern sales division manager. Gene Tsuck, Eastern District manager, is the first lap winner in the district standings.

More than $40,000 in cash prizes will be awarded to the top-selling branches in the U.S. and Canadian territories. Exchanges are aligned in three major groups.

Odlum leaving Atlas; Stretch to Replace

Floyd B. Odlum, chairman of the board of Atlas Corporation, yesterday announced his retirement as head of the investment company he founded more than 30 years ago.

In a personal letter accompanying the company's annual report to stockholders, Odlum, 68, said his retirement as chief executive and director would take effect immediately. succeedeing him as chief executive is David A. Stretch, who has been president of the company since 1958. The post of chairman of the board has been abolished.

'Ben-Hur' Gross Here

Hits $1,239,285

M-G-M's "Ben-Hur" will play its final six months of its engagement at Loew's State Theatre here in its premiere. On November 1959, the film has grossed $1,239,285 and has been shown to a trendance of 540,406 views totaling nearly 700,000.

The advance sale of "Ben- Hur" presently at a figure even greater than which preceded the opening of the picture.
The Apartment

(CONTINUED FROM PAGE 1)

naive but ambitious nonentity trying to win advancement in a gigan-
tuan insurance organization. To ingratiate himself with department heads
who can recommend him for advancement, he makes his bachelor apartment
available to them for the pursuit of their extra-marital romances,
even going to the extreme of providing refreshments for those who put
him in the position of having to change his domicile on cold and rainy nights.

His calculatedly generous impulses receive a jolt when he learns at
the office Christmas party that his boss, MacMurray, is entertaining the
object of Lemmon's admiration, one of the company's elevator girls, played
by Miss MacLaine, that very moment in Lemmon's apartment. Lemmon
attempts to drown his disillusionment at a nearby bar, and on returning
to the apartment late discovers Miss MacLaine unconscious from an over-
dose of sleeping pills, taken after MacMurray had told her to plain to her
he had no intention of getting a divorce or marrying her.

With the aid of a neighboring physician, Lemmon revives the girl and
during her recovery in his apartment realizes he still loves her, but his
love continues to be unreciprocated.

When MacMurray asks Lemmon for the key to his apartment for New
Year's Eve, the latter refuses and is forced to quit his job. In a night club,
MacMurray (as the accident and Miss MacLaine, realizing Lemmon's
action had been taken to protect her, flees to the bachelor apartment
for the long-delayed clinic.

Ray Walston, David Lewis, Willard Waterman and David White are
good as the other office philanderers who make more use of Lemmon's
apartment than does he. Jack Kruschen makes a solid contribution as the
neighboring doctor who has inherited the bachelor apartment that Lemmon is
the superman swain who alone entertains the endless string of girls seen
and heard in the bachelor apartment. Naomi Stevens, who plays the doctor's
wife, also lightens some of the heavier scenes with flashes of mirth. Hope
Holiday, as a bar pick-up, also is responsible for some laughs. Inevitably,
within the frame of its subject matter and characters, there are a few
lines of dialogue and some incidental bits of action, particularly at the
office Christmas party, that are at question. However, Wilder's direction
emphasizes the comic aspects of the tale, but it or the story occasionally
tends to make Lemmon out to be an even bigger "schnook" than the co-workers who take advantage of him consider him to be. This has the effect of aiding the comic flavor, while detracting from the
plausibility, of the yarn. It is likely to be appreciated by some
audiences and not by others. A preview audience in a better class East
New York neighborhood theatre loved it, judging by the laughter throughout
the theatre house at the conclusion.

Production values are above average, particularly those throughout
the huge insurance building, cafes, and the unpretentious bachelor apartment,
which shares top stage billing with the office quarters.

Running time, 125 minutes. Release, in July.

Sherwin Kane

Bresler Makes New Deal with Columbia

From THE DAILY BUREAU

HOLLYWOOD, May 17.—Producer
Jerry Bresler has revised his existing
deal and has made a new one with
Columbia Pictures, it has been an-
nounced by Samuel J. Briskin, Colum-
bia's vice-president in charge of West
Coast activities, Bresler has set up an
independent producing unit, Jerry
Bresler Productions, Inc., which will
release through Columbia on a long-
term multiple contract.

Bresler's first project on his pro-
ducing schedule will be "Diamond
Head," a novel by Peter Gilman, deal-
ing with Hawaii.

'Eye' Bows June 6

"The Savage Eye" will have its
American premiere at the Trans-Lux
52nd Street Theatre here on Monday,
June 6.

Group Sales Campaign For 'Spartacus' Begun

The group sales and theatre party
campaign for "Spartacus," which will
have its world premiere at the DeMille
Theatre here on Oct. 6, was launched
during the past weekend with a cocktail
party given for the Association of Thea-
tre Benefit Agents by Universal Pic-
tures, distributors of the Bryna pro-
duction. The 14 Association members
are responsible for 90 per cent of all
theatres parties in the legitimate Broad-
way theatre.

Jeff Livingston, Universal's execu-
tive in charge of sales and advertis-
ing, discussed the film itself and such
matters as theatre party rates,
sales approach to various organizations,
and the use of material and media to
bring the story of "Spartacus" to the
regular clients of the theatre party
agents.

This session was followed by a ques-
tion-and-answer period.
**Strike Effects**

(Continued from page 1)

company's annual meeting of stockholders at the home office yesterday.

Chairman Kaye, however, that pictures contemplated for release in the remainder of the year look "quite impressive."

"There is a great response by the public to quality pictures and successful pictures have shown bigger grosses than major attractions of prior years," Goldenson said.

The meeting reelected directors, adding Oliver Treyz, president of the ABC Television Network, to the board. Following the stockholders meeting directors, reelected officers, and named Robert L. Hufnies, Jr., to the board's executive committee. Hufnies is chairman of the board of Worth Fuld, Inc., and of Frank G. Bisignano Inc., Southern Division and National Bankers Life Insurance Co., and is a director of Textron Inc. He has been an AB-PT director since 1951, and fills the vacancy on the executive committee created by the death of H. Hugh Mc-Connell last April.

**First Quarter Set Mark**

As previously announced, AB-PT had record sales of $285 millions last year, and a record first quarter net this year of $3,306,000, compared with $2,313,000 a year ago.

Goldenson attributed the company's "most significant progress" to television. "The holidays in the first 1960 quarter, he said, are 22 per cent ahead of the corresponding period last year, after having shown the largest dollar and percentage increase of the three networks for 1959. The evening schedule for the full quarter is all ready over 50 per cent sold out, Goldenson told the stockholders. He described the company's television operations as the "second major source of income" and noted that earnings in this division in 1959 were ahead of the prior year "and improvement was also shown in the first quarter of this year."

**Points to Product Shortage**

"These results reflected a much firmer tone in the motion picture business than had been the case in the past several years," Goldenson said. He then referred to the effects of the Hollywood strike, reporting that it has "created a short supply of pictures at this time."

The stockholders were told that AB-PT will continue its policy of disposing of non-profitable theatres, and has relinquished six since the first of the year, reducing its total holdings to 492. At the end of 1958, the total was 526 theatres.

A stockholder suggested that management give consideration to con-

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**AB-PT Stockholders Hit B.M.I.; Talk of Selling 'Single Block of Stock'**

A spirited attack on Broadcast Music, Inc. was launched by two American Broadcasting-Paramount Theatres stockholders at the annual meeting yesterday, both based on the contention that AB-PT is the largest individual stockholder in B.M.I.

Gloria Parker, a stockholder who described herself as a songwriter and professional, called upon AB-PT to divest itself of all interest in B.M.I. and halt the "dumping of huge sums of money" into its coffers, because of what she termed recent "payola" disclosures and B.M.I.'s sponsor-
ship of rock 'n roll music, which she termed "pornographic and sex-
couraging music."

She was critical, too, of B.M.I. president Sidney Kaye's association with the Goldberg, Rosemark, Colin and Kaye law firm, which is counsel to AB-PT's competitor, CBS, as was another AB-PT stockholder, Barney Young, who spoke of Kaye being identified with continued litigation against ABC.

**CBS Sale Cited**

The latter, noting that CBS had disposed of its B.M.I. stock, which previously constituted the largest individual holding, for $3,500,000, ad-
munished the company not to sell for much a "ridiculous" block of stock, be-
gusted the B.M.I. stock was worth "millions."

Leonard Goldenson, AB-PT president, answered the stockholders by saying that the stock in B.M.I. had been "inherited" with the merger of United Paramount Theatres and ABC in 1953, and that he was not aware that it constituted the largest individual holding. It amounts to about two and one-half to three per cent of the total, he said.

Goldenson added that AB-PT has never received a dividend from the B.M.I. stock and that "has some relation to a stock's value." He as-

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**Resolution Defeated**

John Campbell Henry, one of the so-called professional stockholders, of-
ered a resolution to modify new or extended stock options of the com-

pany, which was defeated. The re-

solution required optionees to buy shares purchased for at least three years for exercise of the option; that the purchase price be set at not less than 100 per cent of the stock price at the time the option is granted, and that shares be optioned in yearly installments equally over a period of not more than 10 years, with the right to pur-
chase, share on the progress the com-

pany has made in recent years.

Another stockholder asked Goldenso-
on to tell the networks sponsors that she wouldn't "buy anything that's ad-

vised with a lengthy or singing commercial."

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**Writers Turn Down**

(Continued from page 1)

lots was not released, a WCW man who was against the series made by 320 out of 450 eligible was by a substantial margin.

The major objection appears to be on the pay-TV bone, writers are seeking a percentage of gross. Lesser key deals increase in minimum salaries at sal-

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**Pasternak: Signs I**

HOLLYWOOD, May 17.

Levin is vice-president of "The Arc," next terk production at M-G-M. Work. All of our personnel at this policy have and will be to comply with it.

Directors reelected were: Blank, Alber B. Chapman, Coleman, E. Chester Gerston, Robert H. Hinkley, Joseph A. L. Hyman, vice-president; Joseph A. Martin, Richard, Simon B. Siegel and B. Willy.

Officers reelected were: President, Siegel, vice-president; J. B. Golden, vice-secretary and general com-

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**Tent No.**

(Continued from page 1)

chief banker of Tent 35, returns to the new sports committee, which temporarily assumed direction of Tent 35. The sports editor of the Journal-American will hold an important lunching of sports writers and lea-

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is ‘Inevitable’

(Continued from page 1)

now in negotiation with a company

of the advance of our industry,” he

in seeking legislation which would

on toll television to those which are

that the Canadian experiment had

or better revenue than first run

first run pictures,” he continued, “the

destroyed because the theatres would

give the protection needed and if it

it today will become a thing of the

if home television charges admission

Not only that but theatres will benefit

nee will be eliminated.”

with General Electric to work out

means of overcoming technical diffi-

culties which now prevent effective

transmission of the signals by wire.

All incumbent directors of the

company were reelected. They are

Cabby M. Chester, Robert L. Clark-

son, Daniel O. Hastings, Robert Leh-

nan, Kevin C. McCann, William C.

Michel, Thomas A. Pappas, B. Earl

Puckett, Spyros F. Skounts and Gen.

James A. Van Fleet.

The board of directors of 20th-

Fox yesterday declared a dividend of

30 cents payable June 30 to stock-

holders of record June 15.

Totman Takes Over

(Continued from page 1)

Hain since he began as a part-time

fisher for Roland & Clark in Erie,

Pa., in 1925. When Warner Brothers

took over the theatres Totman became

a manager of a Pittsburgh theatre, re-

turned to Erie, managed successively

the Iris, the Perry—a vaudeville house

—and then shifted over to the deluxe

Warner Theatre when it opened.

He then transferred to the advertis-

ing department as assistant—became

district manager in the Erie territory

and then Pittsburgh advertising man-

ager. Nine years ago Totman was

transferred to New England as assist-

ant zone manager and advertising man-

ager. His territory comprises the Stan-

ley Warner theatres in Rhode Island,

Massachusetts and Connecticut.

Magna Net

(Continued from page 1)

ich, was released to the press yester-

day. The net

was with a loss of $196,172 for

the previous fiscal year. Operating in-

come for the year reported on was

$11,457,085, compared with $6,783,-

542 for the previous one.

In the letter to stockholders, Skoun-

as states that the company is in the

best financial condition in its history,

thanks largely to revenue from “South

Pacific” and the Todd-AO Corp.

He also reports that Magna has ac-

quired a story and developed a screen

play to be used in the next Todd-AO

picture, production of which is tenta-

tively set before the end of the sum-

mer.

Next meeting of stockholders of

Magna will be on June 14.

In a deal whereby Kratter Corp. will

acquire the 267-acre City tract from 20th-Century-Fox it will

pay Webb & Knapp, which had origi-

nally contracted to buy and develop

the site, approximately $4,500,000. In

turn, Webb & Knapp will retain 25

acres for a hotel and apartments.

Kratter will proceed with develop-

ment of the original Webb & Knapp

plan proposed last year, according to

a joint announcement yesterday by

Marvin Kratter, chairman and presi-

dent of the company, and William

Zeckendorf, president of Webb &

Knapp.

Century City comprises a vast com-

plex of apartment houses, shopping

centers, an ultra-modern hotel, office

buildings and school and religious

facilities.

Provisions Outlined

Under terms of the agreement, Kran-

ter pays 20th-Fox $2,500,000. The

film company also retains $2,607,000

already paid by Webb & Knapp. In ad-

dition, Kratter will pay $38,000,000

upon the closing of the contract to

buy the Century City tract. Closing

is scheduled in six months following

approval by stockholders of 20th-Fox.

When the new agreement is executed,

Kratter will lease to 20th-Fox for 30

years the studio portion of the prop-

erty of 75 acres at a net rental of $1.5

million per year. Fox also receives an

option to renew the lease at the same

amount for an additional 25 years.

Named Century City by Zeckendorf

when Webb & Knapp originally ac-

quired the tract from 20th Century

in 1959, the planned community calls for:

12,500 Apartments Planned

A middle income, high rise housing

development containing 12,500

apartments with a garage for more

than 15,000 cars.

A 600,000 square foot shopping cen-

ter, including a major department

store with 1,800,000 square feet of

parking space in a multi-level garage, and

A 1,000 room luxury hotel. The Cen-

tury, with convention and exhibit-

ation space to be built on 1,000,000 square feet

of land retained by Webb &

Knapp.

Century City is expected to have a

residential population of 40,000.

Construction of a major north-south

boulevard through the center of the

property, called “The Avenue of the

Stars,” will be under construction

within 60 days after the closing, Krat-

ter said.

‘Hours’ Big in D.C.

“The Gallant Hours,” starring James

Cagney, has racked up 878,000

$11,185 for its first three days in its world

premiere engagement at the RKO

Keith’s Theatre in Washington, D.C.,

it was announced by William J. Heine-

man, United Artists vice-president.
fines, Jr., committee chairman, the board of Frank er Divi- Life Insur- PT direct- vacancy created by Connell.

Fin As prev year, and this year with $2.3  Golden most sig- son. Tim- quarter, however, after have- and pere- networks- schedule- ready over- en- He de- source o- earning- ahead of ment was- ter of this.

"These timer tone- ness than had been the case in the past several years," Goldenson noted. He then referred to the effects of the Hollywood strike, reporting that it has "created a short supply of pictures at this time."

"The stockholders were told that AB-PT will continue its policy of disposing of non-profitable theatres, and has relinquished six since the first of the year, reducing its total holdings to 492. At the end of 1958, the total was 526 theatres.

A stockholder suggested that management give consideration to con- is being discussed for the State in San Francisco, and that prospective lessors of one of the AB-PT New Eng- land theatres have in mind converting it to a bowling alley.

Stockholders who inquired about prospects for an increased dividend, in cash or stock, were told by Goldenson that the directors will have the subject under consideration in the last quarter but cautioned them that an expanding business has need of consid- erable cash.

He said other divisions of the company were doing well, including Am- terest in three electronic companies which Goldenson said are "continuing to expand their product lines and have reported progress and increased sales."

Referring to the recent television "payola" problem, Goldenson told the stockholders that "We favor and have recommended that these deceptive practices be made illegal by Federal law. We have also established company policies and procedures to prevent such practices by our employes in order to insure complete object- ivity in the selection of music and programs by our stations and net-
A motion picture for everyone who's ever been caught in the WILD, FRANTIC rat race.

Tony Curtis in a dramatic bombshell of a role that will win him new laurels...as PETE the ambitious guy from Milwaukee who got caught in the rat race...
Strike Effects

(Continued from page 1)

pany's annual meeting of stockholders at the home office yesterday.
Goldenson noted, however, that pictures contemplated for release in the remainder of the year look "quite impressive."

There is a great response by the public to quality pictures and successful pictures have shown bigger grosses than major attractions of prior years," Goldenson said.
The meeting reflected directors, adding Oliver Treyz, president of the ABC Television Network, to the board. Following the stockholders meeting, directors reflected officers and named Robert L. Huffines, Jr., to the board's executive committee. Huffines is chairman of the board of Worth Fund, Inc., and of Frank C. Binsswanger, Inc., Southern Division and National Bankers Life Insurance Co., and is a director of Textron Inc. He has been an AB-PT director since 1951, and fills the vacancy on the executive committee created by the death of H. Hugh McConnell last April.

First Quarter Set Mark

As previously announced, AB-PT had record sales of $288 millions last year, and a record first quarter net this year of $3,336,000, compared with $2,713,000 a year ago.

Goldenson attributed the company's "most significant progress to television. Time billings in the first 1950 quarter, he said, are 22 per cent ahead of the corresponding 1959 period, after having shown the largest dollar and percentage increase of the three networks for 1959. The evening schedule for the fall quarter is already over 80 per cent sold out, Goldenson told the stockholders.

He described the company's theatre operations as the "second major source of income" and noted that earnings in this division in 1959 were ahead of the prior year "and improvement was also shown in the first quarter of this year."

Points to Product Shortage

"These results reflected a much firmer tone in the motion picture business than had been the case in the past several years," Goldenson noted.
He then referred to the effects of the Hollywood strike, reporting that it "created a short supply of pictures at this time."

The stockholders were told that AB-PT will continue its policy of disposing of non-profitable theatres and has relinquished six since the first of the year, reducing its total holdings to 492. At the end of 1958, the total was 526 theatres.

A stockholder suggested that management give consideration to converting unprofitable theatres to bowling alleys instead of disposing of them and another suggested that in congested business areas some theatres properties might be more productive as garages.

Goldenson told them that some theatres sold or leased had been converted to bowling alleys, and that the Capri on Randolph Street in Chicago's Loop has been leased to a company that plans to convert it into a ramp garage, that a similar project is being discussed for San Francisco, and that prospective lessees of one of the AB-PT New England theatres have in mind converting it to a bowling alley.

Stockholders who, inspired by prospects for an increased dividend, a cash or stock, were told by Goldenson that the directors will have the subject under consideration at the second quarter but cautioned them that any expanding business has need of considerable cash.

He said other divisions of the company were doing well, including AB-PT Stockholders Selling 'Largest Si
In a deal whereby Kratter Corp. will acquire the 267-acre Century City tract from 20th Century-Fox, it will pay Webb & Knapp, which had originally contracted to buy and develop the site, approximately $4,500,000. In turn, Webb & Knapp will retain 25 acres for a hotel and apartments.

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- **12,500 Apartments Planned**
- A middle-income, high rise housing development containing 12,500 apartments with a garage for more than 15,000 cars.
- A 600,000 square foot shopping center, including a major department store with 1,800,000 square feet of parking space in a multi-level garage; and
- A 1,000 room luxury hotel. The Century, with convention and exhibition space to be built on 1,000,000 square feet of land retained by Webb & Knapp.

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A spirited attack on Broadcast Me Brewing-Paramount Theatres str both based on the contention that AB-PT is a largest in B.M.I.

Gloria Parker, a stockholder who described herself as a songwriter and professional, called upon AB-PT to divest itself of all interest in B.M.I. and halt the "dumping of huge sum of money" into its coffers, because of what she termed recent "payola disclosures and B.M.I.'s sponsor ship of rock 'n' roll music, which sh termed "pornographic and sex-en gaging music."

She was critical, too, of B.M.I. president Sidney Kaye's association with the Goldberg, Rosemark, Cole and Kaye law firm, which is counsel for AB-PT's competitor, CBS, as was another AB-PT stockholder, Barney Young, who spoke of Kaye being identified with continuing litigation against ABC.

CBS Sale Cited

The latter, noting that CBS has disposed of its B.M.I. stock, while previously constituted the largest individual holding, for $35,000, as

ized the company not to sell for such a "ridiculous" amount, and sug-

gested the B.M.I. stock was worrmillions."

Leonard Goldenson, AB-PT presi-dent, answered the stockholders by saying the stock interest in B.M.I. had been "inherited" with the merger of United Paramount Theatres and ABC in 1953, and that he was not aware that it constituted the largest individual holding. It amounted to about two and one-half to three per cent of the total, he said.

Goldenson added that AB-PT never received a cent in dividend from the B.M.I. stock and that "he" was somewhat aware that it constituted the large individual holding. It amounted to about two and one-half to three per cent of the total, he said.

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Toll-TV Seen as ‘Inevitable’

(Continued from page 1)

Telemeter experiment in Toronto and in now in negotiation with a company for the development of a similar system.

"It can be a most useful instrument for the advance of our industry," he said, "provided that the industry unite in seeking legislation which would restrict the showing of motion pictures which are from five to seven years old." He claimed that the Canadian experiment had shown that pictures that old received as good or better revenue than first run pictures.

"If toll television is permitted to show first run pictures," he continued, "the American motion picture industry will be destroyed because the theatres would be forced to close. Only legislation can give the protection needed and if it is not regulated the industry as we know it today will become a thing of the past."

He made the additional point that "if home television charges admission the industry will receive greater revenue. Not only that but theatres will benefit because the free competition they now face will be eliminated."

The announcement of the real estate plan was the big news of stockholders meeting but Skouras had other good news for the shareholders. Consolidated earnings for the first quarter of 1960, ending March 31, 1960, $1,602,352 compared with $930,000 for the corresponding period last year. He predicted that productions now in release and those to come, particularly "The Story of Buth" and "From the Terrace," would place $1,500 earnings among the best the company has had.

He pointed out that the drop in gross income and in earnings in the first quarter of 1960 was due to a loss of $5,000,000 in the production department. He assumed full responsibility as president of the company, but he said, "This responsibility places me in a position to guide the affairs of the corporation more effectively in the future."

He reviewed progress in all departments of the company, predicting increasing revenue from all sources.

"Very Careful" on Post-1948

He told the stockholders the company would be "very careful" on the 1948 post-1948 pictures to television and ventured the opinion that in most not enough was charged for the earlier pictures which had been sold on television and that market would have to watch very closely and no hasty sales made.

On Eidophor he recalled that under a deal made last year a new holding company for the Eidophor patents had been set up in which Fox owns 50 percent of the stock and a Swiss group including Ciba Pharmaceutical owns 50 percent. This company is to exploit uses for Eidophor other than in theatres. In addition in this country Fox is working with General Electric to work out means of overcoming technical difficulties which now prevent effective transmission of the signals by wire.

All incumbent directors of the company were reelected. They are Colby M. Chester, Robert L. Clark, Henry. Daniel O. Hastings, Robert Lehn, Elwyn, Kevin C. McCoun, William C. Michel, Thomas A. Pappas, Earl Peckett, Spyros P. Skouras and James A. Van Fleet.

The board of directors of 20th-Fox yesterday declared a dividend of 40 cents payable June 30 to stockholders of record June 15.

Totman Takes Over

(Continued from page 1)

chain since he began as a part-time usher for Roland & Clark in Erie, Pa., in 1925. When Warner Brothers took over the theatres Totman became a manager of a Pittsburgh theatre, returned to Erie, managed successfully the Iris, the Perry—a vaudeville house—and then shifted over to the deluxe Warner Theatre when it opened.

He then transferred to the advertising department as assistant—became district manager in the Erie territory and then Pittsburgh advertising manager. Five years ago Totman was transferred to New England as assistant zone manager and advertising manager. His territory comprises the Stanley Warner theatres in Rhode Island, Massachusetts and Connecticut.

Magna Net

(Continued from page 1)

of George P. Skouras, which was re-

 leased to the press yesterday. The net loss was $81,487,085, compared with $81,783.

He also reports that Magna has ac-

quired a story and developed a screen play to be used in the next Todd-AO picture, production of which is tenta-

tively set before the end of the summer.

Next meeting of stockholders of Magna will be on June 14.

By Kratter to W&K

In a deal whereby Kratter Corp. will acquire the 267-acre Century City tract from 20th-Fox it will work with Webb & Knapp, which had originally contracted to buy and develop the site, approximately $4,500,000. In turn, Webb & Knapp will retain 25 acres for a hotel and apartments.

Kratter will also take on the development of the original Webb & Knapp plans proposed last year, according to a joint announcement yesterday by Martin Totman, chairman and president of the company, and William Zeckendorf, president of Webb & Knapp.

Century City comprises a vast compo-

sition of apartment houses, shopping centers, an ultra modern hotel, office buildings and school and religious facilities.

Provisions Outlined

Under terms of the agreement, Krat-

ter pays 20th-Fox $2,933,000. The film company will then sell the tract, at $2,007,000, already paid by Webb & Knapp in ad-

dition. Kratter will pay $38,000,000 upon the closing of the contract to buy the Century City tract. Closing is scheduled in six months following approval by stockholders of 20th-Fox.

When the new agreement is executed, Kratter will lease to 20th-Fox for 50 years the studio portion of the prop-

erty of 75 acres at a net rental of $1.5 million per year. Fox also receives an option to renew the lease at the same amount for an additional 25 years.

Named Century City by Zeckendorf when Webb & Knapp originally ac-

quired the tract from 20th Century in 1959, the planned community calls for:

12,500 Apartments Planned

A middle income, high rise housing development containing 12,500 apartments and a garage for more than 15,000 cars; a 600,000 square foot shopping cen-

ter, including a major department store with 1,800,000 square feet of parking space in a multi-level garage; and

a 1,000 room luxury hotel. The Cent-

ury, with convention and exhibition space to be built on 1,000,000 square feet of land retained by Webb & Knapp.

Century City is expected to have a residential population of 40,000 people.

Construction of a major north-south boulevard through the center of the property, called "The Avenue of the Stars," will be under construction within 60 days after the closing, Krat-

ter said.

"Hours' Big in D.C.

"The Gallant Hours," starring James Cagney, has racked up a solid $111,389 for its first three days in its world premiere engagement at the KO Keith's Theatre in Washington, D.C., it was announced by William J. Heine-

man, United Artists vice-president.

1960
Paramount Pictures has set a limited number of key city playdates... prior to early July coast-to-coast release.

Tony Curtis
Debbie Reynolds
in the
PERLBERG SEATON production of
GARSON KARIN'S
the rat race

JACK OAKIE/KAY MEDFORD
DON RICKLES/TECHNICOLOR®
with JOE BUSHKIN • SAM BUTERA • GERRY MULLIGAN
Directed by Robert Mulligan • Screenplay by Garson Kanin
Based on His Play • A Paramount Picture

Reynolds will make the nation gasp with a different kind of performance... as PEGGY the talent from Tampa who became a ten-cents-a-dance girl...
Shareholders to 20th-Fox

(Continued from page 1)

Telemeter experiment in Toronto and is now in negotiation with a company for the development of a similar system. "It can be a vast contribution to broadcasting," Mr. Kratter said.

As a result of this arrangement Kratter Corp., will take over Century City, which has had original development, and will retain 25 per cent. The development will be handled by Kratter & Knapp according to the latter, who yesterday it was stated yesterday by Mr. Kratter's president, William Webb & Knapp, will give the TV audience another vast contribution by developing a similar system for the development of a similar system.

The Century City will be operated by a subsidiary of the parent company called Century City Corp., with Mr. Kratter as president. The company will have a capital of $500,000, which will be increased to $1.5 million as and when the need arises.

This company is to exploit uses for Ellyphor other than in theatres. In addition to this country Fox is working actively set before the end of the summer.

Next meeting of stockholders of Magna will be on June 14.

It was announced by William J. Heine-man, United Artists vice-president, that Magna is to have its first three days of world premiere engagement at the RKO Keith's Theatre in Washington, D.C., and that the other 50 per cent. of the $56,000,000 purchase of Ellyphor other than in theatres. In addition to this country Fox is working actively set before the end of the summer.

Next meeting of stockholders of Magna will be on June 14.
Public Favors TV Censoring, Survey Shows

**Special to THE DAILY**

PEEKSILL, N. Y., May 17. — An overwhelming majority, 85 per cent of the TV viewers queried in a new study conducted by Communication & Media Research, Inc., here, want or approve of some form of “censorship” for programs, according to a report issued by the research organization.

“This strong feeling in favor of ‘censorship’ is accompanied by considerable confusion as to whether there is at present any type of governmental network or other control over TV material,” the report stated. “Most people assume, for example, that commercials are subject to some sort of control although they are not sure just who has the authority to exercise it. Actually, 94 per cent of those tested thought that some sort of approval is necessary for TV commercials. A majority of those surveyed felt that TV commercials were presently subject to legal obligation to provide programmatic material in the public interest.”

**Monthly Report Planned**

The report, based on a representative sample of Eastern TV viewers who replied to anonymous questionnaires, is the first of what are to be monthly reports of a continuing study of public attitudes and information about television, undertaken by CMRI. The research organization has been pre-testing TV programs and commercials for networks, ad agencies and sponsors.

“While the precise meaning of the word censorship, as often used in the study or as defined by the viewer himself was not stated by the report, the fact that so large a proportion of average viewers of TV are ready to accept its implication should be disturbing to both the TV industry and citizens in general,” CMRI said.

Pursuing the question of censorship, the study asked respondents what they would consider the best authority to control TV censorship. “Federal government agencies was the answer of 30 per cent of the total respondents, while 22 per cent felt this problem should be dealt with by TV stations and networks. ‘State and civic groups’ were selected by 17 per cent of the respondents as censoring bodies, and 17 per cent assigned this duty to ‘educators.’ ‘State government agencies’ were picked by eight per cent of the respondents, eight per cent felt that ‘sponsors,’ themselves, should be allowed to censor TV.

**FCC Feels It Should Hold Rein Over Wal**

**From THE DAILY Barons**

WASHINGTON, May 17. — Federal Communications Commission has told the House Commerce Committee that it endorses efforts by the FCC to regulate TV and radio networks.

FCC does not, however, approve of any governmental network or other control over TV material. After all, these matters are subject to legal obligation to provide programmatic material in the public interest.”

**FCC also endorsed proposals stiffen the rules governing TV broadcast licenses.** It would not be far as a bill introduced by Charles Harris (D, Ark.) to require hearings be held for all radio and TV license transfers.

**Wage-Hour Exempted**

**From THE DAILY Barons**

WASHINGTON, May 17. — A lengthy statement requesting clarification of wage and hours regulations from the Federal wage-hour program has been submitted to the Labor (D, Ga.) subcommittee of the labor committee by the National Association of Broadcasters.

Charles H. Tower, managing NAB's department of broadcasters, presented the statement, saying that 'legislative relief needed because the usual self-regulating, uniform wage and hour conditions established for stations making full time use of the labor force.'

**Expect Action Today On Community TV**

**From THE DAILY Barons**

WASHINGTON, May 17. — Senate will, after a sharp debate, refer Wednesay to the Senate the Federal Communications Commission recommendation that the TV system be limited to debate by 30 minutes of a hearing on the subject of a motion picture. The Senate, by a vote of 30-1, referred bill to committee—a procedural vote to effectively kill it for the session.
QUIGLEY PUBLICATIONS
IN THE SERVICE OF THE AMERICAN MOTION PICTURE INDUSTRY
THROUGHOUT THE WORLD FOR 44 YEARS

MOTION PICTURE HERALD
Foremost business weekly of the American motion picture industry . . . intensively national, extensively international in scope and circulation.

Better Theatres — original and most authoritative publication devoted to the physical theatre, issued monthly as a section of the Herald.

Theatre Vending — monthly section of the Herald devoted to theatre vending, originating in a refreshment news department installed in the Herald in 1930.

MOTION PICTURE DAILY
Providing the industry with immediate spot news coverage, fully --- and accurately --- with a typographical scheme for easy finding, easy reading.

International MOTION PICTURE ALMANAC
Who's-Who and statistical annual of the motion picture industry, widely used within the industry, by the press and by research organizations in the U. S. and abroad.

International TELEVISION ALMANAC
Statistical annual of the television and radio industry --- a complete reference book on its companies, activities, personalities.

FAME
Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.
ALLIED ARTISTS is proud to announce

the WORLD PREMIERE of

Pay or Die!

at the WARNER THEATRE, New York City

Starting May 26th... this extended
Pre-release engagement will follow in the
honored footsteps of CINERAMA,
PORGY AND BESS, and other
roadshow attractions at this leading
Broadway Showcase!

Pay or Die!

Starring
ERNEST
BORGnine

Introducing
ZOHRA
LAMPERT

ALAN
AUSTin

Produced and Directed by RICHARD WILSON
Written by RICHARD COLLINS and BERTRAM MILLHAUSER

An ALLIED ARTISTS Picture
Rise of Independents Affects Merchandising

Program for Today's Herald Merchandising Meetings

The program of the Herald Merchandising Conferences for today is as follows:

12:00 P.M. Buffet lunch, Universal board room.
2:15 P.M. "Crack in the Mirror," 20th-Fox screening room, 444 West 56th St., followed by discussion. Dinner at 6:30.
8:30 P.M. "Bells Are Ringing," Loew's Sheridan Theatre, 12th St. and Seventh Ave.

The campaign and discussion on Columbia's "Song Without End," screened yesterday afternoon; on Warners' "Heracles Unchained," shown last night; and "Portrait in Black," discussed this morning, will be reported in tomorrow's Motion Picture Daily.

'Herald' Round Table Session Discusses New Promotion Problems; Newspaper Pressure on Film Advertising Content

By SIDNEY RECHETNIK

Chicago's Censors Cut 10% of 'French Line'

Special to THE DAILY

CHICAGO, May 17.—More than 1,000 feet of film was cut from the RKO film "French Line" before it was permitted to be shown here, it was revealed today. The film opened at the Monroe Theatre on May 12. Sergeant Vincent Nolan, head of the Police Censor Board, said when the film, starring Jane Russell, was first rejected in 1954 it had over 10,000 feet of film. Recently submitted with song and dance routine cut out, in

Warner Bros. Reports $3,422,000 Profit For Six-Month Period Ending Feb. 27

Warner Bros. and its subsidiaries yesterday reported a net profit of $3,422,000 for the six months ending Feb. 27, 1960, after a provision of $3,500,000 for federal income taxes. This compares with $4,626,000 net profit for the same period last year.

Film rentals including television, sales, etc. amounted to $45,982,000, dividends from foreign subsidiaries not consolidated were $881,000 and profit on sales of capital assets was $186,000 for the six months ending February 27, 1960 as compared with $40,373,000, $642,000 and $507,000, respectively, for the six months ending Feb. 28, 1959.

As authorized by the stockholders at the annual meeting, 638,951 shares of treasury stock were retired during the three months ending Feb. 27, 1960. In the same period the company purchased 6,196 shares of its common stock at a cost of $507,900 and an employee exercised his option to purchase 5,000 shares of the common stock of the company. Subsequent to Feb. 27, 1960, an additional 13,000 shares were acquired at a cost of $565,000 and three employees exercised options to purchase 17,500 shares of the common stock of the company.

There are presently 1,507,900 shares of stock outstanding after deducting shares held in treasury.

Krecke, Export Veteran, Retires from MGM Post

The resignation of Henry K. Krecke, treasurer of Metro-Goldwyn-Mayer International, was announced by the company yesterday. He will retire from active business.

One of the veterans of the export film business, Krecke began his film business career in 1917 as accountant and chief auditor for the old Goldwyn Pictures company, for which he made some of the first trips by an American film executive to the Far East and Europe. In 1929 he became manager.
PERSONAL MENTION

GEOFFREY SHURLOCK, Production Code administrator, will return to Hollywood from New York today.

CLARK RAMSEY, advertising director at the M-G-M studios, has left there for Honolulu.

LEON BOTT, vice-president of the Mirisch Co., has returned to Hollywood from New York.

ALFRED KATZ, United Artists foreign division manager, will leave New York on Monday for Mexico on the first leg of an extensive trip to Central and South America.

CARL FOREMAN, producer, has left Athens for London.

WILLIAM K. JENKINS, of Georgia Theatres, has returned to Fort Lauderdale, Fla., from Atlanta.

JOSEPH SHEMAN, operator of the Fair Haven Theatre, Fair Haven, Vt., has returned there from Albany, N. Y.

O. S. BARNETT, office manager for Allied Artists in Atlanta, has left there for a vacation.

ROBERT CORKERY, Motion Picture Export Association executive, will leave Mexico this week for Santiago, Chile, and Buenos Aires.

BUDY ADLER, head of production for 20th Century-Fox, has left Long Island for the Cannes Film Festival.

IRWIN POCHER, chief harker of Variety Club, Tent 45, is under treatment in Touro Infirmary, New Orleans.

FRED MATHIS, Paramount manager in Jacksonville, has returned there from Hollywood.

CARL MOSELEY, president of Tampa Bay Theatres, Tampa, Fla., has returned there from Jacksonville.

Add New Theatres to Smakwitz S.W. Zone

Completing the changes in organization set-up arising out of the recent death of Moe Silver, Pittsburgh area zone manager, Harry M. Kal- mene, vice-president and general manager of Stanley Warner theatres, announced yesterday that Charles A. Smakwitz, New York zone manager would now also operate the theatres in Albany, Utica and Troy in addition to the Jersey zone. These theatres have been detached from the New England operation centering in New Haven.

Smakwitz was zone manager of the original Albany zone from 1948 until 1955, when it was promoted to head the larger Newark operation. He will continue to headquarter in Newark.

20th-Fox Can’t Use ‘Oscar Wilde’ Title

From THE DAILY BOROES

LONDON, May 18–20th Century-Fox has been ordered by the Motion Picture Ass’n. to withdraw use of the title “Oscar Wilde,” for its film dealing with the life of the great wit. The title conflicts with “The Trials of Oscar Wilde,” registered by Warwick Films for a picture on the same subject.

The ruling in favor of Warwick in the title dispute allows that company to use any of the titles it registered for the picture in America, it was stated.

Both 20th-Fox and Warwick have been racing to finish their films here first and return to their correspondents. Openings are planned for both pictures by the companies as soon as possible.

Trade Needs ‘Off-Beat’ Pictures, Zanuck Says

Survival of the motion picture industry depends not only on top films like “Can-Can” and “Ben-Hur” but on off-beat attraction,” Darrell F. Zanuck said in a statement released here yesterday by 20th Century-Fox. The statement came as a message to exhibitors from Paris.

Zanuck said that he feels his new picture, “Crack in the Mirror,” for 20th-Fox release, is such an off-beat film. “I am a long distance away,” he added, “but I feel very close to you gentlemen and I know we share the belief that merchandising of a film is the only way we can keep our industry alive.”

“Crack” opens today at the Paramount and Normandie Theatres in Paris.

‘Wind’ Will Be U.S. Entry at Berlin Fete

Stanley Kramer’s “Inherit the Wind,” released by United Artists, has been selected by the Motion Picture Ass’n. festival screening committee at the official U.S. entry in the Berlin Film Festival, it was announced by Ralph Hettel, MPA vice-president.

The Berlin festival is scheduled for June 24 to July 5. It is expected that the U. S. official entry will be screened on June 25. Leo Hochstetter, MPEA representative in Frankfurt, will be in charge of participation by the association.

Para. Quarter

(Continued from page 1)

on this basis for the first time in 1960 and will be reported quarterly, for several years to come, the company said. The purchaser’s firm contracts with its customers have now more than covered the guaranteed purchase price, so the treatment of special income and its reporting to stockholders, it was pointed out.

Compared with Previous Year

The foregoing earnings compare with the first quarter of 1959 of total consolidated income of $3,045,000 or $2.21 per share, including special income of $2,375,000 or .35 per share.

This special income in 1959 arose from the sale of the Metropolitan Broadcasting Corp. stock in January 1959.

‘Rhapsody’ Previewed In Moscow: Shelton

From THE DAILY BOROES

WASHINGTON, May 18.–A preview of “Rhapsody,” Moscow on May 14, reported Turner Shelton, chief of the U. S. Information Agency’s international films. He said that the picture was considered very good. It is expected to open within a month, as is another U. S. film, “Lili.”

So far, Shelton noted, there are no indications that the blow-up of the summit conference in Paris will have any immediate impact on the U. S.-Soviet Cultural Exchange program.

Missouri-Illinois Group Slates Aug. 29 Meeting

Special to THE DAILY

ST. LOUIS, Mo., May 18. – The Missouri-Illinois Theatre Owners, an affiliate of the Theatre Owners of America, will hold its annual convention at the Hotel Chase here on Monday, Aug. 29, president Parker announced.

Henry Bloomer will serve as general chairman for the convention, Parker said.

Martin Brown Ele

Treasurer of AB-P

Martin Brown, for the past 12 years assistant treasurer of America B-P Theatre, well known here, was recently named treasurer and director of AB-P.

Martin Brown joined AB-P and AP in 1949, after serving as an agent in the New York office of the Associated Booking House. He was associated with the company for ten years.

‘Congo’ Gross $30

The 20th-Fox documentaries of the Congo Jungle,” has grossed $301,493 in completed engagements thus far, surpassing 20th’s big paying feature “Stopover Tokyo,” which grossed $207,000 at this date in its release.

aircraft: COMET

flight: MONAI

frequency: NIGHT

destination: LONDO

reservations through your local BRITISH OVERSEAS AIRWAYS CO.

Toll-TV Rates for Bout Vary

(Continued from page 1)

the closed circuit rights to the championship bout locally. No deal has been closed yet.

Thus far no indication has been given by film companies which have supplied pictures to Telemeter here as to exactly how much is being taken in by Telemeter. This has been due to the fact that the machine which handles the tapes picked up from the various installations.

No Recapitation Yet

Film companies have only been told that “A” pictures had a 50 per cent reception, while the older pictures picked up from 20 to 30 per cent of the audience. Collectors are going on, but until the tapes have been checked in a month’s time, there is no telling what the exact collections are.

Telemeter has now been installed in about 3,000 Ethibokeo homes, with another 2,000 on order. These are expected to be completed by fall and another started in the upper-income section of Ethibokeo, but is now selling its service in the southern section of the township, where there are more low-income families and apartments. “The response there has been enthusiastic, too” Eugene Fitzgbibbons, president, Trans Canada Telemeter, said.

Inquiries to the Telemeter office, indicating that Telemeter is a way of entertaining guests, or friends or neighbors may be invited in for dinner and to “watch the movie” afterward. These viewers like the fact that when the picture is over the screen goes blank, they can resume conversation.

Theatres in the district—Kingsway and Westwood—haven’t advertised any. Both are 50 per cent owned by Famous Players, parent company of Trans Canada Telemeter. Telemeter appears to be reaching the audience which has gotten out of the habit of going to the films.

Subscriber Enthusiastic

Mrs. Frank Coles who has had Telemeter since the start, said the service is made to order for people like herself and her husband who enjoy movies but seldom get out to a theatre.

Officers of the company said they had no immediate plans for expansion into other municipalities in this area or into other Canadian communities.

Community Antenna Bill

Set Back to Committee

From THE DAILY Bureaus

WASHINGTON, May 18 — The Senate has voted to send back to committee the bill to authorize the Federal Communications Commission to regulate community antenna TV systems. In effect, this will probably kill the legislation for the current session of Congress.

Foreign Investment Bill

Is Passed by the House

From THE DAILY Bureaus

WASHINGTON, May 18 — The House today passed by a vote of 192 to 105 the foreign investment incentive tax bill. It provides tax deferral for income of U.S. firms operating in under-developed areas abroad.

In view of the narrow margin by which the bill passed and the fact that its scope had been considerably narrowed by amendments, no serious effort to push it through the Senate this year is expected.

Peacock Theatre, N. O.,

Reopening as Art House

Special to THE DAILY

NEW ORLEANS, May 18 — The re-opening of the Peacock Theatre, June 1, and Karbon June 6, for Virginia to set up production and complete casting.

Karbon just completed directing “Hell to Eternity,” for Allied Artists, and recently won the Screen Directors Guild television achievement award for his direction of the first two hour-long segments of “The Untouchables” series.

Now in Germany

JWOOD, May 18 — Herbert Widmark’s Health Productions has signed Phil Karlson to direct “The Secret Ways,” starring Widmark. Production will be filmed entirely in Vienna, June 1, and Karbon June 6, for Virginia to set up production and complete casting.

Widmark Signs Karlson

HOLLYWOOD, May 18 — Richard Widmark’s Health Productions has signed Phil Karlson to direct “The Secret Ways,” starring Widmark. Production will be filmed entirely in Vienna, June 1, and Karbon June 6, for Virginia to set up production and complete casting.

Widmark just completed directing “Hell to Eternity,” for Allied Artists, and recently won the Screen Directors Guild television achievement award for his direction of the first two hour-long segments of “The Untouchables” series.

Russian Film ‘Idiot’

Opens Here July 20

“The Idiot,” Russian film being released by 20th Century-Fox under the Soviet-American cultural exchange agreement, will open at the Normandie Theatre here on the night of July 20, it was announced yesterday by Spyros P. Skouras, 20th-Fox president.

At the same time, Skouras said that his company’s film, “All About Eve,” will open in Moscow in September.

The New York opening will be attended by high-ranking members of the diplomatic corps from both nations as well as representatives of the delegations to the United Nations.

WGA and Ziv-UA

(Continued from page 1)

in foreign markets. This applies to films produced during the term of the new contract and released in foreign markets after March 31, 1964.

WGA and Ziv-UA agreed to set up a fact-finding committee to work out a formula under which all writers are to be paid a percentage of the domestic and foreign grosses and to receive previously stipulated advances against these payments. The formula is agreed upon and will take precedence over the new contract.
“PORTRAIT in BLACK”
YOUR HOT ONE FOR THE SUMMER
GETS UNIVERSAL’S BIG PRE-SELL
IN 20 NATIONAL MAGAZINES!

With ads Tailored to Target on Woman Appeal
...Youth Appeal...Young Adult Appeal
...Teen Appeal...Family Appeal...
and above All BOXOFFICE APPEAL!!!

These Selling-Messages Will Reach A Magazine
Audience Of Over 120,000,000 And They
Will Be Buttressed With Tie-ups and
Promotions Which Will Include Full-Color
Magazine Ads, TV and Radio Spots
and Point-Of-Sale Displays.

LIFE • LOOK • REDBOOK • McCALL’S
GOOD HOUSEKEEPING • SEVENTEEN • TRUE ST
TRUE CONFESSIONS • TEEN • PHOTO
MODERN SCREEN • SCREEN STORIES • MOVIE
MOVIELAND & TV TIME SCREEN STARS • MOVIE MIF
They touched and an evil spark was struck

...clouding a young love with murder, twisting the lives of innocent and guilty alike, driving them all to the brink of terror!

ARNA TURNER • ANTHONY QUINN
ANDRA DEE • JOHN SAXON
NOLAN "S*MATTHEW CABOT"/CO-STARRING RAY WALSTON
GREY AND ALSO RICHARD BASEHART

A ROSS HUNTER PRODUCTION

portrait in Black

in EASTMERE COLOR!

CHAREL GORDON • Screenplay by IVAN GOFF and BEN ROBERTS • Produced by ROSS HUNTER • A UNIVERSAL INTERNATIONAL PICTURE

SOON AT MOTION PICTURE THEATRES THROUGHOUT THE NATION!

ATION PICTURE

VIE STARS PARADE

MOVIE SCREEN • SILVER SCREEN
Independents Seen Bringing New Problem

‘A New Look’
In the Industry
Termed Result

(Continued from page 1)

with headquarters in Hollywood; Si Scudder, Metro-Goldwyn-Mayer national advertising manager; Rodney Bush, 20th-Fox exploitation manager; Joseph Friedman, assistant to Martin Davis and Paramount exploitation manager; Roger Lewis, United Artists vice-president in charge of advertising, publicity and exploitation, and Robert S. Ferguson, Columbia national director of advertising, publicity and exploitation. Also on the dais to participate in the forum on newspaper censorship in advertising were Charles E. McCarthy, executive director of the Council of Motion Picture Organizations, and Gordon White, director of the Advertising Code Administration.

Getting Acquainted Vital

Pointing to the conferences as a means of “getting better acquainted,” Quigley told the gathering that “we are here because most of us can do little about it. Making pictures is primarily the business of the producers, and it would be futile for us to demand they make more pictures, and to stipulate the kind of pictures they should make.”

He stated, however, that we all can “do something about product merchandising” and cited the advertisement representing all phases of theatre management as emphasizing that this is “a total job,” involving all facets of the industry. He referred to the “Let’s Do It!” phase of the Markley Plan and stressed that the “do” part of the phrase was what “makes merchandising the tough job it is.”

Hollywood Viewpoint by Lipton

Lipton introduced the product merchandising phase of the session from the point of view of Hollywood saying that we must “face the realities of the new look in the industry.” The major companies today are by and large distributors, with more and more independent producers appearing on the scene constantly and so are agents for the independents, he said. As such they are not entirely responsible for the product per se. He pointed toward the need for co-operation of independent producers as the Hollywood scene is set up today forces the distributors to give them pertinent say in the advertising of their respective pictures. He referred to the fact that the majors and the independents were “partners.”

“Our partners,” Lipton said, “are subject to many Hollywood trends, particularly in advertising. This trend is currently toward the simple ad, with little or no copy, thus getting away from the concept of what the picture is about.”

Lipton also pointed out the difficult problem of billing brought about by the fact that performers, some hardly known at all, demand important billing space in advertising materials. Many times these demands are made on the evening before the picture is set to roll, and the demands of necessity are met. Saying there was very little that the companies were able to do in these situations, he suggested that exhibitors might be able to prevent these problems in person to the independent producers, mentioning the forthcoming Hollywood convention of the Theatre Owners of America as a good time to do so.

Cites Effects of Strike

“Product merchandising for the remainder of this year,” said Lipton, “and for well into the next is of utmost importance because of the recent strike which has cut down product availability. We must sell as hard as possible, this year and next.

In the discussion that followed Seymour Shorr, of the Selene circuit, said that a significant problem in his area in upstate New York is that newspaper critics know little about upcoming products. He suggested visiting the critics to different forums, but if this is not feasible, to hold regional meetings of this kind where pictures could be screened for these critics.

Pre-testing a campaign two, three or even as many as four times was the merchandising method aimed at eliminating guess work advanced by Harry Goldberg of Stanley Warner. Ferguson scored exhibitors for being interested only in what they could get from the distributors, with no thought of what they could do to help. “Exhibitors must also contribute,” he said.

Jack Fox, Loew’s Capitol Theatre, Washington, suggested that to solve the “economic problem of inviting critics to area screenings,” that each make himself a personal representative and report the content of the current conferences to their local critics.

The lack of feature newspaper material was deplored by Bob Rappaport of Rappaport Theatres who claimed that he only received such material on top block busters like MGM’s “Ben-Hur.”

Mandell Shoulders Some Blame

Harry Mandell, vice-president of BKO Theatres, declared himself in agreement with Ferguson and said that “we (the exhibitors) should take fifty per cent of the blame on merchandising.” He pointed out that the distributors did not have enough men “to give the tools” and that “we should do a grand deal of the job ourselves.”

Feature stories that already have appeared in Coast newspapers should not appear in the press books was the opinion of Lou Brown of Loew’s Orpheum, Boston. He also suggested that branch managers invite critics to trade screenings.

Pleads for Publicity Releases

Since fewer pictures are being released press books now can “keep up with us,” Curtis Marks of Skorupas Theatres, said, He also mentioned that whereas television editors were swamped with publicity releases, the motion picture editors, desks are relatively free of film news.

Cerrad told the group that his company was working on a idea of preparing motion picture news as “news” and not merely as publicity releases. Arthur Manson of Stanley Warner pointed out that saturation bookings across the country made it impossible to work out individual campaigns for pictures.

The circuit representatives were told by Lewis that the promotion budgets on two pictures, “On the Beach” and “Solomon and Sheba” were over $33,000,000 to date represents more money than was spent on negative costs five years pointed out.

He said that 800,000 $800,000 “must be spent on picture today. This money is on the pre-production level, helping to sell a novel before through the picture’s general release.

Quigley, Jr. read pertinent excerpts from “Independents” and said that the press books lack sufficient size of the “be and they lacked sufficient volume mats.

Deplores Lack of Manpower

Segman deplored the diffi
get experienced advertising publicity manpower in the field.

The session was begun with an essay on newspaper censorship by George Rosenfield, McCarthy and W. discussions revealed that there was complete agreement on the matter of industry regulation on newspaper advertising and the need to present a unit position against censorship in all form.

Rosenfield was moderator for segment of the forum, and noted that McCarthy, who reported on the area, and outlined “the work” established by COMPO of “dissemination of industry news.”

Proud of Industry’s Repair

White stressed the priceless good image that the public has of the motion picture industry, saying we should not squander that.

More than two dozen members attended in this discussion floor. They included Morris, Jr. of Universal Pictures, Goldberg Mansfield, Seidler and Schine of the Selene Theatres, Lewis, Lipton, Sperie for Connecticut, R. W. Matlin of Cornerstone and Eugene Frey, the Brooklyn Paramount Theatre.
Exhibitors Attending 'M. P. Herald' Product Merchandising Conferences

Murray Alper, Randforce Amusement Co.
Paul Badie, Walter Rothe Theatres.
Harry Berman, Randforce Amusement Co.
Joe Brown, Loew's Orpheum Theatre, Boston, Mass.
Henry Capogna, Butterfield Circuit, Detroit, Mich.
Max Cooper, Souns Theatre Corporation.
George Davis, Randforce Amusement Co.
Bernard Diamond, Selene Circuit, Inc.
Emily W. Ellis, Rosenblatt-Welt, Ernest Emerling, Loew's Theatres.
St. Evans, Selene Circuit, Inc.
Louis Fink, Florida State Theatres, Jacksonville, Fla.
Jack Fox, Loew's Capitol Theatre, Washington, D. C.
Lipold Friedman, Loew's Theatres.
Ernie Gold, Randforce Amusement Co.
Harry Goldberg, Stanley Warner Corp.
L. R. Golding, Fabian Theatres.
Emerson Goth, Stanley Warner Management Corp.
Charles Grace, Randforce Amusement Co.
Russ Grant, Loew's Theatres.
Pavel Hansen, The Odeon Theatres, Toronto, Canada.
Jack Haynes, Shaw Theatres, Cincinnati, Ohio.
Saul Heustz.
Jack Hynes, Shea Paramount Theatre, Youngstown, Ohio.
David Jones, Kerasotes Theatres, Springfield, Ill.
William Kraemer, Selene Circuit.
Frederick Kunkel, United Artists Theatre Circuit.
M. Kronian, Graham Theatre.
George Langrant, Randforce Amusement Co.
Blasche Livingston, RKO Theatres.
Clifford Lotth, Interboro Circuit Inc.
Harry Mandel, RKO Theatres.
Arthur Masson, Stanley Warner Corp.
Sidney Marks, AB-Paramount.
Mrs. Edith Boule Marshall, John C. Bole Circuit.
Curtis Mees, Souns Theatre.
John Murphy, Loew's Theatres.
Arthur Mayer.
Murray Mainberg, Tribune Theatre.
Seymour Morris, Selene Circuit, Inc.
Spero Pirakos, Pirakos Theatres Associates, New Britain, Conn.
James V. Pospel, Interboro Circuit Inc.
Eugene Pleshette, Brooklyn Paramount.
Bob Rappaport, Rappaport Theatres, Baltimore, Md.

Krecke Retires

(Continued from page 1)
of the Goldwyn company's foreign department.
When the Goldwyn company merged with Marcus Loew and Louis B. Mayer to form the new producing firm of Metro-Goldwyn-Mayer, Krecke joined the new firm as an international executive. His job from the beginning was the financial details of the foreign department. He became the first treasurer of the overseas corporation and continued in that post.

Cinerama for Sweden;

Start Slated for June

The Vinterpalast in Stockholm is the latest addition to the list of theatres being added to the Cinerama foreign chain, it was announced by B. G. Kranz, vice-president of Cinerama, Inc. The Vinterpalast will open Cinerama as the exclusive showcase in Sweden, early in June.

WOMPI Aids Palsy Drive

JACKSONVILLE, May 18—Twenty-seven members of the local chapter, Women of the Motion Picture Industry will have key roles in staging this city's annual Cerebral Palsy Telethon May 21-22 from the auditorium of the George Washington Hotel. A goal of $100,000 has been set.

Night Fighters' Taormina Festival

Night Fighters," starring Rob- don, has been selected as an entry in the Taormina Film Festival, an annual non-competitive which is held in Taormina, on July 15-25. The D.R.M., well known to Columbia, produced the film directed by Ray Garnett for United Artists

er Ebel Dies at 81

SPRINGS, Ark., May 18.—M. Ebel, 81, former manager old Lyceum Theatre here, is dead, he had appeared in the legislative and in vaudeville. He Arkansas County representative in the state legislature in 1921-22.

Scula' Openings Set

(Continued from page 1)

Dracula," the new Hammer being released by Universal-International, will have its world premiere at the Malco Theatre in Memphis, June 3, to be followed by tour openings in the Memphis area and Atlanta terri-

FROM GHOST TO GHOST

THE WORD'S OUT...

William Castle's

13 GHOSTS

in ILLUSION-O! is eerie-sistable!

Plus FREE GHOST VIEWERS for all your patrons

...from COLUMBIA
"FIVE BRANDED WOMEN" OPENS TO SENSATIONAL BRAND OF BUSINESS!

S.R. OPENINGS AT

State Lake-Chicago • Loew's-Canton • Allyn-Hartford
Warner-Merritt-Bridgeport • Paramount-Brooklyn
Madison-Peoria • Paramount-Buffalo • Broad-Columbia

A TOWERING EPIC OF LOVE, WAR AND VENGEANCE
from the maker of "WAR AND PEACE"
A DINO DE LAURENTIIS PRODUCTION

FIVE BRANDED WOMEN

starring
SILVANA VERA BARBARA JEANNE RICHARD HARRY STEVE ALEX
MANGANO MILES BEL GEDES MOREAU-BASEHART-GUARDINO-FORREST-NICOL-GRAN

Produced by DINO DE LAURENTIIS • Directed by MARTIN RITT
Screenplay by IVO PERILLI Based on a novel by UGO PIRRO
A PARAMOUNT RELEASE
Herald' Meetings End Today
With Screenings, Discussions

The fourth in the series of semi-annual Merchandising Conferences sponsored by Motion Picture Herald will close today with a screening and discussion of United Artists' The Apartment' and a discussion of M-G-M's 'The Bells Are Ringing,' which exhibitors delegates saw last night.

Showmen from all over the U.S. and Canada have been attending the Herald-sponsored meetings this week which are designed to bring exhibitors and distributors together in advance of the release of a film to work out promotional concepts to their mutual advantage. The conferences also included a lively round table session Wednesday morning on general promotion problems and newspaper censorship.

The screening of 'The Apartment' will be at 9:30 A.M. today at the U.A. home office, 729 Seventh Ave. This will be followed by lunch in the Emerald Room of the Astor Hotel, Broadway and 44th St., after which there will be a campaign discussion of 'Bells Are Ringing.'


Report Mich. Film Truck Service May Get Help

Special to THE DAILY

DETROIT, May 19.- Widely circulated reports here today that financing for some (from James C. Hoth's Teamsters' union, might be forthcoming soon to permit the Film Truck Service to resume hauling film. The service has been shut down for a week as a result of seizure by Internal Revenue Service of trucks and other assets pending settlement of tax accounts.

Meanwhile, out-state theatres are functioning normally despite the added costs and time losses involved in making emergency film shipments. The main difficulty now being encountered results from the failure of some exhibitors to return prints promptly either to exchanges or the booking following their own.

Herald Dies; Ceo in Cleveland

Special to THE DAILY

ELAND, O., May 19.-M. B. Herald, president of the Washington Circuit, and pioneer exhibitor, died today in University Hospital of a heart ailment. Service will be held Sunday in Park Synagogue. From the circuit industry in this community.

Gerard Hails 'Herald' Meets

Philip Gerard, Universal eastern advertising and publicity director, paid high tribute to the Merchandising Conferences, sponsored by Motion Picture Herald, saying that in sponsoring these forums regularly, "the Ongleyes have shown industry leadership which all of us applaud." Gerard spoke at the "Portrait in Black" merchandising session in the company's screening room here yesterday.

"The forums provide the only contact" (Continued on page 7)

Gerard Hails 'Herald' Meets

Special to THE DAILY

VATICAN CITY, May 19.—"The Ongleyes have shown industry leadership which all of us applaud," Gerard spoke at the "Portrait in Black" merchandising session in the company's screening room here yesterday.

"The forums provide the only contact" (Continued on page 7)

Immoral' Films Hit
By Vatican Paper Again

Special to THE DAILY

VATICAN CITY, May 19.—L'Osservatore Romano, Vatican City's daily newspaper, has again protested against the immoral tone of Italian movies. The newspaper said that "for several years the movie industry has violated all sense of reserve and self-control.

"It declared that in recent years "there has not been a film, irrespective of the period and country where plot evolves, that does not have more or less naked scenes and actors in definitely immoral situations." The article cited the following stars (Continued on page 3)

Engel Scores Writers’ Strike and Star System

By SAUL OSTROVE

Producer Samuel G. Engel, here for conferences on his forthcoming "The Story of Ruth," yesterday took aim at the industry writers' strike ("immoral and illegal"), Hollywood's star system ("names mean nothing"), and the words used to describe the commerce of motion pictures ("fins are (Continued on page 2)
Anti-Toll-TV

(Continued from page 1)
port it once it learned what it would have to pay for programming.

The motion picture telecast was arranged by the Motion Picture Theatre Owners of Connecticut, an affiliate of Theatre Owners of America. Speakers included Albert M. Pickow, president; George H. Wilkings, Jr., president of the Connecticut unit; Herman M. Levy, general counsel of the Connecticut unit; S. H. Fabian, president of Stanley Warner Theatres; and C. P. Skouras, president of United Artists.

A report from Philip F. Harling, chairman of TOA’s Anti-Pay-TV Committee, and of the Motion Picture Industry Joint Committee Against Toll-TV, was read in Harling’s absence due to illness.

Zenith Radio Corp., in conjunction with RKO General, has announced plans to test its pay-TV system via UHF Channel 18 on WHCT in Hartford. RKO General has applied for the FCC for permission to operate Station WHCT, after which it and Zenith have said they would ask the FCC for a permit to conduct pay-TV tests for a three-year period over the station during the summer.

Congress Called Authority

It was pointed out today’s meeting that Congress holds the ultimate authority to determine if pay-TV is in the public interest, and that use of the free airwaves by private individuals at a cost to citizens was, in the view of the speakers, contrary to American tradition.

It was also pointed out that Zenith-RKO General have announced motion picture pictures will be presented at a cost to subscribers of about $1 per show, so that if a person watched several shows a week, he would be paying no less than $300 a year. Speakers maintained this would put a particular hardship to low-income groups, and to the aged, infirm, and shut-ins. It was further stated that because all television programming must meet a common talent bid, pay-TV, if successful, could ultimately dry up all programming for free television, and kill free TV as now known.

Could Kill Theatre Industry

Speakers also declared that pay-TV, which would in effect place a box-office in every home, could also, if successful, kill motion picture theatres, and thus deprive the United States of the cultural tool now furnished by motion pictures for portraying the American way of life overseas.

Wilkinson told Motion Picture Daily he expects soon to finalize the state campaign to carry the facts about the costs of the plan will have to pay under the proposed Hartford TV experiment.

Engel Sco

(Continued from page 3)
not an industry, they’re an art form, that’s why the writers are so upset, we should not be dividing the power up, they’re not going to fall apart.

Conversely, however, Engel, pessimistic about the future production of the Great American film, says it serves as a good kindergartener for producers and directors of films.

He said he was pleased by 30 simultaneous "Roths," the next month will benefit cartoon studios as the first of several previews of a new cartoon recently held in San Diego. Engel believes that the audience has received an average of 15,000 an average of five major religious groups, the do very well.

M. B. Horwitz Di

(Continued from page 2)
ry in 1911. He became an editor of the Cleveland organization and was later editor of the national organization and the "Motion Picture Daily.

In the late 30's, Horwitz led the elimination of dual ownership, he led the Cleveland organization and the "Motion Picture Daily" in the early 1930's. He was a member of the Cleveland organization and the Cleveland organization and the "Motion Picture Daily" in the early 1930's.
Exhibitors Attending ‘M. P. Herald’ Product Merchandising Conferences

MURRAY ALPER, Randforce Amusement Co
TED ARNOW, Loew’s Theatres
PAUL BAILE, Walter Rode Theatres
JAY BERMAN, Randforce Amusement Co
ANN BONTEMPO, Loew’s Theatres
LORI BROWN, Loew’s Orpheum Theatre, Boston, Mass.
HENRY CAPOGNA, Butterfield Circuit, Detroit, Mich.
JOHN A. CASSIDY RKO Theatres
MAX COOPER, Skorras Theatres Corporation
GEORGE DAVIS, Randforce Amusement Co
BERNA RD DIAMOND, Schine Circuit, Inc
EMILY W. ELLIS, Rosenblatt-Welk
ERNEST EMERLING, Loew’s Theatres
SY EVANS, Schine Circuit, Inc
LOUIS FINSKE, Florida State Theatres
JACK FOXE, Loew’s Capitol Theatre, Washington, D.C.
LEOPOLD FREIDMAN, Loew’s Theatres
ERWIN GOLD, Randforce Amusement Co
HARRY GOLDENBERG, Stansky Warner Corp
L. R. GORDON, Fabian Theatres
EDGAR GOTH, Stanley Warner Management Corp
PAUL GOULD, Loew’s Theatres
CHARLES GRACE, Randforce Amusement Co
JAMES GRAY, Loew’s Theatres
PAT J. GROSSO, RKO Theatres
RUSSELL GRANT, Loew’s Theatres
PAUL HANSEN, The Odeon Theatres, Toronto, Canada
JACK HAYNES, Shaw Theatres, Cincinnati, Ohio
FRED HERKOVITZ, RKO Theatres
SAM HORWITZ
JACK HYNES, Shea Paramount Theatre, Youngstown, Ohio
DAVID JONES, Kentos Theatres, Springfield, Ill.
WILLIAM KRAEMER, Schine Circuit
FREDERICK KUNKEL, United Artists Theatre Circuit
M. KROMAN, Graham Theatre
GEORGE LANDERS, E. M. Loew’s, Hartford
GEORGE LANGHART, Randforce Amusement Co
BLANCHE LIVINGTON, RKO Theatres
CLIFFORD LOTFI, Interboro Circuit Inc
HARRY MANDEL, RKO Theatres
ARTHUR MANSON, Stanley Warner Corp
SYDNEY MARBLE, AB-Paramount
MRS. EDITH BOLTE MARSHALL, John C. Bolte Circuit
CURTIS MEES, Skorras Theatres
JON MURPHY, Loew’s Theatres
ARTHUR MAZER
MURRAY MAINSBERG, Tribune Theatres
SEYMOUR MORRIS, Schine Circuit, Inc
JAMES NABIN, Famous Players Canadian Corp., Toronto
RICHARD H. OBREAR, Commonwealth Theatres, Jersey City, Mo.
SPEO PERAKOS, Perakos Theatres Associates, New Britain, Conn.
JAMES V. PESAFA, Interboro Circuit, Inc
BILL PHILLIPS, Loew’s Theatres
EUGENE PLESHETTE, Brooklyn Paramount
BOB RAPPAPORT, Rappaport Theatres, Baltimore, Md.
THOMAS RITTER, Trans-Lux Theatres
GENE SANFREMBERTO, Skorras Theatres Corporation
GERALD SHEA, Shea Circuit
DONALD SCHINE, Schine Circuit Inc
AL SCHWARTZ, RKO Theatres
JAMES SHANAHAN, Loew’s Theatres, Inc
ROBERT K. SHAPINO, Paramount Theatre
RAY E. SMITH, Jamesson Amusement Corp
HENRY SPIEGEL, AB - Paramount Theatres
HAROLD STERN, Century Circuit
DALE TYSING, Shea Theatres, Zanesville, Ohio
BERNIE ZELENKO, Loew’s Theatres
Also: AL FLORESHEIMER, Theatre Owners of America; MERLIN LEVINS, American Congress of Exhibitors; DAVID MARTIN, National Screen Service

Inmoral Films

(Continued from page 1)

The Motion Picture Theatre Owners of Conn. meeting yesterday in New Haven passed a resolution of sympathy and an expression of loss over Ted Gamble’s death, calling him “one of the great men of our industry.” Also, there was a special tribute made by S. H. Fabian, president of Stanley Warner, who was present at the meeting.

Doctors Reelected

(Continued from page 1)

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Officers Reelected

(Continued from page 1)

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Alive With Thrills The

JACK H. HARLE

Starring WARD RAMSEY · KRISTINA HANSON · PAUL LUKATHER · Screenplay by JEAN YEAWORTH and DAN E. WERF

HIGHLIGHTED... with unique and incredible action never-before-filmed!

The battle between primeval beast and monster!
The death-duel of the Dinosaurs!
The taming of a giant sixty-ton Brontosaurus!
The Dinosaur crushes a crowded bus like an egg!
The re-birth of a Stone Age Man!
The meeting of a prehistoric man and a modern...
ARTED A MILLION YEARS AGO!

The most amazing, astounding, astonishing adventure that ever happened to modern man!

Directed by ERVIN S. YEAWORTH, JR.; Produced by JACK H. HARRIS - A Fairview Production - A Universal-International Release

SPEARHEADED ... with attention-getting merchandising headed by a full-page, color ad in LIFE!
Capucine Film Debut, Music
Highlight Campaign for 'Song'

By SAUL OSTROVE

Columbia Pictures will stress two powerful elements above the many others in its campaign for "Song Without End," the Franz Liszt story and the most expensive film ever released here Wednesday at the first session of the Merchandising Conferences sponsored by Motion Picture Herald.

One of the keys is Capucine, a renowned French fashion model making her American film debut in the William Goetz production. The other key is the picture's memorable music, which almost immediately will be available in record stores in a score of versions.

These points were outlined, following a screening of the picture at the Columbia home office by Jonas Rosenberg, Jr., executive in charge of advertising, publicity and exploitation, and by Robert S. Ferguson, director of advertising, exploitation and publicity. The complete campaign was presented on slides, showing the group what has already been done and what will be done right up through the film's opening in early August at the Radio City Music Hall. General release will be in October.

Teaser Trailer Planned
Capucine already has been featured around the country in newspapers, Sunday supplements and national magazines. A teaser trailer will be made available to exhibitors and it will highlight the regal-looking French actress. In response to an exhibitor's question, Rosenberg said four-track trailers will also be available to exhibitors.

Exhibitors were shown color slides of advertising layouts for "Song Without End," and were told that scientific research has led Columbia to choose a specific approach, one that will be most favorably accepted by the mass market.

Rosenfeld said the film will be warmly endorsed by Catholic groups, for, he stated, a recent screening attended by Francis Cardinal Spellman, and 30 other members of the New York hierarchy was most successful.

Because of the film's length—about two-and-one-half hours—and its color, costuming and wide scope, it should appeal to a vast audience, Ferguson said. It already has been endorsed by various musical groups and a unit composed of several of America's most esteemed promoters of fine music is functioning as "The Franz Liszt Sesquicentennial Committee."

Generally Acclaimed
Unanimously, exhibitors agreed that "Song Without End" is a splendid product, with widespread sales possibilities. One man called it a "Ben-Hur" set to music, and others said it would not surprise them if the picture inspired other cinema biographies of other immortal musicians.

Columbia's campaign plans generally were well received. This question arose: should the seller be aimed at "long-haired" or "short hairs" or both? Columbia's answer: to as many people as it is possible to sell a film of this nature—regardless of the length of their hair.

Columbia Executives To Attend Chi. Meet
Six Columbia Pictures sales executives leave over the weekend for Chicago to attend the last of a series of three regional sales meetings beginning on Monday at the Drake Hotel. The meetings with division and branch (Continued on following page)

'Portrait' Being Sold to All Possible Audience Segments

By SIDNEY RECHETNIK

The "embarrassment of riches" with which "Portrait in Black" is endowed its high production values has led to a campaign designed to sell every of its widely varied appeal to every possible audience segment, David A. Universal-International vice-president, told the circulation and advertising leaders exhibitors from all over the United States and Canada attending the Motion Picture Herald's Merchandising Conference in the Universal screening room here yesterday.

Universal advertising, publicity and exploitation executives who presented the company's national pre-selling campaign for the picture included, in addition to Lipton, Philip Gerard, eastern advertising and publicity director; Paul Kamey, eastern publicity manager; Jerome Evans, national promotional manager; Herman Kass, executive in charge of national exploitation, and Ben Katz, executive in charge of midwestern advertising and publicity.

Aimed at All Groups
The national magazine campaign is unique in that the ads for each magazine have been tailored to meet the appeal of its individual readers, so that different potential audience groups are being reached as women, youth, young adults, teenagers and the whole family as a group. Magazines involved include Life, Look, Redbook, McCall's, Good Housekeeping, Seventeen, True Story, and True Confessions, in addition to a dozen fan magazines—a total of 20 magazines with total circulation of 35,000,000, with a combined readership of 140,000,000.

Lipton told the audience of the picture's "crash program" that will accord it the benefit of tremendous advance pre-selling to the trade as well as to the public.

Highlights of the company's publicity activities on "Portrait in Black," both what has happened and what is upcoming were outlined by who pointed to the continuing of national publicity from the picture went on location Francisco last year, through national appearances in New some of the stars, and plans immediate future. He mento Hollywood glamour previewed for June 28 at the Ser rectors theatre there.

Evans spoke of some of the prehensive nationwide advertising already set on the picture; the material detailing how low through on the teaps long exhibitors were all furnished in and promotion kits on the containing highlight campaign. Teaps to date include jet fashions, Luster Creame, tone, Bantam books, Schign Latt beauty salons, and among others.

Personal Appearance Tour
Personal appearance tours by Lana Turner, Sandra Dee, Grey and Anna May Wong, tion to producer Ross Huntz girl Dolores Rubin and now Jean Louis were outlined by who also revealed the complete radio and TV material available the promotion of the picture's world premiere at the world theatre, Chicago June 25, focal point for national attention detailed by Katz.

Following the presentation of comprehensive campaign, a and answer session discussed points of the advertising and tion.
Brisk, rapid-fire presentation which matched in aggressiveness, scope and imagination the massive campaign itself, Joseph E. Levine and his Em-

tertainment and merchandising experts, are presenting the advertising promotion and merchandising

to which will be available this sum-

The "Hercules Unchained" to the ex-
guests at the Herald Mer-
ing Conference Thursday

t and Solomon, director of adver-
ses, Ed Feldman, of publicity, and Levine him-
lyned the plans, just a detailed
which more than filled the

ure of the presentation was an ot-
all animated lobby display

the key Hercules art topped

king chariot scene. Over 1,200
will be available to exhibitors in Levine and Solomon urged
hibitors use them in every
where the picture will play.

Pressbook Distributed

es of the $25,000 pressbook,
the press were distributed,

an oversized publication with covers representing the key
ules holding massive iron

ate-in full color. In addition
plete series of ad mats in the book features reproduc-

color of one, three and six
sters. Most impressive of all
reproductions of two sep-
et sheets. These will be free
itors who agree to post them in a full line of posters, her-

ers, half sheets, all available now.

uting the press book, Levine

and Solomon both stressed

the fact that "This campaign will not be

ished until the picture had played its last date. We are always
at your disposal to supply any rea-
nable aid for your campaign." Both
also stressed the need for cooperation at the
local level to implement the
campaign fully. Cost of the total camp-

was estimated at $1,200,000 or

0 per cent more than was spent on the
original Hercules campaign last year.

"You have the tools, let's do a cam-
paign," they concluded.

The presentation brought applause
from the conference guests.

Joseph E. Levine with the nine foot
animated lobby display which is one of the features of the giant "Her-
cules" campaign.

N. J. Clearance

(Continued from page 1)

ations are expected to be that main-
tenance of the New Jersey clearance
ystem has been discriminatory and
and arbitrary, and has resulted in substan-
tial losses to the plaintiff's business.

Attacking the entire clearance situ-
ution in New Jersey, it will charge that
the affected exhibitors are required to
play all pictures, not just "specials,"
anywhere from three to six months
after New York.

New Jersey Allied, which is backing the
action, had planned to initiate it
several years ago. It was suspended
at one time or another to await the
outcome of private negotiations with
individual distribution companies, which
proved of no avail, and then to
assay the effectiveness of the American
Congress of Exhibitors and the reactiv-
aton of industry conciliation. The
problem has not been alleviated by
either of the latter, it was said.

Gerard Hails

(Continued from page 1)

tious industry-wide showmanship
clinic where the creative talents in
merchandising can come together to
review and exchange ideas on spe-
cific pictures and on industry prob-
lems relating to the merchandising of
product," the Universal executive
said.

He also stated that three Uni-
versal pictures reached high box office
stature aided by exposure to the
"Herald's" merchandising forums.

Columbia Executives

(Continued from page 6)

managers from the Mid-West and Far
West will continue through next
Thursday.

Leaving from here are Hubie Jack-
ter, vice-president and general sales
manager, who will chair the sessions;
Milt Goodman, assistant general sales
manager; Vincent M. Borelli, sales
coordinator; Jerome Safon, circuit
sales executives; Joseph Frieberg, ad-
ministrative assistant to the general
sales manager; and H. C. Kaufman,
exchange operations manager.

Gus Kerasotes Dies

(Continued from page 1)
of some 43 theatres in Illinois and Mis-
soori, and now headed by George G.
Kerasotes, his son. Three other sur-
viving sons, Nicholas, Louis, and John,
are also in the industry and a fifth,
Anthony, was a doctor killed in the
service in World War II.

Gus Kerasotes was born in Sparta,
Greece, on Aug. 14, 1873. He entered
the motion picture industry in Spring-
field in 1909 where he opened the
Nickolodeon Royal. Long active in
civic and fraternal affairs, he was a
past president of AHEPA, a member
of the Masonic Consistory and ANASR
Shrine, and founder of St. Anthony's
Hellenic Orthodox Church here.

He is also survived by his wife,
Flora, and Louis, a brother.

this is Shirl
—all girl—
a turn of the key
and the heat's on!
We take pride in announcing the completion of the most important picture in the history of American International.

EDGAR ALLAN POE'S classic tale of THE UNGODLY..THE EVIL

House of Usher

in Cinemascope and Color

starring

VINCENT PRICE

MARK DAMON

MYRNA FAHEY

with HARRY ELLERBE

AVAILABLE FOR SELECTIVE ENGAGEMENTS BEGINNING JULY 13th

"I heard her first feeble movements in the coffin...we had put her living in the tomb!" — Poe

Executive Producer JAMES H. NICHOLSON - Produced and Directed by ROGER CORMAN - Screenplay by RICHARD MATHESON - Music by LES
ORIUAL
Who Help themselves
By Sherwin Kane

Exhibitor’s job today is to sell picture that plays his theatre rather than he has ever sold before. The object is not capitalization to the utmost of his on the greater box office of the many top-quality ones being released, but also the maximum playing time to help offset the short pictures.

Picture Herald’s Merchandising Conferences, the most recent was concluded here on Fri., among the best means of those objectives that are to exhibitors today. •

Herald Conferences are conducted annually, with a set of each participating completing eventually best-grossing role the peak theatre seasons, and the year and hold more are likely to be which normally, that is, with or than usual promotion effort accounts for substantial but they also are more than the attractions which benefit of extra planning and such as the Conferences achieve superior returns and extended playing time. Reference pictures also are those which warrant immediate and responsive to extra and promotion attention.

Actors have testified to the ease of the Herald’s Conferences to increased grosses by some instances to results beyond from their Conferences. This is not surprising if the number and calibre of the Conferences attract. Approximately 100 exhibitors one just closed, with 40 represented, continuing the increased attendance at each Conferences.

Interesting to note that the they guide, whether small are recognizably successful.

SUNDAY TODAY—page 4

NEW YORK, U.S.A., MONDAY, MAY 23, 1960

MOTION PICTURE DAILY

NO. 99

TEN CENTS

SPEAKS AT ‘M. P. HERALD’ MEETINGS

Skouras Says Theatres Can Meet All Competition

By CHARLES S. AARONSON

(Script on Pages 6 and 7)

By SYROS P. SKOURAS, president of Twentieth-Fox, voiced complete optimism regarding the future well being of the motion picture industry, in the course of a brief talk here.

His observations were made to the group of circuit promotion executives here last week for the fourth in the series of Merchandising Conferences sponsored by Motion Picture Herald and in which the major companies were participants. It was during the presentation of the promotional campaign by 20th-Fox executives for the Darryl F. Zanuck picture, "Crack in the Mirror" at the 20th-Fox home office here that Skouras put in an appearance and spoke briefly.

"I have great confidence in the future," (Continued on page 7)

ZIV-UA and WGA Study Alternate TV-Pay Plan

From THE DAILY Bureau

HOLLYWOOD, May 22—More than 100 members of the Writers Guild of America who met at the Beverly Hills Hotel here to vote on ratification of Ziv-United Artists TV film contract with the Guild witnessed a last minute change of events which introduced the Lew Wasserman plan as Ziv-UA’s new offer of a deal with the Guild.

Maurice Unger, Ziv-UA executive, (Continued on page 4)

RKO Theatres Have Slight Quarter Gain

By SAUL OSTROVE

RKO Theatres, Inc., first-quarter business this year ran ahead of the corresponding 1959 period, although it was no better than "all right," due largely to the Hollywood actors’ strike which curtailed product, Harry Mandel, RKO vice-president, said here Friday following the annual stockholders meeting of the Glen Alden Corp., of which RKO Theatres is a subsidiary.

Mandel added that the anticipated good lineup of films for summer exhibition should place RKO in a healthier second-quarter climate. "We’re al— (Continued on page 7)

Cleveland Exhibitors Set ‘Play Date Drive’

On Behalf of Ailing Branch Manager

CLEVELAND, May 22—What is believed to be the first “play date drive” initiated by exhibitors for the benefit of a distributor has been launched here by an exhibitor committee headed by Leonard L. Mishkind, president of General Theaters Circuit and Blair Mooney, president of Co-operative Theaters of Ohio. It is in behalf of Rudy Norton, ailing branch manager of Imperial Pictures, distributors of American International Pictures. The action was taken to speed Norton’s recovery from a recent heart attack and from which he is convalescing satisfactorily in Detwiler Hospital, Wauseon, Ohio, which is his home town.

Letters have been sent to every indoor and outdoor theatre circuit in the territory over the signatures of Mishkind and Mooney, pledging their support and asking them to date and play the pictures distributed through Norton’s exchange, following receipt of a complete list of pictures available for play dates. Additionally cards are on display in the Film Building.

Urges Action

Film ‘Squeeze’ Getting Worse,
TOA Declares

Says Only 40 Started This Year, Compared to 58 Last

The “product squeeze” promises to get worse before it gets better, the current Theatre Owners of America membership bulletin indicates, while warning exhibitors that if there is to be any relief, “exhibitors must create their own help.”

The bulletin reports that as of May 15 the major studios had put only 40 pictures before the cameras since Jan. 1, compared with 58 in the same period a year ago and 94 in 1958.

Of this year’s 40, the bulletin says 23 are still in production.

“These figures dramatically illustrate both the effect of the 35-day Actors strike and the reduction in production now virtually a policy of all (Continued on page 5)

FOX MEETS PMI, ACE
On Deal for Post-’48s

A committee composed of members of Motion Picture Investors, Inc., and the American Congress of Exhibitors met here on Friday with representatives of 20th Century-Fox, including president Syros P. Skouras, to outline the proposed plan whereby the two groups would select 12 pictures a year from the company’s past-1945 library to be nationally released.

Under the terms of the plan, these pictures would be purchased by MPI (Continued on page 2)

400 BRITISH EXHIBITORS
To Hear About ‘Hercules’

Joseph E. Levine, president of Embassy Pictures, will formally launch his campaign on “Hercules Unchained” in the United Kingdom on May 30 with an elaborate “exploitation” reception for 400 leading British exhibitors at the Cinematograph Exhibitors Association convention in Folkestone, England.

Levine, accompanied by his wife, (Continued on page 5)
PERSONAL MENTION


JOSPEH M. SUGAR, vice-president and general manager of Magna Theatre Corp., will leave New York today for Dallas, Kansas City and St. Louis.

W. DEVANSEY, Mid-Western sales manager of M-G-M, and Harold MacElrione, auditor, were in Minneapolis from Chicago.

HERMAN BERRISSAY, Southeastern sales manager for American International Pictures, was in Atlanta from New York.

HALL BARTLETT, producer-director of "All the Young Men," will leave Hollywood today for New York.

MARGUERITE DILLON, 'owner of the Dillon Theatre, Dillon, Colo., is hospitalized at Leadville, Colo.

NEIL MIDDLETON, secretary at the M-G-M branch in Atlanta, and MARCO PROKTON, booker in the office, have returned there from Florida vacations.

JOSEPH STRICK and SIDNEY MEYERS, co-producers of "The Savage Eye," will arrive in New York today, the former from Hollywood, the latter from Williamsburg, Va.

BERNARD M. SHOOKER, salesman for Columbia Pictures for the past 26 years, has entered General Rose Hospital, Denver, for surgery.

SANDRA DEE has arrived in New York from Hollywood.

Al Rook and Mrs. Rook, operators of a booking agency in Atlanta, have returned there from Jacksonville.

Fox Meets with PMI and ACE

(Continued from page 1)

from 20th-Fox, and the latter then would distribute them in the same manner and under the same arrangements as the company would handle any outside, independent product.

The proposal was detailed by a team of leading exhibitors including Ben Marcus, chairman of the ACE committee on post-1948 product; H. E. Jameyson, chairman of MPI, Inc., and chairman of Commonwealth Theatres, and Richard Oser, president of Commonwealth.

The idea previously had received Skouras' endorsement at the ACE meeting on April 26 at the Park Sheraton Hotel here when ACE voted to create an agency to negotiate for the resale of such pictures.

MPI, formed as a mutual investment fund, has a large group of theatre owners as its majority stockholders. At its inception, the MPI was created to handle important films for resale to theatres.

In addition to Skouras, other 20th-Fox executives who attended the meeting were Joseph Moskowitz, vice-president; Charles Einfeld, vice-president; C. Glenn Norris, general sales manager, and Frank Carroll, of the sales department.

Says M.P.I. Discusses Post-48s with Col., Too

Motion Picture Investors has had talks with Columbia in addition to 20th-Fox, on "the possibility of acquiring some of these companies' post-1948 block attenders to keep them 'on theatrical re-release,'" the current Theatre Owners of America membership bulletin reports. The talks are continuing, it adds.

"While any dumping of post-48s would have a serious effect on exhibition," TOA comments, "current thinking appears to be that the more important immediate problem is to boost production and the supply of new films so that exhibition would be in a better position to combat competitive entertainment media."

Withdraws Suit Against Memphis Censor Board

Special to THE DAILY

MEMPHIS, May 22—A Federal suit brought against the Memphis Censor Board, charging it had banned a film in violation of the Constitutional guarantee of the Fourteenth Amendment, has been dismissed in court here. The dismissed request came from the complainant, William Rowland, of Los Angeles, through his attorney H. T. Lockard of Memphis. Rowland said it had been determined that the censor board did not ban the film, but it was the theatre which refused to show it.

"The picture is the Biblical 'Bread,'" on a racial theme. The theatre said the picture was not booked, but was screened for the censors.

New Wometco Officers

MIAMI, May 22. — Richard D. Windatt has joined Wometco Enterprises as vice-president in charge of financial control, Mitchell Wolfson, president, announced, before joining Wometco, Windatt was with Fairbanks, Whitney Corp. in New York.

Additionally, it is announced that Arthur Hertz, a CPA associated with the company since 1956, has been named comptroller of the organization.

"Apartment" to Astor

"The Apartment," a Billy Wilder production for United Artists release, will open at the Astor Theatre here following the current "The Hugge Kind."

Columbia Opens Chicago Sales Meeting Today

Special to THE DAILY

CHICAGO, May 22. — Columbia Pictures opens the third of its series of regional sales meetings here tomorrow. President Leo F. S. O. I. Martin, vice-president and general sales manager Ruben Jacker presiding over the four-day session for division and branch managers of the Mid-Western and Far Western divisions.

The sessions here are the last of the regional sales meetings at which Jacker is telling the field sales force about the company’s current product, and the new role of the sales department in the handling of Columbia’s theatre trailers and advertising accessories.

Several from Home Office

Also here from the home office are: Mill Goodman, assistant general sales manager; Vincent M. Borrelli, sales coordinator; Jerome Safron, circuit sales executive; Joseph Freiberg, administrative assistant to the general sales manager; and H. C. Kaufman, exchange operations manager.

Division managers attending the meeting are; L. E. Tillman from San Francisco, Norman Jacker from Los Angeles, Ben Marcus from Kansas City, Carl Shaltit from Detroit and Ben Lourie, who makes his headquarters here.

G. Price Is Dead

ALMA, Wis., May 22. — G. Price, owner of the Alma Theatre, died here of a heart ailment.

Donnenfeld Appr. Assistant to Holma

The appointment of Bernard Donnenfeld as executive assistant to John D. Holman, head of Paramount’s eastern production department, and as the home office production manager was announced at the weekend by Dr. Donnenfeld, who assumes his new duties Monday. He will assist Holman in Eastern and foreign production activities and in a liaison capacity with various home office departments. He will also perform other services for the studio.

Jessie F souha, in 1957, has served in an executive capacity at the home office Telemeter, fiscal and production divisions of the company. He was assistant manager for Princess Pictures, an extensive production activity and abroad.

NSS to Handle ‘Free Tere Trailer

Universal Pictures Corp. concluded a deal with Scenic Services, Inc., for its ex- tensive distribution of Universal trailer on "Portrait in Black," to its regular trailers. It will be made available gratis in the first few days to Eastern advertising and publicity ructor for Universal.

Best Method, Gerard Fe

The "Portrait in Black" teater color, which was pay Universal, marks the first time distribution of these special materials has been handled by NSS. Previously, the company sold its own distribution of trailers, but the feeling is they will achieve wider distribution by handling both NSS and it will profit by its exhibitors, Gem It will generally be available in the advance of the opening picture.

Bout for 3 Pitt. H

PITTSBURGH, May 22. — P. Harris, Penn and Stanley all downtown de luxe heavy carry the closed-circuit telecasts Ingmar Johansson-Floyd 1 heavy weight title bout on from the Polo Grounds, Nc Admission prices will be bals $5, $3, $1 only for reserved seats.
Disney Is Suing Two
In Disneyland Credits
From THE DAILY Bona
LOS ANGELES, May 22—Disney- land, Inc., and Walt Disney Enter- prises at the weekend filed suit in Los Angeles Superior Court against Marco Engineering Company and C. V. Wood, Jr., of Los Angeles. Marco Engineering Company and Wood are identified in the complaint as "en- gaged in the procurement, development and building of physical layouts and structures similar to Disneyland in various parts of the country."

The complaint also requests a permanent court order enjoining the Marco Company and Wood from making any further representations that they conceived the idea for Disney- land, or designed, engineered or constructed Disneyland. The action also requests a court ruling preventing the defendants from any further unauthorized use of the Disneyland trademark, symbol or name in connection with the promotional activities the defendants are engaged in.

Buena Vista Is Cleared
Of Anti-Trust Charge
Special to THE DAILY
KENNEDY, Calif., May 22—Judge Robert Taylor, sitting in the million dollar anti-trust law suit brought here by New Amusement Co. against a number of distributors and exhibitors, decided at the end of the plaintiff's case, and before Buena Vista had introduced any evidence in its defense, that there was no evidence against Buena Vista to warrant submis- sion to the jury of the charge that Buena Vista had violated the anti- trust laws and, accordingly, granted Buena Vista's motion for a directed verdict dismissing the action against it.

Buena Vista was represented by Vernon Carnahan of Donovan, Leisure, Newton & Irvine, New York.

"White" Big at Drive-Ins
Early drive-in engagements of "Passed for White" are proving that the picture has top potential as a boxoffice attraction for the outdoor theatre. Morley R. Goldstein, vice-president and general sales manager of Allied Artists, New York, said yesterday, "The first three drive-in dates in the country have been blockbusters," Goldstein said. At the Sky Drive-In, Omaha, the picture grossed $10,000 in a week. Phoenix's Acres Drive-In drew its second biggest gross in over a year with a $7,500 week, and in Denver, where at this time of the year the weather is not conducive to good drive-in business, the picture grossed $9,000 at the Lakeshore Drive-In.

Carroll in New MGM Post
Ronald Carroll has been named head of the department of research and statistics for Metro-Goldwyn-Mayer. Joseph R. Vogel, president, announced yesterday that Carroll, who has been assistant to Maurice Silverstein, vice-president of M-G-M International, assumes his new duties, which relate to all branches of the company operations on a world-wide basis, immediately.

Allied Hits 'Ben-Hur'
Release Policy Again
From THE DAILY Bona
WASHINGTON, D. C., May 22—A charge that the "restrictive" release policy adopted for "Ben-Hur" has "provoked" exhibitors in some cities to "gang up" in exploiting an Italian film called "The Sword and the Cross," in opposition to the M-G-M pictures made by the emergency defense com- mittee of Allied States Ass'n, in a bul- letin issued at the weekend, "The Sword and the Cross" is being released by Valiant Films.

EDC says it has received tear sheets from Washington newspapers featuring large advertisements for "Sword" placed "immediately under or along- side the modest 'Ben-Hur' ad and overshadowing it."

The "Sword" ads, according to EDC, contain a picture of a chariot, drawn by four horses, "very much like the illustration used in the 'Ben-Hur' ads.

Exhibitors are pushing "Sword," EDC claims, in retaliation for having to wait for an undetermined period for "Ben-Hur." "It is not remarkable," the bulletin states that some exhibitors are playing and exploiting this Italian film. It may be their only way to keep their theatres open while their patrons are being lured from them through the aggressive 'Ben-Hur' tactics:"

EDC has been campaigning for the past several months in an effort to advance the 35mm release of "Ben-Hur."
WGA, Ziv-UA

(Continued from page 1)

and WGA negotiators, made a sudden discovery of disagreement on the interpretation of the clause governing payments on TV films made during the proposed six-year agreement and released after April, 1964, with the result that Unger offered the plan suggested months ago by Lew Wasserman, MCA and Revue Productions executive.

Had Been Rejected by ATFP

The Wasserman plan, which was turned down by members of the Alliance of Television Film Producers, would give writers 2 1/2 per cent of the absolute gross, domestic and foreign, with $1,000 advanced on half-hour teleplays and $2,000 on hour-length scripts. Acceptance of such a proposal was deemed close to the Dramatist Guild formula, whereby authors receive a percentage of the gross.

Results of the Eastern vote on the original Ziv-UA agreement by WGA's

ABC-TV Will Expand Daytime Programming

The ABC Television Network will expand its daytime programming schedule next fall, it was announced by Oliver Treyz, president of ABC-TV.

Treyz stated that on the inception of the third year of its "Operation Daybreak," the network will extend its daytime programs on Oct. 10, 1960, into the morning hours by scheduling an additional full hour daily, from 11 A.M. to 12 Noon. Starting next fall, ABC will be offering more hours of network programming to the public between 11 A.M. and 6 P.M. than either of the other networks.

The eastern meeting was withheld, and meetings on both coasts were recessed until Tuesday night for determination of acceptance of the Wasserman plan by the Guild membership.

It is felt here that a finalized WGA-Ziv-UA deal would form a pattern for other TV production firms.

THE HEAD HOODLUM HAD FAT FINGERS!

But other weapons were his favorites. He and his pals, the members of Murder, Inc., were devotees of the icepick, the brass knuckle, the stiletto and the gun.

In less than a decade the hoodlum with fat fingers and his cohorts in crime had dispatched one thousand persons.

The best-seller that told it all is an explosive motion picture now:

MURDER, INC. explodes on the screen at the Victoria Theatre in New York—soon!

One of a series of teasers that will set the country talking!

REVIEW:

The Brides of Dracula

Hammer-Universal

The clever, show-wise Hammer Film Productions group in England were responsible for the successful "The Horror of Dracula," "The Curse of Frankenstein," and "Horror of the Blood-Curdling adventures, this time with "The Brides of Dracula." Again it is a Universal release and it looks very much like in the bank.

Out of all the notable tales of terror from the past, perhaps no one of the years has surpassed Bram Stoker's famed and infamous "Dracula" with its chilling supernatural suspense. The fiendish machinist, Count Dracula. From the vastness of his cliff-high castle in Transylvania to the close of the 19th Century, he lived so many years into the trap of his vampire-like fangs on the neck, from they emerged at nightfall from their coffins to become the "Bride of Dracula." From their blood he lived.

Here now, as a foreword tells us that Count Dracula is dead —disciples live on in Transylvania, is recounted another of these manifestations of human fear and witchcraft, and the result is some, as suspense-laden as anyone might wish. The film is quite acceptable exploitation of what might be described as the "gothic fashioned kind," with probable box office results in good measure.

Under the knowing hands of Michael Carreras of the Carreras group as executive producer and Anthony Hinds as producer, the film was directed by Terence Fisher, from a screenplay by Jimmy Sangster, Brian and Edward Percy. Starred are Peter Cushing as the doctor, who seeks the end of the dread supernatural manifestation, and finds himself with the girls' school teacher he saves and comes to love, Yvonne Furnez; Martha Hunt, baroness who becomes a victim of her sorcery d'ittance as the vampire, when the girl unknowingly releases Dracula from the chain which has held him harmless, and Freda Lingst as the crazed servant of the baroness, who also becomes a servant of vampire.

The use of Technicolor, naturally—or supernaturally, lends itself to the effects produced. There almost would appear to be no effect in the resulting gush of gore as the doctor drives a stake through the heart of the baroness to give her release from the slavery of the vampire and the quiet and true death. But such is the colorful stuff of the supernatural!

The film also has been provided with excellent production value; these Carreras men have a real skill, while the musical score by James Williamson has the traditional faculty of imparting atmosphere to the scenes to which it is tied. The picture ends on an exciting and note as the doctor saves the girl and ends the vampire's reign of terror in the valley. Here is exploitable screen material which should provide good returns.

Running time, 85 minutes. Release, in June.

CHARLES S. A.

Replies to Douglas

On Court Coverage

From THE DAILY BUREAU

WASHINGTON, May 22. — Frank P. Fogarty, executive vice-president of the Meredith Broadcasting Company, Omaha, Neb., and chairman of the Freedom of Information Committee of the National Association of Broadcasters, has issued the following comment on a speech delivered by Associate Justice William O. Douglas of the Supreme Court. Speaking in Boulder, Colo., Justice Douglas urged that radio, television, and still photographic coverage be banned from court trials and other public proceedings.

Fogarty said: "Justice Douglas compares the courtroom to the of a cathedral. We would like to see and hear its officials in formance of their duties."
Film ‘Squeeze’

(Continued from page 1)

major companies,” the bulletin asserts.

“It confirms that . . . for exhibitors, production is the No. 1 problem,” not
pay-TV, censorship threats, minimum wage legislation, or the sale of post-
1948 films to television.

Production Move Recalled

The bulletin’s reference to exhibitors having to “create their own help” in
order to relieve the production shortage is believed to be a reference to current
national exhibitor efforts to develop a new production-distribution company
which, after being organized with an emphasis on talking, would be launched
as a public stock company. At least four major circuits reportedly have
agreed to put up $400,000 each to help get the company launched, dependent
on legal clearances and adequate support from other exhibitor interests
around the country.

The bulletin presents the following record of production from Jan. 1
through May 15 for this year, 1959 and 1958:

<table>
<thead>
<tr>
<th>Company</th>
<th>1956 Films</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allied Artists</td>
<td>1 3 5 4</td>
</tr>
<tr>
<td>Columbia</td>
<td>6 8 9 4</td>
</tr>
<tr>
<td>Disney</td>
<td>2 6 10 3</td>
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<tr>
<td>Paramount</td>
<td>4 6 8 3</td>
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<tr>
<td>Fox</td>
<td>2 4 10 3</td>
</tr>
<tr>
<td>Universal</td>
<td>3 4 7 4</td>
</tr>
<tr>
<td>Warners</td>
<td>4 3 6 1</td>
</tr>
<tr>
<td>Independents</td>
<td>9 22 40 4</td>
</tr>
</tbody>
</table>

*Included in 1960 total of 40.

(These films not completed.

“While our projection of actual re-
leases of new films by the major com-
panies for the balance of 1956 indi-
cates we can count on some 200 films,
but not much more than last year’s
224, the greatly reduced production
activity portends leaner releases six
months and a year from now,” the
TOA bulletin asserts.

Points to Foreign Films

“The only numerical relief, but of
questionable quality relief, will be the
continuance by the majors of buying
foreign-made films to pad out their re-
lease schedules.

“That the problem is serious, no one
will deny. But the figures indicate how
and more, which helps to calm, ex-
hibitors must create their own help.
It is a situation that has the full at-
tention of your TOA officers.”

Byrne Appointed to
Hospital Committee

The appointment by Jack Byrne,
general sales manager of M-G-M, as
national co-chairman of the distribu-
tors committee for the annual drive
of Will Rogers Hospital was announced at
the weekend by A. Montague, presi-
dent of the Hospital.

Byrne will serve as co-partner with
James Velde, general sales manager
for United Artists.

Donen to Make Four
More for Columbia

Columbia Pictures announced at the
weekend the extension of its produc-
tion-distribution agreement with Stan-
ley Donen Films, Inc., which will now
provide for four major feature films
to be made abroad in addition to the
two already completed. Donen is ex-
pected to produce and direct each of
the films in the next two to three years
and at the same time continue his
other production activities in conjunc-
tion with Cary Grant. The first of the
four will be based on the Elliot West
novel, "Man Running."

5th Globe Week $9,815

“No Morals” grossed $9,815 in its
fifth week at the Globe Theatre here,
ended last Friday, slightly above the
fourth week’s gross, according to Wil-
liam Mishkin, distributor of the film,
UKExhibitors

(Continued from page 1)

left over the weekend for London
where he will address theatre manager
conventions in the British capital,
Birmingham, Leeds and Glasgow be-
fore the affair in Folkestone.

The “exploitation” dinner-dance for
the CEA convention, fashioned after
the exhibitor luncheon at the Waldorf-
Astoria Hotel last year for the original
“Hercules,” will enable Levine to out-
line his record U.K. campaign budget
set in excess of £50,000 ($100,000).

Levine, assisted by representatives of
Warner-Pathé, distributors if the film
in the U.K., have prepared a “Her-
culian” evening for the convention
with special orchestras and entertainers
being brought down from London to
augment the merchandising show.

Levine will spend two weeks in
Great Britain.

LADIES NIGHT IN
MURDER, INC.

Her name was Eadie. She was a
nice kid with blonde hair that danced
laughingly over one eye. She had re-
cently married Joey, and their two
room tenement flat was like a honey-
moon cottage until the notorious Kid
Twist walked in.

He was the head hoodlum with the
fat fingers who liked the way Eadie
looked — in a slip. What he did to her
led to the explosive events that for the
first time exposed the kill-by-contract
cartel.

MURDER, INC. explodes on the
screen at the Victoria Theatre in New
York — soon!

One of a series of teasers that
will set the country talking!
New Star Greco, Dual Roles
Top Elements of 'Crack' Drive

By CHARLES S. AARONSON

The proper and extensive merchandising of product today is "terrifically important" and is vitally necessary to the success of 20th Century-Fox. The promotional effort was the fact that each of the three leading players, Oscar Welles, Miss Greco and Bradford Dillman, plays a dual role. The third element was the heavy stress on the necessity of the patrons seeing the film from the beginning.

Martin Michel, radio and television director, described the radio and TV promotional efforts set to be on set on the film, citing taped interviews with Zanuck and with Miss Greco, and the many radio and TV mentions the film has received as a result of screening for TV and radio personalities.

Goodman Brings Zanuck Message

Abe Goodman, advertising manager, described and illustrated with slides, the diverse and attractive advertising campaign prepared for "Crack in the Mirror," with emphasis on a message from Zanuck and the necessity of seeing the film from the beginning. Rodney Bush, exploitation director, declared he felt it important that the teaser campaign be begun 14 days before playdate on the film, and said 20th-Fox will share in the cost in cooperative situations. Radio should be used on the opening date, Bush suggested, and he urged that a number of screenings be held for opinion-makers, since he felt their influence especially important in a film of this kind.

Einfeld closed the session with the observation: "We will be partners with you." He voiced the opinion that the picture "Crack in the Mirror" is possessed of tremendous word-of-mouth possibilities and that it is the kind of film which should build as it plays.

'Bells' Campaign Features
Two Approaches and Tie-Ups

By JAMES D. IVERS

A twin advertising campaign stressing different approaches to the product and a multiplicity of tie-ups including one "natural" which can reach household in the country, are the principal features of the promotion by MGM for "Bells Are Ringing." The campaign was presented Friday for discussion at the final session of the Herald Merchandising Conferences by Dan S. Terrell, Silas F. Seidler and Bernard Serlin.

The dual series of ads, Seidler told the exhibitor guests, was evolved in order to provide theatres with a choice of copy and layout. The first series features Judy Holliday and Dean Martin in a dancing pose and the copy stresses such phrases as "Broadway's bell-ringer of a musical" and "That ringing-dancing musical from the Broadway stage."

The second series features the stars also but stresses the comedy angle. One especially striking ad uses the word "Fun" in oversize letters as the background and the copy is typed to resemble circus poster copy. Typical copy in this series is "Love story of the telephone belle" and "Switz-board Cinderella who fell in love with one of the numbers."

Consensus Favors Combination

Exhibitors at the Conference liked both series and the consensus was that a combination of the two campaigns, with ads selected to suit each situation or newspaper would be best. Ads will be breaking, Seidler said, in the Pictorial Review, in color, and in many independent Sunday supplements. Again the exhibitor guests suggested that off-the-amusement-page ads would suit the picture best.

Both Seidler and Terrell stressed the fact that the campaign, while well along in the planning stages, was still open for change and invited the conference guests to send in suggestions.

Serlin detailed the music tie-ups, reporting that record company was adding singles or all the music from the picture, while a Capitol album of the track and others are available, Sammy Kaye, Guy Lombardo, Frank Sinatra albums and much more will be listed in the press book.

Major opportunity for a tie-in said, is with the Bell System is now pushing its new "for Telpephone set in color through the country. The phone is feature picture and the Bell System is putting public utility stills and materials and its affiliated systems cooperate in promoting the Arrangements for lobby displays new phones, coupled with Miss Holliday and of Mar easily be made, but both Seidler and Terrell stressed that all such must be made at the level because the Bell System is independent local company.

Staffers for Envelopes Plan

Suggestions for full use angle included the preparation of telegrams to be sent out with monthly bills, thus reaching practically household in the country; the automatic recorded messages on phones with the number inserted in local ads; the local plays mentioned above; and effective local advertising and wind plays.

Other suggestions include factoring local branches of the company employee organization well established throughout the country for possible theatre parties.
ON PICTURE HERALD MERCHANDISING CONFERENCES

Department' Campaign Is Tailored To Convey Film's 'Special' Nature

By SHERWIN KANE

A sensitive and intensive merchandising campaign which United Artists is mounting behind the Billy Wilder-Dirk Bogarde combination's "The Apartment" has been tailored to convey to the public the message that the picture is "special." As Lewis, U. A. vice-president of advertising and publicity, put it at the Picture Herald Merchandising Conference after a screen- ing of Mirisch Co. picture on that telling of the story of "The Apartment," does not do the picture justice or that advertising, publicity station all is being aimed to nothing of the picture's universe.

a three-way deal embracing the theatre, department stores and real estate offices. In New York, for example, Stern's department store will design and furnish (and feature in its advertising) a bachelor's and bachelorette's apartment. Public interest will be heightened by a contest, with a vacation trip as the prize, to find the key that fits the apartment doors. Promotion pieces will be mailed to the store's customers with regular statements and advertising. Total cost to U.S. is $400 for printed material.

Available to Realty Firms

Heralds and other promotion material will be distributed through large realty firms to tenants, teasers will be inserted in newspaper classified ads, and publicity will be designed especially for weekend realty sections of newspapers.

There will, of course, be teaser trailers, radio spots, records ("Theme from 'The Apartment,'") and personal appearance tours with planned interviews by Wilder and Jack Lemmon, one of the picture's stars.

'Black' Tours in Record

Personal appearance tours by the producers, stars, and others connected with "Portrait in Black," have been set in 37 cities by Universal-International, marking the largest such promotion for any film ever released by the company, David Lipton, vice-president, said here at the weekend. For tours are Ross Hunter, Lana Turner, Sandra Dee, Virginia Grey, Anna May Wong, and Dolores Rubin.

Skouras Declares Theatres Can Meet All Competition

(Continued from page 1)

Skouras told the circuit men. "There is greater competition for the motion picture today than at any time in the history of the amusement world," but he stressed that the well-managed film station which held its own in the competitive market.

"The fate of the industry is in your hands," he told the exhibitors. He emphasized the importance of the advertising, publicising and exploitation of the industry, but made clear his conviction that it is the exhibitor who in the final analysis "must keep the industry alive and going forward.

Tribute to Production Code

In the course of his remarks, Skouras paid tribute to the efforts on behalf of the industry by Martin Quigley. With reference to the formulation by Quigley of the Production Code at a time when the business was in need of help of this nature, Skouras said, "The Production Code saved the motion picture industry."

The constructive value of product merchandising and the enormous value of such joint-sessions as the Herald's Merchandising Conferences, were stressed by Skouras. He recalled his own early days in motion picture exhibition, when he had to sweep the floors, carry the film cans many blocks from the exchange to the trolley, then from the trolley station to the theatre and up into the booth. And I had to clean the spittouts, too," he declared. His point was that today, with those routine physical tasks not occupying many of the exhibitor's working hours, he had the time to devote to making his theatre attractive, and to giving maximum attention to the proper promotion of his product.

Urges 'Family' Entertainment

He urged upon his hearers the importance of "family" entertainment for the greatest and most lasting good of the industry, and specifically and pointedly declared that if a picture were offered by any distributor which in the opinion of the exhibitor was likely to prove harmful to the good relations of the theatre and the community, the exhibitor should firmly refuse to purchase the film, and should thereupon publicly indicate that fact and state clearly why he had refused to book the film in question. Only thus, he said, could the producers be brought fully to understand what kind of pictures should not be made.

He said he believed that the films sent abroad from Hollywood were truly and accurately mirror conditions and activities in the United States as they actually are, without dissimulation.

He expressed his gratification at the Merchandising Conferences sponsored by Picture Herald as vitally important in furthering the work of merchandising product, which he declared was so essential in extracting the maximum revenue from each picture. In that view he was assisted by Charles Einfeld, 29th-Fox vice-president, who conducted the company's promotional presentation on "Crack in the Mirror," and by Zanuck, whose taped message was played back to the group. Zanuck said that merchandising was the only way to keep our industry alive. Tribute was paid by Skouras and Einfeld to Quigley, Jr., editor of The Herald, who was the guiding hand behind the Conferences.

RKO Theatres

(Continued from page 1)

ways looking for the big picture, thus we are continually live in hope," he stated.

His remarks followed a two-and-one-half-hour meeting that was marked at times by bitter denunciation of Glen Alden policy by minority shareholders. However, one of these, was nominated from the floor to be one of 11 members on the board of directors but was beaten decisively. The incumbent board was re-elected.

In answer to questions from shareholders present, Albert A. List, chairman of the board and president of the corporation, said the company has been examining other companies with the view of eventually buying one or several of them. He said he would not purchase a company just to gain publicity for Glen Alden but instead would continue to pursue a cautious policy. List and his family hold in excess of 2,000,000 Glen Alden shares.

Directors reflected were Harry W. Bradbury, Frank Burnside, Ralph E. Case, T. B. Coburn, Milton Hubbsman, Wentworth P. Johnson, Dudley G. Layman, List, Mrs. Albert List, A. H. Parker, Jr., and Sol A. Schwartz, who presided at the meeting. The board voted a regular quarterly dividend of 10 cents per share on common stock, payable July 15 to shareholders of record at the close of business on July 5.

Disney Gets Interest

In Arrow Development

Arrow Development Company of Mountain View, Cal., and Walt Disney Productions jointly announced yesterday that Walt Disney Productions have purchased a one-third interest in the Arrow Company. Arrow, which was founded in 1945, designs and manufactures rides, special effects and other attractions for the outdoor amusement industry.
"I have always been impressed with the impact trailers have had on audiences. And when we needed a TV trailer for 'Please Don't Eat The Daisies' we went to National Screen Service — the logical place to go for any kind of trailer.

I needn't add that since then everything's been coming up 'Daisies,' especially those delightful boxoffice figures."

Joe Pasternack
Addition to W. R. Hospital Will Honor O’Donnell; ’60 Drive Goal Biggest Yet

By SAUL OSTROVE

Proclaiming 1960 as the Robert J. O’Donnell Memorial Year, the Will Rogers Memorial Hospital and Research Laboratories announced plans here yesterday to build a $500,000 addition to the Saranac Lake, N.Y., institution, to be named the Will Rogers-R. J. O’Donnell Memorial Research Laboratories, thus honoring the late chairman of the board of directors, known as “Mr. Showman.”

A. Montague, president of the hospital, also told the press at the Columbia home office that this year’s goal for the audience collections and the 1960-61 Christmas salute drives has been set at $1,000,000, highest in the hospital’s history. Half of that sum will be used to construct the

Says TV’s Summer Fare Sends Public to Films

While conceding that summer air-conditioning of theatres and stores over the past 25 years had much to do with changing July and August from poor to excellent theatre business months, the current issue of Loew’s Theatres’ “Movie Memo” says summer television programs possibly might be an even more important factor.

Says “Movie Memos” Ernest Emer

Legion Study, Aided by Clergy, Lauds Film People, Urges Self-Regulation

By SAMUEL D. BERN

HOLLYWOOD, May 23.—Martin B. McKewley, national commander of the American Legion today held a press conference at the Greater Los Angeles Press Club headquarters in the Ambassador Hotel to make a plea for more self-regulation in the motion picture industry "based on his personal study of opinions of spiritual leaders in the Los Angeles area."

The commander stressed seven points on which there was a plurality of agreement:  
* Members of the film industry, in the main, are good people, law-abiding and maintaining a decent home life.  
* Because of the glamour attached to Hollywood, any departure from conventional behavior takes on an inflated importance.  
* Spiritual leaders do not condone

In Michigan

Anti-Red Units Cite 4 Films, Hint Boycott

Veterans’, Church Groups Act; Allied Apprehensive

Special to THE DAILY

MILWAUKEE, May 23.—Copies of statements adopted by veterans and church organizations in Northern Michigan condemning films on which known communists or so-called unfriendly witnesses have worked have been forwarded to Allied Theatre Owners of Wisconsin headquarters here, giving rise to some apprehension among theatre owners in this area.

Edward E. Johnson, Wisconsin Allied president, noted that the "strange..."
PERSONAL MENTION

WALT DISNEY has returned to Hollywood from New York.

Burton Avery, 8th Century - Fox executive head of production, has returned to New York from England and the Continent.

Irvig Reinke, Highroad Productions vice-president, has returned to New York from London.

Samuel Goldwyn, Jr., returned to New York yesterday from Moscow.

Irving Wormser, president of Continental Distributing Co., has returned to New York from the West Coast.

Arthur Freed, producer of "Bells Are Ringing," has arrived in Dallas from Atlanta.

Hal E. Chester, British producer, will arrive in New York this week from London.

Mrs. Samuel Bronston has given birth at New York Hospital to a son, Phillip Richard. Father is producer of the forthcoming "King of Kings."

Harold Hecht, executive producer of "A Matter of Conviction" for United Artists, will arrive in New York later this week from the West Coast.

Billie Wilder plans to be in Washington on June 1 from Hollywood.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • C L 4650
WALTERS MOVING & STORAGE
staging JANE WYMAN • RICHARD EGAN
and presenting HAYLEY MILLS
Distributed by BUENA VISTA DISTRIBUTION CO., INC., in TELEVISION on THE GREAT SALE "RADIO CITY MUSIC HALL FOLLIES"

IN A HURRY FOR SPECIAL TRAILERS?
Let Filmaclik make them!

MOTION PICTURE DAILY, Martin Quigley, Editor-In-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Germer, News Editor; Herbert Advertising Manager; Gus H. Fasulo, Production Manager; TELEVISION TODAY, Charles S. Appleton, Editorial Director; Pinky Herrn, Eastern Editor, Hollywood office; Robert McVeigh, Sales Manager; Samuel D. Berns, Manager, New York; Robert H. Frier, Manager, Chicago; Louis J. Ikard, Manager, Detroit; T. J. Ivers, Manager, Philadelphia; J. Ivers, Manager, Pittsburgh; Felix A. Lamanna, Branch Manager, Washington; Sam Granade, Branch Manager, Atlanta; Sam Brown, Branch Manager, Memphis; C. H. Scott, Branch Manager, San Francisco; William Barlow, Branch Manager, Detroit; and Lloyd J. Ivers, Branch Manager, Cleveland. Address all communications to: Motion Picture Daily, 110 East 42nd Street, New York, N. Y. 10017. Cable address: "Quigloanco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Lee J. Brady, Secretary, Other Offices: Chicago, Detroit, Pittsburgh, and Milwaukee, Theatres and Other Advertising and Merchandising, each published 11 times a year as a section of Motion Picture Herald, Televison Today, published daily as part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Film, Entered

Rogers Hospital Drives Set

(Continued from page 1)

10,000 sq. ft. O'Donnell laboratories, and the other half for hospital running, expense of $1,000,000 was raised, which was $120,000 short of the goal.

Although details of the hospital's expansion will not be revealed until the board's annual meeting at least $2,500,000 will be raised, and the hospital finance board, said that twice last year's total of 3,800 theatres will participate in the audience collections to be held late this summer.

Referring to the industry-financed and operated institution, as the "home office" of industry patients, Richard Walsh, international president of IATSE, said it already has helped numerous members of his organization and that they would back the forthcoming drive completely. "This time when hospital difficulties and our industry can sit around the table and get chummy," he said.

Dr. Edgar Mayer, medical advisor to the hospital board, announced that the new undertaking will have strong support from university medical centers.

Fontaine, V.C. Founder, Will Be Honored July 19

Special to THE DAILY

PITTSBURGH, May 23—Friends, in and out of the industry, of J. E. "Eddie" Fontaine, United Artists division sales manager in Washington, D. C., will pay tribute to his 56 years in show business at a testimonial dinner to be held in the Urban Room of the Sheraton Hotel here on July 19.

Although Fontaine's hosts will be drawn from Washington, Pittsburgh, Cleveland, Detroit and Cincinnati, this city was chosen for the event because of its central location and because it was in Pittsburgh that Fontaine, with 10 other showmen, formed the Variety Club in 1927, with Fontaine, himself, suggesting the name of the now nationally famous organization.

Funeral Services Held For Gus Kerasotes

Special to THE DAILY

SPRINGFIELD, Ill., May 23—Funeral services were held here today for Gus Kerasotes, 86, pioneer theatre man who, with his brother, Louis, founded Kerasotes Theatres in 1909. The circuit now numbers over 40 theatres in Illinois.

He is survived by four sons, George G., president of Kerasotes Theatres and chairman of the board of Theatre Owners of America; Nicholas; Louis, and John.

77 Dates for 'Hours'

"The Gallant Hours" has been set by United Artists for 77 key regional openings timed with Memorial Day, terms. He further stated that a new medical advisory group would be composed of 10 leading consultants.

Although it is still primarily a tuberculosis center, the hospital has lately been studying cardiovascular and pulmonary diseases and hopes eventually to make it a study center for lung cancer, Dr. Mayer said. It is expected that laboratories and housing facilities will rise together in the O'Donnell complex.

An O'Donnell memorial committee has contacted friends of "Mr. Showman," in the industry and in medical and scientific circles here and abroad, for help in determining a theme for a memorial that would best express O'Donnell's hopes for the hospital. Committee members are Arthur Mayer, chairman; Montague Samuel; Rosen; Walsh, and J. E. Shagure.

Space for the new laboratories will be drawn from the area in the main building currently used for housing the resident staff. New accommodations for these attachments and others whose quarters are elsewhere in the building will be erected on the property. This will provide additional hospital space for more patients.

Conn. Group to Fight Industry 'Bickering'

Special to THE DAILY

HARTFORD, May 23—Establishment of a better relations committee—the objective to improve community relations and lessen intra-industry bickering—has been announced by the Connecticut Drive-In Theatres Assn.

Spective Fersakos, general manager of Popular Theatres Assn., and IRA president, said: "Ninety-five per cent of the 42 drive-in theatres currently operating in Connecticut are in unanimous agreement on the basic worth of the committee. This activity is that can indeed lead to better days in the Connecticut drive-in theatre field."

The committee now consists of Perakos; Charles Lane, New Haven Drive-In, North Haven, and Summit Drive-In, Branford; William Sirica, Watertown Drive-In, Watertown; Franklin E. Ferguson, drive-in theatre booker and promotional counsel; Morris Keppner, Mansfield Drive-In, Mansfield; and Bernie Menschell, Outdoor Theatre Corporation, Manchester.

Next group meeting is slated for 12:15 noon at the Colonial House, Hanover, on Tuesday, June 7.

Fabian to Speak at Meeting in Baltimore

Special to THE DAILY

BALTIMORE, Md., May 2—H. Fabian, treasurer of Theat- ers of America and chairman of American Congress of Exhibitors, will be a luncheon speaker at an annual meeting of the Maryland Owners Association, a TOA affiliate, at the George Washington in Ocean City, Md., June 28-39.

Broumas, MPTOA president, also will speak.

Fabian, who is also president Stanley Warner Corp., will be the luncheon meeting West June, 1960, held in Los Angeles, and the speaker at the luncheon Thursday, June 30.

Broumas also disclosed that H. Lewis, national director of tising, publicity and exploit United Artists, had accepted an invitation to take part in a product promotion forum to be staged.

Alan F. Cummings: Wife Found Dead in Hotel Room

Alan F. Cummings, 59, a retired last year as executive in film sales operations for M-G-M, whom he had been associated 1924, was found asphyxiated by carbon monoxide, from the exhaust of the car.

Prior to joining M-G-M, he was with the Goldwyn Distributing Corp., Film, Mutual Film and Gene Co. in Dallas, with whom he was 1913.

Porter Salute Brin $65,000 for Reseit

More than $65,000 was raised last year in the Children's Asthma Reseit and Hospital in Denver at a special "Salute to Colle Porter" York's Metropolitan Opera, Max Youngstein, United Artists president, and founder and chairman of the institute, presided fund-raising event, the 21st annual parade of the sponsors Asthma organization.

To Hear Blue Law

WASHINGTON, May 24—Supreme Court has agreed to second case involving the ability of Pennsylvania's "blu' Earlier the high court agreed appeals on the enforceability Maryland, Massachusetts and sylvania communities' blue law.
WILLIAM CASTLE IS GIVING YOU FREE GHOST VIEWERS FOR EVERY PATRON SEEING 13 GHOSTS AT YOUR THEATRE

For further information from COLUMBIA ....please turn
Backed by Columbia's Whopping GO-GO-GHOSTMANSHIP promotion:

- Special advance 40 x 60 (in color) plugging Free GHOST-VIEW!
- Specterrific teaser and scene trailers!
- Thrill-'em and chill-'em TV trailer package!
- Hair-raising radio spots and lobby spot!
- Jo Morrow-Coppertone tie-up with picture credit... appearing in Playboy and Fan Mags with readership of over 12,000,000!
AND GHOST-TO-GHOST!
CREAMS! 13 TIMES THE FUN!

YES, 13 times the ENTERTAINMENT when audiences use THE NEW GHOST-VIEWER
...And every theatre gets its Viewers FREE!

3 GHOSTS

CHARLES • JO RIBERT • MORROW
MARTIN MURILNER • DeCAMP and WOODS

Produced and Directed by WILLIAM CASTLE
SEE the ghosts in ECTOPLASMIC COLOR!

William Castle Production

CULAR...from CASTLE and Columbia!
**Anti-Red Units**

*(Continued from page 1)*

It would obviously imply a boycott of the motion pictures referred to because of the hiring of writers and directors with alleged communist leanings.

In another letter, various organizations and church groups around the country are adopting similar resolutions," he summarized.

The letter, forwarded here by Wisconsin Allied members on the Upper Peninsula of Michigan were both from the Houghton, Mich., area. One had been adopted by the combined American Legion, Veterans of Foreign Wars and Disabled Veterans Posts and their Auxiliaries from the Counties of Baraga, Keweenaw, Ontonagon and Houghton. Another was by the Women's Parish Organization of St. Ignatius Loyola Parish, Houghton.

Both resolutions specifically mentioned Otto Preminger's " Exodus" and Stanley Kramer's "Inherit the Wind," noting that Dalton Trumbo and Nedrick Young, respectively, worked on the scripts.

**Charges 'Test' Being Made**

The church organizations' resolution asserts that Preminger and Kramer "have made it public that in hiring Young and Trumbo they were testing the public attitude toward complete reacceptance of Communists in the Hollywood film industry.

Both resolutions also mention "Chance Meeting" and " Spartacus" as "having enlisted the talents of certain men who were actively engaged in subversive work in movie industry."

They go on to protest exhibition of the pictures and not only resolve to "refrain from patronizing any movie house which exhibits any one of the foregoing films" but also to "use our best efforts to induce every other American to refrain from patronizing such places, by means of which these traitors after once being admitted to their accustomed places in the movie world will insidiously use their talents to undermine our American way of life and the freedom for which so many of our comrades gave their all.

**Waldorf Agreement Cited**

The church organizations' resolution charges that the pictures constitute violations of the Motion Picture Association's so-called "Waldorf Agreement."

The veterans organization's resolution differs from the other in that it not only is briefer but appears to have been prepared in quantity with space left blank for the insertion of the name or names of the organizations by which it is adopted.

**Lindsay MacHarrie, 59**

Lindsay MacHarrie, 59, a former radio and television director and producer, and a technical director for Paramount Pictures, died Saturday in San Francisco following a long illness. He had been with the old Blue Network of American Broadcasting Co.

**12 on Committee for Cinema Lodge Golf Fete**

A working committee of 12 for the annual film industry, golf tournament and finest being sponsored by New York's Cinema Lodge of B'nai B'rith at the Rywood Country Club at Rye, N. Y., on Thursday, June 16, was announced by Martin Levine, chairman of the tournament and Marvin Kirsch, co-chairman. The committee consists of Herb Berg, Dave Dash, Jack Hoffberg, Mel Koneckoff, Milton Livingston, Joseph Margulis, Don Morris, A1 Reutzel, A10 Stabin, Norman Robbins, Cy Seymour, Robert K. Shapiro and Ted Sullivan.

**'Dinosaurs' World Bow**

In New Orleans June 24

"Dinosaurs," the new Jack H. Harris production for release by Universal-International, will have its world premiere at the Joy Theatre in New Orleans on Friday, June 24, launching a series of territorial saturation openings. It was announced by Henry H. "Hi" Martin, vice-president and general sales manager of Universal Pictures.

Jack H. Harris, the producer, will participate in the advance promotion of the picture in New Orleans and throughout the territory as well as in 14 other key-city openings.

**Exhibitors Fight Rate Raises in Detroit**

DETROIT, May 25. — A delegation of exhibitors was mental in getting the Daily Press to raise its directory rates only 75c per line to $1.75 per line per day. The paper had previously hiked from 45c to 60c per line October.

It was explained rapid rate raises would price, Press out of the picture, a meeting was also reached that it would be no further increases for six months.

**Salesmen Must K**

(Continued from page 3)

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**Salesmen Must Know Facts**

(Continued from page 3)

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"Amour," the Mon Amour, film being released here by International, grossed a big in its first week, but the Fine Arts decided Sunday night management said this was only top grosses in the history of the exclusive of a holiday week. The film, which was preceded the previous all-time for that day set by "Room at

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Amer. Legion Unit Will Scan, Rate TV Shows

From THE DAILY BARROW

HOLLYWOOD, May 23. — The American Legion is now one of 60 national organizations which compose the National Audience Board which will be invited to review television shows to determine the quality and to evaluate the programs being telecast. Announcement was made today following a press conference with American Legion National Commander Martin B. McKneally.

Five thousand legionnaires, 100 members from each state and 50 states of the Union, will become part of the board.

TV's Summer Fare

(Continued from page 1)

ling: TV has created an insatiable appetite for entertainment, so what happens when June brings the TV "repeats"? . . . (They) stir themselves and go out to the movies, where they can see something moving on a screen that is a much more gorgeous color.

"Thus has the summer reclaimed a vast audience for the movie theatres, many of whom will find the big screen an exciting experience and return occasionally after the leaves have fallen. Better movies beget bigger audiences, and bigger audiences beget even better movies. The pyramiding of these factors has resulted in excellent picture programming all through summer." And Emerging proceeeds to name a long list of big attractions which will be available in the coming months.

O'Brien Scores

(Continued from page 1)

of NATKE, challenged employers to follow the example of the railway industry in allowing an independent inquiry into what he called "the injustice of the share-out that is going on.

There is still plenty of money in the entertainment industry, he said, yet while some people are taking home $400,000 ($1,300 and £70 ($196) a week many workers were paid at rates below subsistence level.

"In an industry that cannot afford to pay a living wage ought not to exist," he said. "It should either be obliterared or taken over by those who could run it better.

The conference then passed a resolution calling for an extension of the powers of the Government's National Film Finance Corporation or some other method to enable the State to acquire a circuit equal in size and booking power to any of the present main circuits.

The new wage agreement between NATKE and the CEA provides for increases from five shillings to twelve shillings a week; male attendants will receive an additional rate of 3s. a week and projectionists 4s. instead of 4s.

Exhibitors will ratify this agreement at their annual convention which takes place at Folkstone, May 30 to June 1.

Who's Where

Hubert Feder спел, a leading Costa Rican businessman and stockholder in Televisora de Costa Rica, the country's first TV station which began broadcasting May 19, has announced his resignation as president of the Central American Television network when the CATVN holds its first board of directors meeting in San Jose. Other officers elected were Miguel Brooks of KRTG-TV, Honduras, vice-president; Simon B. Siegel, financial vice-president of AB-FIT, Inc., treasurer; William Klein, AB-FIT attorney, secretary, and John H. Mitchell, formerly vice-president of KGO-TV and KGO Radio, San Francisco.

Howard A. Singer has been named assistant to Oliver A. Unger, president of National Teletelphone Associates, Inc. Singer joined NAT in April 1959 as assistant general attorney, the position he held prior to his promotion to assistant to the president.

The appointment of Hal Golden, as vice-president, director of sales, has been announced by David V. Sutton, vice-president in charge, WCA-TV Film Syndication. Golden, who has been supervisor of station sales in the company's Chicago office, will headquarter in New York.

The National Association of Broadcasters has retained Whitney North Seymour, New York attorney, as special counsel to represent the Association in testimony on the bill which would grant free broadcast time to presidential candidates (S 4177). The XAB is opposed to this measure on both a legal and philosophical basis.

Berton Schneider has been appointed director of business affairs for Screen Gems, Inc. It was announced by Jerome Hyams, vice-president and general manager of the Columbia Pictures TV subsidiary, Schneider has been assistant to Hyams since last October.

Irving Gilit, producer and executive in the field of broadcast news and public affairs, has been named executive producer, creative projects, NBC News and Public Affairs, it was announced by William R. McAndrew, vice-president, NBC News.

J. H. Gainey, formerly midwestern regional sales manager for the TV film division of Paramount Pictures, has joined Cox & Jackson Advertising Agency at Charlotte, N.C., as an account executive.

Picture

(continued from page 1)

The Rivoli Theatre here will increase its scheduled reserve of seated performances by four per week for "Can-Can" starting July 2, it was announced yesterday by Mr. Skouras, president of Magna Theatres. Skouras said this was being done in anticipation of a record number of visitors to New York for the Summer Festival this year. The new schedule will be for two shows every day.

More "Can-Can" Shows

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Stars to Share Dais

At UJA's Schwartz Fete

Personalities of stage and screen will join leaders of the motion picture and television industries in paying tribute to Sol. A. Schwartz, president of RKO Theatres, at a luncheon in his honor tomorrow at the Essex House. The annual affair is being held on behalf of the United Jewish Appeal of Greater New York, whose 1960 campaign is currently in full swing. Schwartz will be feted for his devotion to UJA and other humanitarian causes.

Stars who will occupy dais seats with leaders of the industry are: Harry Belafonte, Ray Bolger, Carolyn Jones, Tony Martin and Robert Wagner.

Irving H. Greenfield, of M.C.M., chairman of UJA's Motion Picture and Amusement Division, will preside at the testimonial Philadelphia road show engagement is expected.

A.A. Reports Profit

(Continued from page 1)

no provision was made in the current period for federal income taxes be-cause of projected deficits.

Gross income for the period amounted to $12,915,723, compared with $10,347,889 for the corresponding period of the preceding year.

The unaudited, consolidated result for the 39-week period, after allowing for dividends on the preferred stock, amounted to $1,08 per share on the 1,957,346 common shares outstanding.

'Spartacus' Booked at

Goldman, Philadelphia

Universal Pictures and the William Goldman Theatres have announced the opening of "Spartacus" at the Goldman Theatre beginning Nov. 17. The agreement was reached by F. J. A. McCarthy, Universal's assistant sales manager, and Mr. Goldman, for the run of "Spartacus," and George T. Beatle, general manager for the William Goldman Theatres.

'Summer' Big at Loew's

Sam Spiegel's "Suddenly, Last Summer," grossed $38,560 for the first five days of its run in 27 Loew's theatres here. The figure indicates that "Suddenly" should gross more than $400,000 over the entire Loew's circuit, which would be the greatest gross recorded for a Columbia Pictures release in the last five years, with the exception of "The Bridge on the River Kwai.

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Legion Study Lauds Industry

(Continued from page 1)

acts of the few who commit indis-
crections.

It is unfair to attribute sins of
a unrepresentative minority to the whole
profession of picture-making.

Industry members who attend
church are considered a real asset to
their communities.

The small number who behave
badly are censured as much by their
Hollywood co-workers as by any other

Leaders in Hollywood need our
sympathetic support in their own ef-
forts to maintain high standards.

On the basis of these points, Mc-
Kneally said the major part of Hol-
lywood should be commended and
should assume the task of not allow-
teen owner and operator in Wisconsin.

Billy Dickett, well known on Film
Row in Dallas for 36 years, has been
named managing director of the Fine
Arts Theatre, unit of the Trans Texas
Theatre Circuit.

Donna Larsen, cashier in the Min-
neapolis branch office of M-G-M, has
been elected president of the com-
pany's Peps Club. Other officers are:
Janet Krugcr, secretary, and Gloria
Hatting, treasurer. Both are bookers'
clers.

this is Fred...
key-man behind
closed-door
operations

Valiant 'Disturbed'
Allied, MGM Disp

An official denial was issued
yesterday by executives of
the company in involved in the
dispute between Allied
and the company, over the
name of "Ben-Hur,"

In a bulletin issued at the
the headquarters of the
Allied, it was suggested that the
name of "Ben-Hur" was not avail-
able in 35mm film, or that it
was "ganging up" to exploit "Th
and the Cross," a Valiant re-
lease. EDC said exhibitors were
using "Sword" and using ad film
similar to those for "Ben-Hur"
against MGM.

In a statement issued this
year, Fred Schwartz and Arth-
son, president and general sa-
ter, respectively, of Valiant
were "deeply disturbed" by
say that "The Sword and it
is not being booked on
ertics. This is both "unfair
ditioning," they said, "to a film
enjoyed terrific grosses and
public acceptance through-
country."

Charriot Scene a 'Highlight'

The statement added: "We
sellers or advertising depart-
try to be compete at any
time have we labelled a
'junior Ben-Hur.' Further
number of instances we have been
in, or cognizant of, a place
our ads alongside a modest
for the purpose of over-
the advertising campaign.
ful visualization of the ad
that occur in the film. Con-
one of the highlights of the chariot scene."

Schwartz and Sachson say
they do not intend to elimi-
ant the ads.

Jessel on Promotion
He "Hercules Unchast"n

George Jessel has been a
special world-wide emissary for
E. Levine's "Hercules Unchast."
His initial duties will take
more than 40 key cities in
this country and Canada on
a tour of activities in behalf of

Later this summer Jessel will
visit European capitals during the
inweight of the Warner Bros.
abroad.

GARF Hearing To Be Held

WASHINGTON, May 23-
ing will be held tomorrow
House Commerce and Fine-
committee on bills to permit
American investors of the
stock in General Am-
Film. The government's s
that GARF was an enemy-ow-
during World War II is in
It if the company were sold
citizens pursuant to this pro-
ceeds would be placed in
pending the outcome of the
Budget Unit Contends Savarese Bill Revenue Wouldn’t Meet Censor Costs

ALBANY, N.Y., May 24.—As the implications of Governor Nelson Rockefeller’s unusual message accompanying his veto of the Savarese film license fees bill continue to be studied in trade circles, word comes that Budget Division figures estimate the annual cost of operating the Motion Picture Division of the State Education Department at around $200,000, while the potential yield under terms of the measure (Continued on page 7)

Quigley Heads Judges For V.C. Heart Award

Martin Quigley, Jr., editor of Motion Picture Herald, will serve as chairman of a group of five trade paper editors and publishers, who will judge the Heart Awards competition at the annual convention of the Variety Clubs International in Toronto next week. The judging will take place on Friday, June 3, according to Nate Golden, Variety Heart chairman.

The Heart group chooses the Variety tent judged to have performed the best program in helping children. Serving with Quigley will be Charles Alcove, Film Daily; Hye Bosin, Canadian Film Weekly; Jay Emanuel, Motion Picture Exhibitor; and Ben Skylen, Box Office. Golden said two others will attend if their schedules (Continued on page 2)

Minimum Wage Hearing Put Off Until Tomorrow

WASHINGTON, May 24.—The Senate committee’s scheduled meeting on the minimum wage proposals was cancelled when Sen. Dirksen (R., Ill.) objected to having the group meet while the Senate is in session. An (Continued on page 7)

MOTION PICTURE DAILY

NO. 101

NEW YORK, U.S.A., WEDNESDAY, MAY 25, 1960

TEN CENTS

Concise
and
to the
Point

American Legion J. S. Films

In an attempt to protect the American Legion’s viewpoint on pictures, as enunciated by national commander Martin B. at a press conference on Monday, was heartened by the responsible executives of the industry.

He told reporters that he would continue to study the views and opinion leaders in the Hollywood that only a small segment of the industry was responsible for the bulk of the criticism against it. He added that self-regulation up to the bulk of the difficulties from the industry and, for the Legion does not wish to see the motion pictures but does inform its members of the films and, where it be, the advisability, the identity he contribute to their make-up.

Quigley’s attitude was widely reported in the industry yesterday with restrained and fair. He was expressed that the legion’s figure would not create a new organization, the American magazine, which will accord it due credit is regarded as important as McKee’s, who spoke in. McKee’s organization was revealed to have solutions implicitly threatened and other action as on which anyone with a shred of communist affiliation associated. McKee disavowed reasons for the actions of individuals. He made his words would be the plain that the Legion’s film policy is to inform, not

speed Ahead!

For the trade press and others high up in the Motion Picture News & Life Building in Rockefeller Center the other day to tell at his most expensive camera,$1,250,000 minimum to (Continued on page 2)

Unlicensed Hit Community Antenna Use of Films on Air

May Ask Courts to Say If Programs ‘Appropriated’

WASHINGTON, May 24.—Motion picture companies are considering the advisability of instituting law suits against community antenna television systems that are known to take the sets of feature films off the air and service them to their subscribers without authorization.

Such actions, if brought, would be based on allegations of copyright violations and would be injunctive in nature, although some reportedly would seek damages. Attorneys here pointed out that the production-distribution (Continued on page 3)

D. of J. Says Para. Bid Policy on 2 Is Legal

WASHINGTON, May 24.—Replying to editor criticism of Paramount’s procedure in seeking competitive bidding on Alfred Hitchcock’s “Psycho” and Jerry Lewis’s “Bell Boy,” the Anti-Trust Division of the Department of Justice has pointed out that there is no requirement in the

(Continued on page 7)

REVIEW:

Strangers When We Meet

Byrna-Quine Prod.—Columbia—CinemaScope

The story of an adulterous affair between a man and a woman living as neighbors in a plush suburb of a California city is told at great length and with much earnestness by producer-director Richard Quine in “Strangers When We Meet.”

Some strong selling points are at work for this picture, most important of which is the casting of Kirk Douglas and Kim Novak in the pivotal roles. The story comes from a recent novel by Evan Hunter which enjoyed some success, and the author has written the screenplay himself. The whole production has a polished look and is considerably enhanced by CinemaScope photography of California locations—roadsides, hilltops, and beaches—in tastefully subdued Eastman color.

Douglas is cast as an architect, married to Barbara Rush and father (Continued on page 7)

20th-Fox ‘Holders Meet July 6 on Studio Sale

A special meeting of 20th Century-Fox stockholders has been scheduled for July 6 at the home office to vote on the sale of the Beverly Hills studio property to the Kratter Corp. of this city for $43,000,000.

As announced last week, Kratter took over the purchase agreement from a Webb & Knapp subsidiary and plans to proceed with the projected development of “Century City” on the 166-acre tract, if the sale of property is approved by 20th-Fox stockholders. The agreement includes a lease by Fox on the studio facilities.
PERSONAL MENTION

ROBERT SHAPIRO, managing director of the Broadway Paramount Theatre, will leave here today with Miss Shapiro for Lakehead, Fla., to attend the graduation of their son, Michael, from Florida Southern College.

MURRAY SILVERSTONE, president of 20th Century-Fox International Corp., returned to New York aboard the "Queen Elizabeth" yesterday from Europe.

AMERICO ARAW, foreign general manager of Universal Pictures and vice-president of Universal International Films, has returned to New York from Europe and the Far East.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by his associates, BERNAARD LEVY and AL SITZMAN, have left New York for visits to upscale theatres of AB-FT.

LAWRENCE E. TYSON, treasurer of Walt Disney Productions, and NED CLARKE, Buena Vista foreign sales manager, have left New York for a trip to London and Paris.

ROBERT S. FERGUSON, Columbia Pictures national director of advertising-publicity, will arrive in New York today from the Coast.

HOWARD MINSKY, assistant to GEORGE WATLING, Paramount president in charge of world sales, will leave New York today for Sarasota, Fla. He will return here on Thursday.

WALTER BEADE, Jr., president of Walter Beade, Inc., and chairman of the board of Continental Distributing, Inc., will return to New York today from Europe.

Heart Award

(Continued from page 1)

Boat As Door Prize
For V.C. Convention

A 16-foot boat valued at $1,200 will be won by some lucky bidder attending the Variety Club Convention starting June 1 in Toronto. General chairman Jack Fitzgerald announced that the boat will be shown at a reception at the grand door-prize. It was contributed by the Brunswick-Balke Collender Company.

The boat will be on display during the five-day Variety Clubs International convention in the Royal York Hotel. Bidders who have not yet registered are urged to do so through the convention chairman of their own sections.

Star Tours for 'Ruth'
Prove Best Yet for Fox

The star tour program for "The Story of Ruth" is proving the most successful of its type in the history of 20th Century-Fox. Rodney Bush, exploitation director, said yesterday that more publicity space has been secured by the campaign than for any other picture to date, he added.

Three of the principal actors and producer Samuel Engel are taking part in the tours, visiting exchange and key cities. In several instances all four will have visited the same city.

Touring in addition to Engel are Ziva Rodann, Stuart Whitman, and Elana Eden.

"Crack" Big in Boston

Darryl F. Zanuck's "Crack in the Mirror," playing at Ben Sack's Capri Theatre in Boston, was the biggest grosser in that city over the weekend, 20th-Fox reported. It did $5,735 for Friday, Saturday and Sunday, and the theatre management reported that female patrons outnumbered men two-to-one at all shows.

Morris Schaezutz, at 100

CHICAGO, May 24 — Morris Schaezutz, retired president of Schwartz Film Inc., died here at the age of 100. He was also a veteran opera house director of Chicago's southside during the silent films era.

"Windjammer" to A.C.

MGM Dividend Declared

A quarterly dividend of 30c per share was declared May 17. The dividend of record on June 17, was declared yesterday by the board of directors of Metro-Goldwyn-Mayer.

EDITORI

(Continued from page 1)

promote his forthcoming "Uneharmed."

Details that cast light on picture include: a $25.00 booklet of which number of would be in exhibitor hands long be printed after sale, and a set of 24 sheets available to all who have 100 copies of Levine's Embassy Pictures if poster be posted.

There were those in the picture industry that had feared Levine was thinking of making a retreat. However, a study of pattern of his earlier million dollar hard sell campaigns, he made that such is not the case. Project May be tailored to advertising, though it is wholly more Levine's.

Showmanship can be easily concedes. But true showmanship is, his eye is on the superior.

Reeves Sells 350,000 Shares of Cinemar

Reeves Soundcraft Corp., 350,000 of the 453,411 share in Cinemar, Inc., to Nick Pendergast; Cinemar president, for 00,000. Besi, who is now Ca largest stockholder, said he for the shares over three years International, Inc., film company headed by Besi, held shares of Cinemar stock.

Hazard E. Reeves, president Soundcraft, will resign chairman and a director of C to devote his time to that and other interests. Reeves sold 153,000 shares of Cinemar soundly and Reeves Sound stock other company he owns, holds 20,000 shares of Cinemar.

The finest carbons ever made. NATIONAL PROJECT CARBONS

by national screen service

gems of showmanship....

SPECIAL TRAILERS

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Evers, Managing Editor; Richard Gertner, News Editor; Herbert Adverting Manager; Geo. H. Fosse, Production Manager; TELEVISION TODAY, Charles S. Edwards, Editor;.deepcopy, N.Y., 832 Madison Ave., New York, 17.expand, 830 Madison Ave., New York, 17. St. Lawrence Springs, W. J. Hope Williams Group, Manager; Peter Burns, Editor, American News, Inc., 135 East 57th Street, New York, 22. Projector and External Service Department, Eastman, New York, M. Martin, Manager; N. Perlick, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac; Television Almanac, Famed, Entered class matter Sept. 21, 1926, at the Post Office at New York, N. Y., under act of March 3, 1879. Subscription rates per year, $5 in the Americas and $12 foreign. Single c.
The Unit Hears Pleas for the Sale of G&F

From THE DAILY BUREAU

HIT COMMUNITY ANTENNA USE
(Continued from page 1)

ON--A full quota of mem-
bers of the Variety Club of New Era-
gent for luncheon at the Hotel
Fillen. After discussing a pro-
et-plane trip to Europe for E. T. and their families, new mem-
bers inducted. They included:
Peter, district manager of In-
Theatres; Lloyd Clark, pres-
ident, Mobile Assn., Inc.; G.
Rabinoff, publicist at War-
nie Cox, co-owner of Major
Equipment Co., and Joseph
of Theatre Merchandising Co.

The Special is planned in Denver
SPECIAL TO THE DAILY
DENVER, Colo., May 24--Tom
Snelly, general manager of Wolf-
be, has announced plans for the
erection of a new 1,400-car capacity
ive-in to be erected in the Northern
th of Denver. The theatre, which
be the largest in the region,
ould call for an expenditure of $400,000 and be equipped to
andle 70mm wide screen projection.
Ground breaking is set for the next
days with completion scheduled
early fall. The Wolfberg Theatres op-
erate the Compass Drive-Ins, all in
the Denver area, which are comprised of the North, South, East, West, Val-
ey and Monaco Drive-Ins.

Ruth' Here June 16

20th Century-Fox's "The Story of
Ruth" will have its New York pre-
miere the evening of June 16 at
Paramount Theatre to benefit the Mu-
sicians Aid Society, Inc. The opening
will coincide with 38 other charity
ves in the U.S. and Canada in the
period from June 13 to the end of
the month.

NEW CINERAMA DEAL

The Palace Theatre, Milwaukee,
has concluded a deal to play Cinera-
films. The opening date of the
theatrical run is July 15. The
take place approximately July 15. The
deal was arranged between Al Frank of
the Palace, and B. G. Kranze of
Cinerama, Inc.

R. P. Burns Dies at 69

CHICAGO, May 24--Robert P.
Burns, 69, chief sound engineer for
Balaban & Katz, collapsed and died
at the company's offices here. He had
been with the circuit for 30 years.

companies' films that are being tele-
vised are licensed to TV stations for
over-the-air showings in specified lo-
cal areas only.

The community antenna systems which take the films off the air almost uniformly are outside the licensed telecast areas and send the films to their subscribers over wires.

The attorneys pointed out that companies which have sold their film backlogs outright no longer are the owners of the copyright and, hence, probably would be concerned with the growing problem of the use of their old films by the unlicensed com-
nunity antenna systems. However, those companies which have retained own-
ership of their films, such as M-G-M, Columbia and United Artists, and market them through subsidiaries or on a lease basis, have a greater stake in the use made of them following such transaction.

Apart from the film companies, it was reported, some TV stations in Utah already have instituted litigation against community antenna systems in

in the state, raising the question of the station's rights to their programs af-
after they are on the air. While these are under study by some film com-
panies who have decided to bring suits they would involve entirely dif-
erent legal questions. A principal one, it was said, would be the question
whether a community antenna sys-
tem, in taking a copyrighted motion picture off the air and making it avail-
able to subscribers from whom it ex-
acts a fee, is guilty of appropriating a copyrighted property.

While film attorneys admitted the advisability of bringing suit has been
under study for some time, there was no indication that action of that kind is imminent.

Also, in Los Angeles, National Tele-
film Associates recently denied a
pecific report that it contemplated
 action against the Palm
Springs, Cal., community antenna sys-
tems for relaying 20th Century-Fox
films distributed by NTA to the sys-
tem's subscribers without specific
authorization.

New 1400-Car Drive-In

9% Higher in Quarter

WASHINGTON, May 24--U.S. ex-
ports of motion picture film and
equipment for the first quarter of 1960
were $4,018,726—9% higher than in the
comparable period of 1959. Dollar-
value was $11,488,251 compared with
$10,330,814, according to preliminary
figures released by Nathan D. Golden,
motion picture head of the Depart-
ment of Commerce.

First quarter's raw stock amounted to
182,341,553 linear feet valued at
$4,305,251, compared with 161,628,
574 linear feet valued at $4,055,759
for 1959's first three months. All catego-ies of film, except 16mm positive
film, showed increases. There was a drop in both the quantity and value of
exposed 35mm and 16mm feature
film exported in the first quarter of
1960 compared with the like period of
1959.

Swan Cameras a Factor

Total exports of all types of motion picture equipment, including camera
projection and sound equipment, and
studio equipment, during the first
three months of this year, amounted to
$2,720,700, a gain of about 12 per
than the comparable period last
year. The gain was primarily due to
the substantial increase in overseas
sales of 8mm motion picture cameras.
All these types of motion picture projec-
tors were exported during the first
quarter, their value was slightly less
than that of 1959's first quarter.

'Sons' to Stratford

Jerry Wald's production of "Sons
and Lovers," a 20th-Fox release, will
be shown in competition at the Strat-
ford, Ontario, Film Festival on Aug.
27. The picture was also the official
British entry at Cannes recently.

People

Sanford Abrahams, Allied Artists
advertising-publicity director, who is
here from the Coast to work on the"Pay
Or Die" program, will host the Warner
Theatre tomorrow night, held open
house for trade press representatives
at the Hotel Edison yesterday. Zohra
Lampert, featured in the film, was
among the guests.

Mrs. Sally Kreger, of the Paramount
Pictures legal department, has re-
ceived the Award of Merit in Indus-
torial Nursing from the Public Health
Association of New York City for her
"outstanding contributions to the field
of nurses education over the past two
years, in her capacity as chairman of
the education committee of the Great
New York Association of Industrial
Nurses."

Jack Beresin, former chief buker of
Variety Clubs International and
head of Berlo Vending, Philadelphia,
has been named chairman of the en-
tertainment division of the forthcom-
ing United Fund campaign in that
city.

Foster Hotard, branch manager of the
Paramount exchange in Atlanta,
has been transferred to the New Or-
leans branch as manager.

Edward Susse, M-G-M resident
manager in Albany, N.Y., delivered
an address to the members of the Club of that city on "Motion
Picture Distribution." A question-and
answer period followed.

J. Stanley McIntosh, executive di-
rector of Teaching Film Custodians,
Inc., yesterday accepted the Freedom
Foundation George Washington Honor
Award for the National Freedom of
Liberty (1939-1958) Part V." Pre-
sentation was made in the directors
room of the New York Stock Ex-
change.

Lester H. Wurtele, branch manager
for Columbia Pictures in Philadelphi,
was elected an honorary trustee of
Congregation Rodph Shalom on its
105th anniversary dinner in that
city. The synagogue is the oldest
Ashkenazi congregation in the West-
nern Hemisphere.

Promote 'Interns' Now

Prior even to casting and produc-
tion for the film version of "The In-
tern," a recently published novel by
Richard Frede, promotion on it has
begun. Both in New York and on the
West Coast, extensive radio and televi-
sion interviews are being held by
Frede and Robert Cohn, who will pro-
duce the film as his initial independent
production for Columbia release.
Bells Are Ringing

starring Judy Holliday

in Cinemascope and Metrocolor

Fred Clark with Eddie Foy, Jr., Jean Stapleton - Screen Play and Lyrics by Betty Comden and Adolph Green - Music by Jule Styne

Based on the Musical Play BELL'S ARE RINGING - Book and Lyrics by Betty Comden and Adolph Green - Music by Jule Styne - As Presented on the Stage by The Theatre Guild
SEE IT FOR YOURSELF
AT THE NATIONWIDE THEATRE PREVIEWS!

Selected by the nation’s showplace Radio City Music Hall (N.Y.) for its prize July 4th offering

... AND NOW BOOKING EVERYWHERE FOR THAT HAPPY HOLIDAY TIME!

PREVIEWS IN THESE CITIES:

BUFFALO, N.Y. Buffalo 5/27
CINCINNATI, O. Albee 5/27
CLEVELAND, O. State 6/17
CORAL GABLES, FLA. Miracle 5/26
DALLAS, TEX. Majestic 5/25
DENVER, COLO. Orpheum 6/10
DES MOINES, IOWA Des Moines 5/27
DETROIT, MICH. Adams 6/22
HOLLYWOOD, CAL. Pantages 6/3
HOUSTON, TEX. State 5/26
INDIANAPOLIS, IND. Loew’s 6/15
JACKSONVILLE, FLA. Florida 5/27
KANSAS CITY, MO. Roxy 6/1
KANSAS CITY, KAN. Electric 6/1
MEMPHIS, TENN. State 6/1
MILWAUKEE, WIS. Riverside 6/4
MINN’POLIS, MINN. Orpheum [no come] 6/1
NEW HAVEN, CONN. College 6/1
NEW ORLEANS, LA. State 5/29
OKLAHOMA CITY Will Rogers 5/25
OMAHA, NEB. State 5/26
PHILADELPHIA, PA. City Line Ctr. 6/1
PORTLAND, ORE. Broadway 6/12
ST. LOUIS, MO. Esquire 5/29
SALT LAKE CITY, U. Capitol 6/11
SEATTLE, WASH. Music Box 5/29
S. FRANCISCO, CAL. Warfield 6/1

And in Canada

TORONTO, ONT. Eglinton 6/12

AT PRESS TIME!
Forecast of its sensational reception everywhere comes from the Previews which have already been held in these cities:

ALBANY • ATLANTA • BOSTON
CHARLOTTE • CHICAGO
NASHVILLE • PITTSBURGH
WASHINGTON, D.C.

*
Broadcast Slated on NBC-TC Network; Programs in 22 Categories Considered

Nominees for the 1959-60 Emmy Awards for outstanding achievement in the field of television have been announced by the National Academy of Television Arts and Sciences. Presentation of the awards will take place on Monday, June 20, at the Ambassador Hotel over NBC-TC (10-11:30 P.M. EDT).

A complete list of the nominations in all award categories follows:

Outstanding Program Achievement in the Field of Humor (A regular program, a special program, or a series). Any length, live, tape or film.—Art Carney, Special—VIP—Dec. 4, 1959—NBC; Danny Thomas Show (Series)—CBS; Father Knows Best (Series)—CBS; Jack Benny Show (Series)—CBS; Red Skelton Show (Series)—CBS.

Outstanding Program Achievement in the Field of Drama (A regular program, a special program, or a series). Any length, live, tape or film.—Ethel Fronе—Dupont Show of the Month—Feb. 18, 1960—CBS; The Man and Superman—Oct. 30, 1959—NBC; Phyllis—CBS; The Turn of the Screw—Ford Startime—Oct. 20, 1959—NBC; The Untouchables (Series)—ABC.

Outstanding Program Achievement in the Field of Variety (A regular program, a special program, or a series). Any length, live, tape or film.—Another Evening with Fred Astaire—Nov. 9, 1959—NBC; Dinah Shore Chevy Show (Series)—NBC; Fabulous Fifties—Jan. 31, 1960—CBS; Gage Moore Show (Series)—CBS; Tonight with Belafonte—Revlon Revue—Dec. 10, 1959—CBS.

Outstanding Program Achievement in the Field of News (A regular program, a special program, or a series). Any length, live, tape or film.—Chet Huntley Reporting (Series)—NBC; Douglas Edwards with the News (Series)—CBS; The Texaco Huntley-Brinkley Report (Series)—NBC; Journey to Understanding (Series)—NBC; Khrushchev's arrival, appearance at National Press Club, speech to the nation—Sept. 15-27, 1959—Journey to Understanding—Pool coverage by NBC.

Outstanding Program Achievement in the Field of Public Affairs and Education (A regular program, a special program, or a series). Any length, live, tape or film.—Meet the Press (Series)—NBC; The Population Explosion—CBS Reports—Nov. 11, 1959—CBS; Small World (Series)—CBS; Twentieth Century (Series)—CBS; Winter Olympics—CBS.

Outstanding Program Achievement in the Field of Children's Programming (A regular program, a special program, or a series). Any length, live, tape or film.—Captain Kangaroo (Series)—CBS; Huckleberry Hound Series Syndication; Lassie (Series)—CBS; Quick Draw McGraw (Series)—Syndication; Watch Mr. Wizard (Series)—NBC.

Outstanding Achievement in the Field of Music (A regular program, a special program, or a series). Any length, live, tape or film.—Bell Telephone Hour (Series)—NBC; Green Pastures—Hallmark Hall of Fame—March 23, 1959—NBC; Leonard Bernstein and The New York Philharmonic (Series)—CBS; Music of Gershwin—Bell Telephone Hour—Nov. 20, 1959—NBC; Young People's Concerts—Leonard Bernstein (Series)—CBS.


Outstanding Performance by An Actor in a Series (Lead or support) (Continued performance only. Any length, live, tape or film.)—Richard Boone—Have Gun, Will Travel—CBS; Raymond Burr—Perry Mason—CBS; Loretta Young—Loretta Young—Playhouse 90—CBS.

Outstanding Performance by An Actress in a Series (Lead or support) (Continued performance only. Any length, live, tape or film.)—Donna Reed—Donna Reed Show—ABC; Jane Wyatt—Father Knows Best—CBS; Loretta Young—Loretta Young Show—NBC.

Outstanding Performance in a Variety or Musical Program or Series (Any length, live, tape or film.)—Fred Astaire—Another Evening with Fred Astaire—Nov. 9, 1959—NBC; Harry Belafonte—Tonight with Belafonte—Revlon Revue—Dec. 10, 1959—CBS; Dinah Shore—Dinah Shore Chevy Show (Series)—NBC.

Outstanding Writing Achievement in the Field of Comedy (Regular or special. Any length, live, tape or film.)—James Costigan, The Turn of the Screw—Oct. 20, 1959—Ford Startime; NBC; Loring Mundel, Project Immortality—June 11, 1959, Playhouse 90—CBS; Rod Serling, Twilight Zone—various episodes, Twilight Zone, CBS.

Outstanding Writing Achievement in Comedy (Regular or special. Any length, live, tape or film.)—Dorothy Cooper and Rosewell Rogers, Various episodes, Father Knows Best, CBS; Sam Perris, George Balzer, Al Gordon, and Hal Goldman, Jack Benny Show, CBS; Nat Hiken, Ballad of Louie the Louse, Oct. 17, 1959, CBS.

Outstanding Writing Achievement in the Documentary Field (Regular or special. Any length, live, tape or film.)—James Benjamin, From Kairu to Fuehrer, April 5, 1959, 20th Century-Fox; Richard F. Hamburger and Henry Salomon, Life in the Thirties, Oct. 16, 1959, Project 20, NBC; Howard K. Smith and Av Westin, The Population Explosion, Nov. 11, 1959, CBS Reports, CBS.

Outstanding Directorial Achievement in Comedy (Regular or special. Any length, live, tape or film.)—John Frankenheimer, The Turn of the Screw, Oct. 20, 1959, Ford Startime, NBC; Phil Karlson, The Untouchables, April 20 and 27, 1959, Westinghouse, Desilu Playhouse, CBS; Robert Mulligan, The Moon and Sixpence, Oct. 30, 1959, NBC.

Outstanding Directorial Achievement in Drama (Regular or special. Any length, live, tape or film.)—James Benbow, From Kairu to Fuehrer, April 5, 1959, 20th Century-Fox; Richard F. Hamburger and Henry Salomon, Life in the Thirties, Oct. 16, 1959, Project 20, NBC; Howard K. Smith and Av Westin, The Population Explosion, Nov. 11, 1959, CBS Reports, CBS.

Outstanding Directorial Achievement in Music (Regular or special. Any length, live, tape or film.)—John Frankenheimer, The Turn of the Screw, Oct. 20, 1959, Ford Startime, NBC; Phil Karlson, The Untouchables, April 20 and 27, 1959, Westinghouse, Desilu Playhouse, CBS; Robert Mulligan, The Moon and Sixpence, Oct. 30, 1959, NBC.

Network Bill Up 90% in Quarters

Network television grossings in the first quarter of 1959, 9.8 per cent, the Television of Advertising has reported. Billings for the three mon-

any length, live, tape or film. —Ethel Fronе—Dupont Show of the Month—Feb. 18, 1960—CBS; Shelley Leonard, Danny Show, CBS; Ralph Levy, Jo寞/></tr>
Strangers When We Meet

(Continued from page 1)

the more than $170,000, 000, to bring the legislation, which would increase the fee for origination down to $3 to $4 for each 1,000 feet, to the decrease the fee for dupli-
cats from $2 for each 1,000 feet to $1.50 for the entire copy. A writers' group, in a substantial loss de-
mand, including industry or-
ganizers and state sen-
dates, had presented a bill which would have included a provision for minimum wage. The New
York Writers Guild, had presented a bill which would have included a provision for minimum wage. The

Paramount Bid

(Continued from page 1)

Paramount case judgment which com-
pels a distributor to screen a picture before soliciting bids for it. Paramount, meanwhile, has ex-
plained that the absence of screen-
ings of "Psycho" is a basic part of its promotion campaign for the picture, designed to arouse maximum curiosity and anticipation in the public mind and, in so doing, enriching the exhibi-
tor's coffers.

In the case of "Bell Boy," the pic-
ture was in production at the time of the Hollywood Screen Actors Guild strike and experienced delays. It is still being edited and no finished print is available but exhibitors who are interested are being given the opportunity to bid on it.

In commenting on the situation, Justice observed that regardless of the sales procedure not being prohibited by the Paramount decree, there can be no discrimination practiced against any exhibitor, so that if it is offered for bidding to some exhibitors without being screened, it must be offered to competing exhibitors in the same way.

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Film Council

(Continued from page 1)

the Screen Extras Guild, to be chair-
man of its foreign film production committee which will direct the drive "to keep in America the production of those pictures that should be made in America.

"The Hollywood AFL Film Coun-
cil always has recognized there are legitimate reasons for making some American motion pictures abroad," said Shanks, and added:

"But it appears there is now a de-
termination on the part of some major studio and independent producers to cheat on American wage scales, pension and welfare plans and the American standard of living, by making in foreign countries many pic-
tures that should be made in the United States.

TV Members of WGA

Study Producers' Offer

From THE DAILY BUREAU

HOLLYWOOD, May 24. — The Alliance of TV Film Producers and the Association of Motion Picture Pro-
ducers made its first formal proposal today on a new contract to the tele-
vision branch of the Writers Guild of America for presentation at the mem-
bership meeting of the Guild which is a continuation of the meeting held here last Thursday night.

A COMPLETE LINE OF PROFESSIONAL CINE FILMS

Quality photographic materials .
backed by more than half a century of experience.

GEVAERT
THE GEVAERT COMPANY OF AMERICA, INC.
GREATEST PICTURE OF ITS KIND!
SATURATION BOOKING
OF ALL TIME!

THUNDER IN CAROLINA

FILMED ON THE SPOT AT THE GREAT "SOUTHERN 500"

STARRING

RORY CALHOUN

co-starring ALAN HALE • CONNIE HINES • JOHN GENTRY

Produced by J. Francis White • Paul Helmick • Alexander Richards
Directed by A Darlington
Written by

NATIONAL RELEASE JULY 15

Aiken, S. C.
Albemarle, N. C.
Andrews, N. C.
Bennett, S. C.
Bishopville, S. C.
Blytheward, N. C.
Clemson, S. C.
Camden, S. C.
Darlington, S. C.
Dillon, S. C.
Dodge.
Donald, S. C.
Easley, S. C.
Elizabeth City, N. C.
Elkin, N. C.
Englewood, S. C.
Fredericksburg, S. C.
Greenville, N. C.
Greenville, S. C.
Greenwood, S. C.
Hartsville, S. C.
Henderson, N. C.
Hendersonville, N. C.
High Point, N. C.
Jacksonville, N. C.
Kinston, N. C.
Lake City, S. C.
Lancaster, S. C.
Laurens, S. C.
Laurinburg, N. C.
Lexington, N. C.
Lincolnton, N. C.
Lumberton, N. C.
Marion, S. C.
Monroe, N. C.
Morehead City, N. C.
Morganton, N. C.
Mt. Airy, N. C.
Mt. Holly, N. C.
Mullins, S. C.
Myrtle Beach, N. C.
Newberry, S. C.
New London, N. C.
North Wilkesboro, N. C.
Ocean Drive, S. C.
Ocoee, S. C.
Orangeburg, S. C.
Pilot Mountain, N. C.
Pilot Drive-In
Ponca City, N. C.
Red Springs, N. C.
Rock Hill, S. C.
Rocky Mount, N. C.
Salisbury, N. C.
Sanford, N. C.
Shelby, N. C.
Southern Pines, N. C.
Spartanburg, S. C.
Statesville, N. C.
Vega Heights Drive-In
Sumter, S. C.
Tabor City, N. C.
Talladega, N. C.
Taylorville, S. C.
Troy, N. C.
Benson Drive-In
Turin, N. C.
Union, S. C.
Winter Garden, S. C.
Waynesboro, N. C.
Washington, N. C.
Tunis, S. C.
Waynesville, N. C.
Brandywine, N. C.
Whiteville, N. C.
Wilmington, N. C.
Wilson, N. C.
Winston-Salem, N. C.
Flamingo Drive-In
Yaddo, N. C.
}

HICKORY, N. C.
HIGH POINT, N. C.
JACKSONVILLE, N. C.
JACKSONVILLE, N. C.
Kinston, N. C.
Kinston, N. C.
LAKE CITY, S. C.
LANCASTER, S. C.
LAURENS, S. C.
LAURINBURG, N. C.
LEON, N. C.
LEXINGTON, N. C.
LINCOLNVILLE, N. C.
LUMBERTON, N. C.
MARION, N. C.
MONROE, N. C.
MOREHEAD CITY, N. C.
MORGANTON, N. C.
MT. AIRY, N. C.
MT. HOLLY, N. C.
MULLINS, S. C.
MYRTLE BEACH, N. C.
NEWBURG, N. C.
NEWTON, N. C.
NORTH WILKESBORO, N. C.
Aiken, S. C.
OCEAN DRIVE, S. C.
ORANGEBURG, S. C.
PILOT MOUNTAIN, N. C.
PILOT DRIVE-IN
RALEIGH, N. C.
RALEIGH, N. C.
RED SPRINGS, N. C.
ROCK HILL, S. C.
ROCK HILL, S. C.
ROCKY MOUNT, N. C.
SALISBURY, N. C.
SANFORD, N. C.
SHELBY, N. C.
SOUTHERN PINES, N. C.
SPARTANBURG, S. C.
STATESVILLE, N. C.
Vega Heights Drive-In
SUMTER, S. C.
TABOR CITY, N. C.
TALLADEGA, N. C.
TAYLORVILLE, S. C.
TROY, N. C.
Benson Drive-In
TURIN, N. C.
UNION, S. C.
WADESBORO, N. C.
WASHINGTON, N. C.
TUNIS, S. C.
WAYNESBORO, N. C.
BRANDYWINE, N. C.
WHITEVILLE, N. C.
WILMINGTON, N. C.
WILSON, N. C.
WINSTON SAL E, N. C.
FLAMINGO DRIVE-IN
YADDY, N. C.
Censorship and Taxing of Theatres
Showmen’s Battle, Says McCarthy

PITTSBURGH, May 25.—Threats of increased state censorship and the inclusion of theatre employees in the Federal wage-hour laws call for redoubled exhibitor opposition, it was declared today by Charles E. McCarthy, executive secretary of COMPO.

M. C. a day was one of the speakers at the annual meeting of the Allied MPTO of Western Pennsylvania at the Penn Sheraton Hotel.

The session preceded a meeting tomorrow of a 11 Western Pennsylvania exhibitors, to be held at the invitation of COMPO to hear and consider a presentation by Ben Marcus of Milwaukee of an area merchandising plan for motion pictures.

Citing as an example the passage last year by the Pennsylvania legislature of a drastic censorship law, McCarthy told the assembled exhibitors that the industry could expect other censorship legislation to be introduced next winter when legislators of nearly all of the country’s 50 states will convene.

He emphasized that bills introduced into various state legislatures in the last year or two are expected to be presented at this time, but leaving unsettled the writers strike which has been in effect for more than four months.

Speakers for the writers said that members of the guild are determined to get percentage participation in foreign grosses.

It is reported that the producers’ proposals called for a minimum ad-

Schwartz Honored at UJA Luncheon; $473,000 Pledged to Rescue Drive

By SAUL OSTROVE

A record luncheon audience of the Motion Picture and Amusement Division of the United Jewish Appeal gathered yesterday at the Essex House here to honor Sol Schwartz, president of RKO Theatres, Inc., and to pledge initially $473,000 to the 1960 UJA Rescue and Rehabilitation Drive.

The 400 guests, representing nearly all phases of the film industry, watched as Schwartz received an inscribed, hand-crafted Bible, made in Israel, presented by Judge S. Samuel DelFalco, member of the Bar of the State of New York.

French Legion of Honor
For Dimitri Tiomkin

From THE DAILY Bureau

HOLLYWOOD, May 25. — Dimitri Tiomkin, musical director and composer, has been named a Chevalier of the French Legion of Honor and will be inducted into the order at ceremonies in the Beverly Hilton Hotel here Tuesday night, with Romain Gary, Consul General of France, as presiding officer. The ceremony will take place at 8:30 p.m.

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U.J.A. Honors Sol Schwartz

(Continued from page 1)

of the New York surrogate court. Guest speaker was John Stanley Gruel, a former Methodist minister and a founder of the American Christian Anti-Defamation League. He discussed the voyage of the Jewish refugee ship "Exodus," on which he sailed as first mate. He also spoke of present problems concerning Israel, telling his audience that its support is needed as much or more today as it was when the Jewish state became an independent nation 12 years ago. Gruel has been working in Israel's behalf for the past 16 years.

Irving H. Greenfield, of Metro-Goldwyn-Mayer, chairman of UJA's announcements division, presided at the luncheon. Rabbi Moslay P. Mann, of the Actors Temple, gave the invocation.

Dalis guests were Nat Lefkowitz, Leslie Schwartz, Malcolm Kingsberg, Samuel Schneider, William J. Germain, Adolph Schmalz, Herman Robbins, Leonold Friedman, Robert Wagner, Jacob E. Sacks, Arieh B. Krin, Harry Belafonte, Samuel Rosen, and Barney Balaban.


Services Held for D. M. Id zal at Detroit

Special to THE DAILY

DETROIT, May 25—Funeral services were held here today for David M. Id zal, managing director of the Fox Theatre here for 32 years until he retired three years ago. His body was embalmed to a heart attack at an undetermined time and was found late Monday in his room at the Park Sherman Hotel.

Services were held at the Hamilton Funeral Chapel and burial at White Chapel.

Originally a Philadelphia showman, Id zal came to Detroit 30 years ago. He was first manager for the Fox Theatre, then receiver, and after the lease was assigned to National Theatres, became managing director. Three years ago he retired to devote himself to charity, his main interest being the Detroit Society for Crippled Children of which he was once president.

Opened Theatre in Israel

Several years ago 20th Century-Fox sent him to Israel, where he opened its new theatre.

Id zal was survived by a daughter, Mrs. Leslie Winegarden of Flint, and two sisters, Miss Marion Id zal of Beverly Hills, and Mrs. Samuel Glassman of Chicago.

Vampire Poses

(Continued from page 1)

smiled back at them, spread her arms and god-and-good, hopped aloft, then posed for more pictures.

She was 23-year-old Heidi Erlich, born in Hamburg but for the past four years a resident of London, where she has been acting on stage, screen and television. She was brought here by Universal Pictures to tour in behalf of the company's forthcoming Production. Erlich is scheduled to pose on the four-eighteen weeks, 15-

30-city tour is A-Mike Vogel who only last Sunday met her at the airport. She was invited to stay and join, then, wearing a wedding gown, racing to go, Heidi and A-Mike will reach the summit of their exhibition June 3 when the picture opens in Memphis.

Doesn't Dress the Part

Miss Erlich, if really of vampire descent, was dressed unconventionally, in white sweater and tight white leather slacks, as she spoke to reporters at a "Bloody Mary" luncheon. Yes, this is her first trip to America; yes, New York is exciting; yes, she would love to make pictures here, but no, Universal has not signed her. As a result, she also took in a few fast words about vampires.

Heidi is receiving treatment not usually accorded to vampires here—press, radio and TV interviews and more than a smattering of "cheesecake" art. Up on the rooftop, a Daily News photographer told her she was a "bloody, good-looking girl." A moment later he said she was just plain good-looking.

MGM Acquires 'Gorgo'

Metro-Goldwyn-Mayer has acquired distribution rights to the King Vidor production, "Gorgo," it was announced by Jack Byrne, M-G-M vice-president and general sales manager.

Confiscate Film in Phila.; Charge Obscure

PHILADELPHIA, May 25—Pennsylvania exhibitors are awaiting the state court's decision on the legality of the new state film censorship law. District Attorney Vincent P. R. White halted the showing of "I Mortal Mr. Tease" at the AB Amu and confiscated all film, in a raid on "Sexpot." Estate Edward Seratsky, managing theatre, and projectionist Mart delman were held in $5,000 10-day jail on charges of showing the obscene picture. The maximum on conviction is a $1,500 fine in jail or both.

Seratsky said the picture opened after playing 11 months. The seizure was made after the and district attorney and counsils saw the film, which had its second week.

Legion of Decency Five Films in Class

Out of eight films reviewed recently by the National Legion of Decency, five were placed in its category (morally objectionable part for all).

The five films with objections by the Legion, were as follows: "Quiet Flows the Don," Russ released by Universal Artists; sequences and excessive blood in "Untold," "Mystery of the Coral," "The Blood of Innocents," "The Bat," "The Mother," "Clandestine," "Wide River," 20 the historical theme of this was overshadowed by the introduction of the "illicit love" which tends to condone immorality.

"Also, 'Strangers When We Columbia: throughout the less this film, despite some superficial resolutions, still indi-


'Ten' Returns June

Cecil B. DeMille's "The Ten commandments" will start a special ten-week run at the Loew's and other leading that the greater New York-New

Three in Class A


MOTION PICTURE DAILY, May 26, 1939, Page 2

"MGM Acquires 'Gorgo'

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Variety Int'l. Expected to Adopt Change in Nomination of Officers

TORONTO, May 25.—The plan to change the by-laws of Variety Clubs International so that all future candidates for International office will be named by a nominating committee and not by the ad hoc committee at the 33rd annual convention of V.C.I. here next week.

The change in the by-laws has been discussed at regional meetings conducted throughout the year by George Ely, Edward Emamuel and George Hoover, and indications are that the tent are in favor of this method of election.

More than 500 bakers are expected to attend the five-day convention, and they will come from England and Canada, as well as all over the U.S. and Mexico. Though the current registration does not indicate a new attendance record, somewhat because of the time of the year when so many parents must await the end of the school year, the plans and enthusiasm evidenced by General Chairman Jack Fitzhhugh and his convention crew point to a new high in activity, interest and enjoyment.

Registration May 31

Registration is scheduled for Tuesday evening, May 31 and on Wednesday in the Royal York Hotel which will serve as convention headquarters.

This opening day, Wednesday, will start with a breakfast for all chief bakers, an event that proved very popular when instituted at last year's meeting in Las Vegas, and will be followed by a reception for the late Robert O'Donnell in St. Michael's Church. O'Donnell was a dynamic force in Variety's history for many years. Then the first business sessions will get under way. The first day's schedule will be topped with a Coca-Cola night in the Canadian room to which all registrants are invited.

Breakfast Meetings Thursday

On Thursday morning, June 2, five breakfast meetings together all bakers interested in sleeve discussions on important phases of tent operations. Membership charities, entertainment, public relations and fund raising will be the subjects of panel discussions each led by a Variety Club member particularly expert in his designated subject.

Robert Harvey, second assistant International Barker, is chairman of the forum discussions. To permit the widest participation, a full morning will be devoted to these sessions, which proved extremely popular when initiated at last year's convention.

Friday Business Session Early

Friday morning's business session is slated for the early hour of nine o'clock so that luncheon and the round-up of activities for the convention can be devoted to one of Variety's most important activities, the Heart Reports. Martin Quigley, Jr. will be chairman of a group of judges who will select the Variety group which will receive the coveted Heart Award.

International Chief Barker George Ely, now concluding his second year in that office, will conduct his final business session Saturday morning. This will conclude with election of a full slate of international officers as well as International representatives. With Miami custodian of the 1961 convention, this meeting will again enthrall visiting delegates from the 1962 convention. Dublin, Ireland, it is expected, will vigorously pursue the invitation for this meeting which it presented a year ago.

New Rank Odeon Will Open at End of August

From THE DAILY Bureau

LONDON, May 25.—Roger Rank Organization's new Odeon Theatre, Hensel Hempstead, will be opened at the end of August. The second theatre to be built by the Organization this year—the first was Harlow Odeon—it is in the new town of Hensel Hempstead and will incorporate a large television snack bar.

The new Odeon will seat approximately 1,150 patrons in a single-story auditorium. Half the seats will be on raised steepings, the remainder on a sloping floor. A proscenium has been designed which will accommodate a screen capable of showing at 65 ft. wide picture.

Name to Be Presto

The adjoining catering premises, although part of the overall theatre design, will be an entirely independent unit with its own entrance. To be called the Presto, it is being specially equipped to give fast service and good food in a pleasant, modern setting.

Albany "Windjammer"

Advance Sets Record

Special to THE DAILY

ALBANY, May 25.—The advance sale of $10,244, recorded prior to the premiere of N.Y.T.'s "Windjammer" at the new Helmman Theatre here last night, constitutes the largest advance ever for a hard-ticket feature in Albany.

The paid premiere last night featured a top-notch cast. Directed by Jack Ford from Army Navy Training Station, with Navy personnel guests of honor, greeted by Neil Helmman, owner of the new theatre.

Young, de Wilde Set 2

Independent film producer Lloyd Young has formed an association with industrialist Fred de Wilde. In announcing the merger, Young said that their first major project will be two films—"Belong or Else" to be shot in Arizona in September, and "Thursday's Child," a musical fantasy based on the life of Eartha Kitt.

Goldman Leaving NTA: To Announce New Plans

Harold Goldman, executive vice-president of National Telefilm Associates, Inc., yesterday announced his resignation from the company, effective June 2. He will announce his new activity shortly.

Goldman, as executive vice-president, has directed NTA sales activities virtually since the organization of the company in 1954. He is a member of the board and president of NTA, respectively, and has been the company's sales manager since 1954. His resignation comes as a result of transferring to another company in another field.

Max E. Youngstein, vice-president of United Artists, has been named chairman of the talent committee, the organization of which is to be announced shortly.

Goldman has been president of Goldman Television Exploitation, Inc., and in 1954, again with Unger, he organized Comet Television Films, Inc.
Everywhere in the world... because it's on film!

Yes, film is everywhere—everywhere there are people! And because it is everywhere, and so many millions see it, making it right in technic is both a privilege and a responsibility. That, in brief, is the philosophy of the Eastman Technical Service for Motion Picture Film—a service highly regarded by all who call upon it.

Branches are located at strategic centers. Inquiries invited.

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

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

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

For the purchase of film:
W. J. German, Inc.

Agents for the sale and distribution of Eastman Professional
Motion Picture Films, Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.
HOLLYWOOD, May 25.—A newly formed Sceptre Productions, Inc., has backed the production of the Ripley "Believe It or Not" television series as its first venture.

Headed by Jack Rabin, Irvin Block and Roy Kellogg, the new company is preparing a television lot and will produce films for both theatrical and television release.

New Record for Bott

(Continued from page 1)

cast of the fight are not expected to reach 200. Most of the locations will be theaters. Fewers than a third of the total will be arenas, ball parks and other large capacity indoor and outdoor assemblies.

A total of more than 700,000 seats will be available at prices ranging for the most part from $3 to $5.

In addition, deals are being made for several community antenna systems to take the fight off the air and pipe it to subscribers who agree to pay a monthly fee for the service. This is being done largely as an experiment and because Tele-ProngTer owns community antenna systems in Wyoming and New Mexico. None of the systems participating will be in competition with theaters or arenas presenting the TV of the fight, it was stated.

Theatre Rights Seen Going to U.A.

Theatrical motion picture rights to the bout are expected to go to United Artists, as have the rights to the last several top flight matches. Negotiations are about concluded, it was reported yesterday, but U. A. officials declined to comment on when they expected the signing to take place.

Talks between International Tele- meter and Tele-ProngTer are proceeding for putting the fight telecast on TeleScopic in Ebeltoise, Out. Failure to agree on the price to be charged by TeleScopic is holding up the decision on what TeleScopic wants a charge of $3 for each TeleScopic subscriber who tunes in the championship bout because, it was stated, that is the charge that will be made by the Toronto ball park and theatre which also will be offering the telecast.

TeleScopic's operators would be faced with difficulties in collecting more than $3 per subscriber because that is the maximum per-program collection the system's coin meters can accept.

Writers Reject

(Continued from page 1)

to $1,275 for a 30-minute TV play against not less than 3 per cent of the absolute gross in excess of $50,000. The minimum rental rate is $1,100 for a 30-minute play and $2,000 for one of a full hour.

In another development on the guild front, WGA negotiators met with the AMPTP for three hours in an attempt to reach agreement to end the WGA strike against the major studios, with no statements furnished by either side.

had provided severe penalties for exhibitors as well as condemnation of pictures or picture scenes.

"Make no mistake about this," McCarthy said, "censorship today is no longer exclusively a problem of the producer or distributor; it is being aimed with full force at the theater owner. You here in Pennsylvania have seen what an organized pressure group can do to your theaters. You should make it plain to your exhibitor friends throughout the country that what happened in Pennsylvania can also happen to them and that they must organize and fight."

Compo in Spirited Fight

With the help of the Motion Picture Assn. of America, McCarthy added, Compo can fight censorship in several states. It also is conducting an educational campaign among exhibitors to acquaint them with the perils of censorship and procedures to be followed in fighting it. An elaborate censorship kit, with material that can be used in future local and state censorship campaigns, has been mailed by Compo to thousands of exhibitors and has been widely commended.

McCarthy also discussed the industry-wide campaign that Compo has organized in opposition to bills now before Congress that would extend the coverage of the minimum wage to theatre employees, now exempt from the law's provisions.

It is expected that more than 100 exhibitors of all affilations will attend the presentation tomorrow of the McCarthy program for theatres from New York will be, besides McCarthy, James Veldke of United Artists, representing the general sales manager for television; MPAA; Charles Simounie of Universal and Bob Ferguson of Columbia, representing the MPAA advertising and publicity directors, and Alex Moss of the Compo staff.

Philip Harling, chairman of the Joint Committee Against Pay-TV, was prevented by illness from attending the convention, but he had indicated that he would talk on the exhibitors' national program to oppose pay-TV, a fund raising plan for which has been activated.

Murder, Inc.,

(Continued from page 1)

tailed to a larger degree than the company had ever attempted previously.

Seven totally new teaser ads set to type are designed to be run in local newspapers a full week before each opening. Einfeld added.

The executive then described what he called the largest television advertising campaign in the company's history, encompassing 12 radio and 12 TV spots, more than ever before prepared. He added: "This, Einfeld continued, is "that Murder, Inc."

It is perfect for all audiences, and in many areas, the production will be playing in more than one theatre at a time."

Expansion Vital, Says Einfeld

Einfeld said that 10 was the most spots used in the past for any production, and that this campaign, due to its extended audience potential required the expansion in production. The spots come in lengths of 60, 30, 20 and 10-second lengths and are available free to exhibitors as an exploitation tool in advance of their playdates.

Opinion-makers screenings in key exchanges for legal staffs of cities and states, judges, and correction officials will be held starting early next month.

Einfeld also said that top recording star Sarah Vaughan has recorded four Rodelet Records "The Awakening," the theme song she sings in the production. In addition, Frank DeVol, Academy-Award nominated for his sound-track for "Ben-Hur," has produced the sound-track music for the attraction. Several major record companies are reported bidding for the album rights.

Levine Advises Britons

(Continued from page 1)

United Kingdom cities preparing the mid-summer season are known as "Hercules Unchained," reflected that when television reared its competitive head against U.S. exhibitors they eventually realized that they could make TV work for them by concentrating a good deal of their merchandising efforts in the medium itself.

He credited much of the success of his "Hercules," released last summer, to the overwhelming use of television advertising to arouse the interest and imagination of the public.

Comparison Aids Film

"With television," Levine stated, "you can visually capture the potential audience with action-filled scenes from the production which invariably make regular television fare look small by comparison. Levine announced that he would spearhead the most extensive use of television ever undertaken in the U.K. for "Hercules Unchained," being distributed here by Warner-Pathe Ltd.

Levine moves on to Glasgow tomorrow for his final theatre manager meetings before returning to Folkestone on May 30 for his "exploitation" reception for 400 members of the Cinematographe Exhibitors Association.

Hammer to Increase

(Continued from page 1)

plans to deliver nine to Columbia in 1961. He will go to New York to attend the production program with Columbia executives after he attends the Variety Club convention in Toronto, he said. Carreras is scheduled to arrive in New York on June 5 for an eight-day visit.

Cincinnati Drive-In Files Damage Action

Special to THE DAILY

CINCINNATI, May 25.—The State Theatres, yesterday filed suit seeking $240,000 damages from the seven national distributors in U.S. District Court. The complaint alleges that the suit was discriminated against in censoring of product by the defendants in favor of its court.

It asks injunctive relief in to damages.

Detroit Trucking

(Continued from page 1)

does show over $70,000 in the actual amount is about The open-to-the-public listing Hall of Records shows that the does not show repayment which up to recently were remitted with the exception of 1958.

Three reasons were given company's predicament; the is still in dispute; Michigan is not engaged in and the State of Michigan, self's was in financial trouble behind in paying Film I services to penal institutions, and the like.

Legion of Honor

(Continued from page 1)

General of France, awarded coveted star and scarlet ribbon Academy Award-winning military was officially honored by Charles De Gaulle on behalf of France, Tinton voted to membership in re his contributions to France.

Protest Detroit To Common Council

Special to THE DAILY

DETROIT, May 25.—Eve of the Common Council of Detroit has received a list of 165 motion picture pictures located within the corporate the city in 1950, marked to in the past decade 112 local.

With no time for written the councilman, Del Smith, to London right away that he will never do writing to harm the industry and has, in trying to aid it for the past 112 local.

London points out in the that closed theatres are a trawl all. He also states that, being a one-upone investment struggling to keep alive and levy is most destructive of all, that he wants to do what I will destroy business so I addition of the tax to ticket number of admissions, exhibition receives loss not stated.
Industry Pledges Aid to Red Cross
As Gruenther Cites Growing Need

By SAUL OSTROVE
(Picture on page 3)

Gen. Alfred M. Gruenther, president of the American Red Cross, yesterday told 150 guests at the motion picture industry's annual Red Cross luncheon that the future of the Red Cross is in the hands of the motion picture industry.

"There is no question that the Red Cross is needed," he said. "Many hands need help now, both here and around the world." He cited the current conflict in Ireland as an example of the need for Red Cross assistance.

D. C. Critic Coe
Hails 'Herald' Meets

From THE DAILY Barren
WASHINGTON, May 26—A tribute to motion picture "blockbusters" and the efforts of showmen to promote them was paid yesterday in his column, "On the Aisle," by Richard L. Coe, drama editor for the Washington Post.

The Coe remarks were inspired by a report given the columnist by Jack Foxe, director of advertising and publicity for Loew's Washington Theatres, on the Merchandising Conferences sponsored by Motion Picture (Continued on page 2)

Plan to Launch Conn.
Anti-Pay-TV Unit June 2

Formal organization of the campaign committees which will combat the proposed test of broadcast pay-TV in Hartford, Conn., is expected to be accomplished next Thursday when Connecticut exhibitors will meet at the Woodbridge Country Club, Woodbridge, Conn.

The meeting, called by the Motion (Continued on page 4)

Irish Producer Says Irish Films
Need More International Flavor

Irish pictures must have more of an international flavor if they are to make friends and money in other parts of the world, said Lord Killanin, as he opened the Irish Film Festival at the New York Academy of Motion Picture Arts and Sciences.

"Our pictures are received well by American critics but do not do well at the box office," he said. "We can't complain about our facilities, either. In Ardmore Studios (Dublin) we have the finest in Europe, and our wonderful location and natural beauty goes without saying."

Lord Killanin believes that the short story and stage play are among Ireland's most important contributions to world literature, they should be used in making films to present Ireland to the world.

Dublin, incidentally, has the largest theatre seat per capita ratio in the world (Continued on page 3)
Irish Films

Continued from page 1

Joseph M. Sugar, vice-president and general sales manager of Magna Theatre Corp., will return to New York today from St. Louis.

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and his associates, Bernhard Levy and Al Siegman, have returned from upstate New York.

J. Loya Lopert, president of Lopert Films, will return here at the weekend from Europe.

Guy Brown, representative in New Orleans for the Motion Picture Association of America, has returned to his duties there following a long illness.

Joseph Woehl, president and Charles H. Rosenblatt, vice-president, have returned to New York from England.

Thomas Gerety, former advertising executive for M-G-M, and Mrs. Gerety, have announced the engagement of their daughter, Stmina, to Joseph J. Beirne, Jr., New York.

Irwin Ullman, general manager of Hellman Theatres, Philadelphia, has returned following three weeks of temporary management of the new Hellman Theatre in Albany, N. Y.

Samuel Z. Arkoff, of American International Pictures, will leave Hollywood today for home.

Mrs. Charles Simpson, wife of the vice-president of Capital Releasing Corp., Atlanta, is under treatment there for an injury suffered in an automobile accident.

MUNRO POGHORNER, representative of Franco London Film in the United States, has left New York for Paris.

LOUIS DE ROCHERON, producer, has arrived in New York from Hollywood.

No Paper Monday

Motion Picture Daily will not be published on Monday, May 30.

Motion Pictures

Continued from page 1

Johnston to Speak

In Tribute to Spingold

From THE DAILY BUREAU

WASHINGTON, May 26. - Eric Johnston, Motion Picture Assn. president, will address a luncheon to be given on NBC radio network's "The Eternal Light" program.

The show, entitled "Message to the World," will be a tribute to the late Nate Spingold, Columbia Pictures vice-president.

Senate Min. Wage Bill Consideration Stymied

From THE DAILY BUREAU

WASHINGTON, May 26. - The Senate labor committee's consideration of the Kennedy (D., Mass.) minimum wage bill was stymied today by minority leader Dirksen (R., Ill.) who objected to the group meeting while the Senate was in session.

At the same time it was learned that the House labor standards sub-committee is moving toward agreement on a compromise wage bill. It is expected to report its measure to the full committee on June 2, after amendments that will exempt a number of industries, including motion pictures. There will be enough disagreement to require both majority and minority reports.

The compromise wage bill is expected to provide for raising the pay of workers to 75 cents an hour once employees now under the federal law. The minimum would rise by five cents a year for the two succeeding years until $1.25 is reached.

Increases Outlined

Newly-covered employees—and the committee has not reached final agreement—will see their pay raised to $1 an hour and now, the minimum would rise to $1.25 an hour. Increased in the period, the committee is now working on its final agreement will be phased down from 30 to 40 hours.

Coverage of the law will be expanded, possibly by 45 million. This is one of the things on which the sub-committee is rather sharply divided.

Schur Joins M-G-M

George Schur has joined the staff of Metro-Goldwyn-Mayer, it was announced by Jack Byrne, vice-president and general sales manager. He will be associated with Max Fellerman, recently appointed special sales analyst, Schur, formerly in charge of branch operations and also in charge of his own new position immediately.

NEW YORK THEATRE

RADIO CITY MUSIC HALL

Herald Square, New York, N. Y.

WALT DISNEY'S "POLLYANN"

Starring"JANE WYMAN -- RICHARD E. BRENDEN and promising HALEY MILLS

Directed by ROBERT ZEMECKIS

Produced by ROBERT ZEMECKIS and RGB PRODUCTIONS

In TCM'S COCA-COLA THEATER

ON THE GREAT STAGE "RADIO CITY MUSIC HALL"
Knoxville Suit

(Continued from page 1)

Morris, operates the suburban Pike and Tower Theatres.

The jury late yesterday, after two days of deliberation, found that the distributors and local exhibitors conspired to keep first-run films from the New Amusements Co., houses.

Actual damages award was $25,000, but in anti-trust litigation the damages must be tripled under the law. Morris had sought $1,000,000 in damages. Observers consider the damages awarded to be very small. Frank Fow- ler an attorney for the majors, said the small damages awarded proved the jury believed the plaintiff suffered little injury.

No indication of appeal action has been given by either side in the suit.

Attorneys Ask $63,000

A dispute has arisen over the attorneys fee. Morris' attorneys, George S. and W. Bradley Ryan, of Boston, and Ivan Privette, a Knoxville attorney, estimated their total fee at $65,000. The attorney said they worked for 2,600 hours on the case, including 100 days in the various courts. This included pre-trial conferences and pleading. The actual trial in Knox- ville Federal court lasted six weeks.

Judge Robert L. Taylor said he thought the figure was a little high, but the defendants said they felt $7,500 would be a proper fee. Judge Taylor laughed, saying this estimate was far too low. Tomorrow the attor- neys will meet at the court and fur- ther discuss the fees to be paid.

The losing defendants run the first-run houses in the Knoxville downtown area; namely the Tennessee, Riviera and Bijou. All major distributor-producers in the industry were mentioned in the suit.

New ‘Queen’ Campaign For General Release

Universal - International's "The Snowy Queen," has an approxi-
mately 300 pre-release dates for the Easter holidays, will go into general release during the coming weeks with a full-scale promotional campaign supplementing the original campaign used for the Easter pre-release.

Philip Gerard, Eastern advertising and publicity director, said Dave Fletchser, film animator who served as technical advisor for Universal in preparing the film for American release, will tour nine Western cities in connection with openings starting in Portland on June 5, and then going to Seattle, San Francisco, Oakland, Sacramento, Fresno, Salt Lake City, Denver, and San Diego.

Sunday comic section ads will be used in many of the key cities as was done in the original Easter launchings of the picture and these will be supple-
mended by local newspaper and televi-
sion advertising aimed at the juve-
nile market. Universal is assigning field exploitation representatives to cover the new openings scheduled for the coming weeks.

Mount Reopening

in Memphis

Special to THE DAILY

PHIL, May 26. - Paramount, which closed its Memphis exchange a month ago, will reopen next Tuesday because of an in-business.

Ed Nicholson, who remained in Memphis as a salesman, will be as manager, the job he held when he closed the office will take the employes. Others will be as needed.

Rule on Penn. or Law Next Week

Special to THE DAILY

HUBS, Pa., May 26. - Valter T. Sohn of Dauphin court here, indicated today that he will, upon his decision constitutionality of Pennsylvania censorship law soon, prob- hin the next week.

New law was challenged in a suit by 20th Century-Fox, Goldwyn Theatres and the Amusements Association of Pennsylvania, Philadelphia.

T. Dana, of Pittsburgh, chair- man of the three-member board, an- that the agency is in the pro- testing rules of procedure, it will lease space in the home building in Pittsburgh.

Bruce, William H. Mendel- low, the attorney, has been elected director of the censor board, salary of $7,400.

The court dealt a hand, Atty. Gen. Alpen said exhibitors and showmen will be expected to comply with the law which re- cently went into force.

On Music Series

Prepared by NSS

Ad Code Operation

Told in Conno Ad

The operation of the motion picture industry's Advertising Code is de- scribed in the 110th of the series of Conno ad in Editor & Publisher, which will appear tomorrow. In 30 years since the Code was adopted, the ad says, the Code Administration has examined and passed on more than three-quarter million pieces of advertising and publicity material.

Each item is carefully examined, the ad asserts, and then stamped either "approved" or "disapproved," according to the Administration's judgment of whether it meets Code standards of morality and good taste. "After such scrutiny and appraisal," the ad con- cludes, "we believe the advertising is 'reasonably acceptable to reasonable people.'"

Composers, Lyricists Meet with AMPP Today

From THE DAILY Bulletin

HOLLYWOOD, May 26. - Repre- sentatives of the Association of Motion Picture Producers will meet with Hollywood composers and lyricists tomorrow afternoon to discuss terms for an initial contract. The guild was certified by the National Labor Relations Board as the bar- gaining agent.

Dallas Wompi to Host

Employers at Luncheon

Special to THE DAILY

DALLAS, May 26. - The Dallas Women of the Motion Picture Indus- try will be hostesses to their employ- ers for their eighth annual anniver- sary luncheon meeting Friday at the Embassy Room in the Statler Hilton Hotel. The Rev. Tom Mapp, of the Lovers Lane Methodist Church, will be the main speaker, and will be in- troduced by Miss Sue Benningfield of Texas Compco.

The program committee in charge of the anniversary luncheon is as fol- lows: Miss Velma Osborne, Para- mount; Mrs. Dorothy Morris, Cinema Art Theatres, Miss Marie Powers, Simmons Heywood Booking Agency; Mrs. Margie Seely, 20th Century-Fox; Mrs. Blanche Boyle, and Miss Ben- ningfield.

Honor Francis Harmon

Francis Harmon, former vice-presi- dent of the Motion Picture Assn. of America, was honored this week by the Inter-Church Center, of which he is a vice-president, for his part in making possible the building of the $1,500,000, 20-story Center here, which will be dedicated on Sunday. A bronze plaque commemorating the work of Harmon and two associates was unveiled at the Center.

Industry Pledges Aid to R.C.

(Continued from page 1)

at the luncheon, E. Newton Cutler, Jr., chairman of the Greater New York Red Cross campaign, also spoke. Recalling Soviet Premier Nikita Khrushchev's trip to Hollywood last year, Skouras said the top Russian is a friend of the American film indus- try, because of his unique remarks about "Can-Can." Skouras stated that nothing could have helped the picture so much as the words Khrushchev used to describe it.

Several guests were called on from the audience to renew their pledge to support the Red Cross drive this year. They praised Skouras for his devotion to such humanitarian causes as it. Some of them would try to arrange the chairman to reach the estab- lished goal. The entire entertainment industry goal has been set this year at $62,500 in New York.

Present also were Jo Van Fleet, David Susskind, Ina Ballin, Carol Lawrence, David Hedison and John Gabriel.

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**Motion Picture Daily**

**Booster-Station Licenses**

From FCC Starting July 5

WASHINGTON, May 26. — The Federal Communications Commission will start licensing boosters for ultra-high-frequency television stations on July 5. The boosters will amplify and boost on the same channel as the parent station, and will be considered an adjunct to the station.

**Extend to June 30**

**Actor-Pact Parley**

From THE DAILY Breeze

HOLLYWOOD, May 26.—The Association of Motion Picture Producers, the Alliance of Television Film Producers and the Screen Actors Guild have agreed to extend their negotiations on a new contract for television film actors to June 30, when the agreement reached in the interim contract will be retroactive to June 1, subject to approval of SAG's board.

Meanwhile, the writers' strike against the major studios in both theatrical and television field continues.

**Conn. Pay-TV**

(Continued from page 1)

Picture Theatre Owners of Connecticut, a TOA affiliate, follows by example, with a check for an initial meeting in New Haven when the pay-TV problem was first expanded to more than 100 exhibitors. At that time committee members were appointed to draft a program and prepare a budget for the campaign. Reports on these plans will be submitted to Thursday's meeting for approval and action.

Called by Wilkinson

The meeting has been called by George H. Wilkinson, Jr., of Wallingford, president of the Connecticut TOA unit, and Herman M. Levy, of Hamden, general counsel for the unit, who will again preside. The meeting will be open to all exhibitors.

The exhibitors plan a campaign to inform the public about the costs they would have to pay for the programming planned by Zenith Radio and RKO General if the Federal Communications Commission allows the company to run a test of pay-TV over WHCT in Hartford. Zenith-RKO General has petitioned the FCC for permission to buy this UHF station, and have announced that if permission is granted, they will apply to the FCC for the pay-TV test permit.

**Harling to Attend**

Philip F. Harling of New York, chairman of TOA's anti-pay-TV committee, and chairman of the motion picture theatre industry's Joint Committee Against Pay-TV, who was prevented from attending the May 19 meeting, is expected to attend next Thursday's session.

**AROUND THE... TV CIRCUIT**

**with PINKY HERMAN**

CURRENTLY in production at the Desilu Studios in Hollywood, the "Andy Griffith Show" comedy series will star Andy with Ronnie Howard as his son and Frances Bavier. Program will be CBSJune Mondays (9:30-10 P.M.) starting in October and sponsored by General Foods... Rudy Vallee still getting attendance records in Las Vegas and Florida, will star the week of June 20 at the Round Table in Gotham... Ted Collins recuperating from a bad fall at the Lake Placid Memorial Hospital in upper N.Y. (E.T.R.) The Bruck Show's presentation of "The Margaret Bourke-White Story," won Teresa Wright an "Emmy Nomination" will be re-broadcast June 13 TVia NBChannels. At the Mousignor last night, ABCCommercials Art Van Horn just back from Las Vegas, was asked if the air there is dry and clean. "Yep," he replied, "I never got such a dry-cleaning in my life."... A son, Richard Seth, was born last Saturday to Mr. & Mrs. Burton Litwak at Doctor's Hospital. Mrs. Litwak is former Dorothy Beth Lefkowitz, daughter of Nat Lefkowitz, Treas. of Wm. Morris Agency and Burton is a theatrical attorney associated with Halperin, Morris, Granett & Cowan. ... Buddy (Tuxedo Junction) Feyne and Al Stewart have formed Stripe Records and will have a winner in their initial platter, "Hearts Are Wild" by a talented newcomer named Dobie Gray. ... With Craig Stevens as host, Ice Capsules will present a full hour NBColorcast, "Summer On Ice--1960" next Thursday, 10:30-10:45 (E.T.R.). The Brock Show's presentation of "The Margaret Bourke-White Story," won Teresa Wright an "Emmy Nomination" will be re-broadcast June 13 TVia NBChannels. At the Mousignor last night, ABCCommercials Art Van Horn just back from Las Vegas, was asked if the air there is dry and clean. "Yep," he replied, "I never got such a dry-cleaning in my life."... A son, Richard Seth, was born last Saturday to Mr. & Mrs. Burton Litwak at Doctor's Hospital. Mrs. Litwak is former Dorothy Beth Lefkowitz, daughter of Nat Lefkowitz, Treas. of Wm. Morris Agency and Burton is a theatrical attorney associated with Halperin, Morris, Granett & Cowan. ... Buddy (Tuxedo Junction) Feyne and Al Stewart have formed Stripe Records and will have a winner in their initial platter, "Hearts Are Wild" by a talented newcomer named Dobie Gray. ... With Craig Stevens as host, Ice Capsules will present a full hour NBColorcast, "Summer On Ice--1960" next Thursday, 10:30-10:45 (E.T.R.).

**For the past decade music director and producer of the Miami Pops Symphony Orchestra, Raymond Paige has been invited to conduct the**

Circles of the World by American Broadcasting Company Sunday, Aug. 7. ... Official Films

Freddy Seymour Reed proudly lets us know that Grace Sullivan has sold "Almanac" firm's 5-minute documentary newsreel series to WOR-TV, making this the 75th market. ... Headman Dave Bader of Durham Telefilms at the signing stage for a new TV syndication deal which, when announced, will make quite a splash in ... In town from Hollywood, dance business-vacation jaunt is Jerome Thor, who made the trenchcoat famous in his "Foreign Intrigue" thrillers, Jerry is the star of a new adventure series, 7 of which have already completed. ... The Lambasters will "roast" kleer Sammy Stept at the Earls Club, Monday, June 6. One of the sternest, most popular songwriters, Sammy is the writer of that "That's My Weakness Now, "Please Don't Talk About Me When I'm Gone," "I'll Always Be In Love With You". ... Stan Quinn, after 22 years with J. Walter Thompson where he produced "Kraft Music Hall," "Lux Video Theatre" and others, has resigned to become veepie and director of broadcast programming and productions at Doherty, Clifford, Steers and Shenfield. ... Alan King, guesting tonight on "Jazzbo" Collins' WINS program from Leone's, will talk about Broadway in general and his latest stereo LP Album, "In Suburbia." ... Inactive for the past ten years, the CBSymphony Orchestra, under the direction of Alfredo Antonini, will be featured on "American Soloist" Thursday, June 9. Soloists include pianist John Browning, violinist Aaron Rosand and harmonichitinist John Sebastian. ...

**AMP, ATFP, Ziv-UA**

(Continued from page 1)

Richard Jencks and Maurice Unger, representing these organizations respectively, sent separate wires to the Writers Guild's Eastern and Western branches withdrawing all previous contract offers and proposals.

Unger, in his wire, also confirmed the membership of Ziv-UA in the ATFP.

No one at the offices at the Writers Guild was available for comment here tonight.

**Probe of Six Federal Groups to Include TEC**

From THE DAILY Breeze

WASHINGTON, May 26. — Chairman Magnuson (D., Wash.), of the Senate Interstate Commerce Committee, states that his committee will conduct a thorough inquiry into the six Federal regulatory agencies during 1961. The Federal Communications Commission will be one of the bodies to be investigated.

**'Oscar' Cont.**

(Continued from page 7)

... there were three separate coups for $2,000 sake with one the special $500 S. Savvin award with the final Academy on a promotion campaign in co-operation with the local Pepsi-Cola host an additional $100 Canadian Bond on the D.A.R. S. Savvin was awarded the Pepsi-Cola of Canada.

The list of prize winners Milton Fine of Community, Kingston, N.Y. (one week's vacation for two, or $30 cash); Thomas J. Mitchell, Pa Theatre, Baton Rouge, La. (Savings Bond); John G. Strand Theatre, Scranton, Pa. (U. S. Savings Bond); and Ivan Orpheum Theatre, Vancouver Canada (Canadian $100 Bond outstanding Canadian entry). The following six entries were selected:


Certificates of Merit

Those receiving certificates are: Chris Gorder, Fort Pophal, Mont.; Robert L. Palace Theatre, Norwich, Conn. Haines, Fox Theatre, Sidney Dwight P. Perrey, Crest Superior, Nebr; Fred Meltz Theatre, Upper Sandusky, Oh Helen Steindl, Manmee, Manmee, Mamee; Merle J. Burr Theatre, Des Moines, D.; Bow Bell, Tayloirdes Theatres, vestibule, Ill.; C. H. Stewart, Wac Waec, Tex.; W. J. Town Theatre, Rockford, Ill., Fr

**GIANT SIGN for 'Ps'**

A giant five-story electric display, spelling out the title of Hitchcock's 'Psycho' in letters high, is to be unveiled at 475 Avenue and 47th facade of the DeMille Theatre. The sign will herald the dual lease engagement of the Film at the DeMille and BMW on June 16.
Loew's Board

(Continued from page 1)

poration director; Lewis Gruber, chairman of P. Lorillard Co.; Preston B. Tisch, of Tisch Hotels, Inc.; and Jay Wells, president of Wells Television.

The proposed amendment to enlarge the board was initiated by a petition from a small but vociferous group of stockholders led by Martha Brand, owner of 150 shares, and Wilma Soss, of the Federation of Women Shareholders. The petitioners, at one point threatened to enlist other stockholders in court action to enjoin the election of new directors. She charged that changes in the board constituted "oligarchy" to make the company's assets available to Tisch interests.

"No Deal," Says Friedman

Leonard Friedman, board chairman of Loew's Theatres, assured Mrs. Brand there is "no deal of any kind" between Loew's Theatres and Tisch.

In his comments on the motion, he criticized Mrs. Brand--the erection of a hotel on the site of the Loew's Lexington Theatre, Manhattan, and leasing of the Loew's 72nd Street Theatre to the Tishman Realty Co. for the erection of a new apartment building--are in the best interests of Loew's Theatres stockholders.

Lawrence A. Tisch (left), Loew's Theatres director and chairman of the finance committee, with Eugene Picker, president and chief executive officer of the company, at the stockholders meeting yesterday.

Tisch was urged by Mrs. Soss to tell the stockholders what his "intentions" are, "since he will dominate this new board.

'I Can Make One Pledge to You

Tisch said, "I can make one pledge to you. I'm in this company to work for the benefit of all the stockholders.

Tisch interests own approximately 615,000 shares of Loew's Theatres stock, or about 40 per cent of the 2,600,000 shares outstanding, Friedman replying to the charge of "oligarchy" between the company and Tisch voiced by Mrs. Brand, remarked that he thought it "was a great tribute to our company that Mr. Tisch thought well enough of it to invest in it so substantially."

The vote on the amendment of the certificate of incorporation to permit enlarging the board was 2,192,472 in favor, and 48,092 opposed. The vote for election of the five new directors was comparable. There were 2,233,724 shares, or more than 80 per cent of the total outstanding, represented at the meeting.

$500,000 for 'Road

Columbia Pictures has allocated almost $500,000 for a promotional push in connection with William Goddard's "The Mountain Road," which will open today in saturation bookings all over the country. Of the $500,000 budget allocated, Columbia has already spent almost $300,000 in the form of radio and television, both local and national, and cooperative newspaper advertising.

L.A. Dates for 'Hours'

"The Gallant Hours" will begin a multiple run engagement in 50 theatres in the Los Angeles area on June 8.

Loew's Circuit

(Continued from page 1)

72nd Street site and a hotel on the Lexington site.

Tisch said Loew's Theatres would have up to $50,000,000 available for acquisition of a major outside company. "We anticipate an active diversification," he said. "We are interested in all fields, but are looking for a major acquisition outside the theatre and realty fields. We need a very substantial outside interest. One of the kind is preferred to 10 small acquisitions."

He said the $50,000,000 cash could be generated through cash now on hand ($15,000,000), a cash flow of $5,000,000 annually this year and next, the sale of some non-produc-
tive assets and "some borrowing."

Picker said the company's current quarter of Defense Murray Snyder received the cent per share that the first half wound up behind the corresponding period a year earlier. The company is down in the third quarter of its fiscal year and Picker said the period was marked by a "very, very good first eight weeks." The current quarter ends next Tuesday.

Levine Budget

(Continued from page 1)

release the spectacle in a mass saturation throughout the British Isles this summer.

Levine, who originally earmarked 50,000 pounds ($14,000) for the "Hercules Unchained" campaign, upped by 3,000 pounds the budget for outdoor poster advertising, the largest single increase in his overall budget expansion.

Other campaign increases include extensive radio and television spots, lobby displays and additional full-page advertising.

The Embassy executive will blanket the heavily populated areas of Lon-
don, Edinburgh, Manchester, Liverpool and Birmingham.

Defense Documentary Wins Award on Release

WASHINGTON, May 26—As the Department of Defense released its 1960 color film documentary, "The Rampants We Watch," Assistant Secretary of Defense Murray Snyder received a Freedoms Foundation award from Dr. Kenneth D. Wells here for last year's film report "The Common Defense."

Shown to the public in the United States and world-wide to the Armed Forces, both documentaries show the progress of the Services in the nuclear space age. Both are dedicated to the citation for "The Common De-
fense," which stated a "patriotic mes-
 sage for Americans engendering pride in what our Armed Forces are doing to protect the nation and the free world."

The new film, which is 16mm color and runs 20 minutes ranges the world and emphasizes the role of the U.S. and its Allies in managing the global ramparts against the Com-
munist challenge.

Ent Talk

Variety Club News

A.J.—Teat No. 7 will hold a meeting of bankers in the morning of June 6, report will be given on the Toronto convention of Clubs International. Dinner served at 6:30 P.M. The crew convene and the general will follow.

Plan Approved

(continued from page 1)

is members in other areas will us, a member of the Compo, presented the area over in detail. It was our first attended meetings here in.

explained that the plan for the cooperation of all exhibitors and that the results shown that both first sequent run houses benefited campaign. He produced fig-
showed that pictures which in low grosses in areas where an assigned normal publicity and a displayed up big grosses to saturation publicity treat-
man in Wisconsin, and had ac-
grossed outstanding pictures played in the same theatres. The result, prepared by Compo, de-
results of these individual is, was distributed at the

Clarifies Costs

is explained that the costs, shared by exhibitors distributor of the picture sec-
or the campaign, were small for the individual exhibitor. In this campaign, he explained, tailored to fit the needs of the picture selected. In some regions, radio and newspapers are required, in others only one or two media.

tain the maximum benefits of 1. Marcus said, it should be using campaign with institu-
tility to encourage theatre-
ners with individual pic-
motion. He also stressed the need of the theatres providing the showing, good promotion, rest rooms and courteous us.

Queried by Delegates

interest of the exhibitors was 1 in the many questions on phases of the operation asked Marcus' talk, which was heard by 30 exhibitors, many of whom over from the annual meeting held by the Western Pennsylvania exhibitors association.

present were Charles E. Mec-
executive secretary of Compo; Wele of United Artists, rep-
ging the general sales managers tees of the Motion Picture Directors Simoniello of Universal & Ferguson of Columbia, re-

representing the MPAA advertising and publicity directors committee, and Alec Moss of the Compo staff.

The subject of Western Pennsylva-
return to membership in Al-
cluded States Association did not come up during the two-day session, which was presided over by president Harry Hendel, convention chairman.

George Stern President

George Stern was elected the new president of Western Pennsylvania Al-
cluded Officers included George Stern as vice-president and Elmer Hes-
ley, treasurer.

The new board of directors includes Harry Hendel, Frank Lewis, Bert Schulman, Al Tate, Ernie Warren and Gabe Rubin.

Other highlights of the two-day meet were a cocktail party in the Riverboat Room of the Penn-Sheraton club and finally, an invitation to see "Can-Can" at the Nixon Theatre.
WAIT FOR THE BIG ONE FROM THE COMPANY THAT GAVE YOU "JOURNEY TO THE CENTER OF THE EARTH!"

COLOR by DE LUXE CinemaScope
**New Color Newsreel Scheduled by Pathe; Growth in Interest, Cuts in Cost Cited**

From THE DAILY Bureau

LONDON, May 30.—An increased interest in color newsmovies and the fact that they now participate in the Production Fund has encouraged Pathe News, which recently released a film on the wedding of Princess Margaret in color, to cover another top event in the same manner.

Pathe announced at the weekend that it will film in Technicolor “The Derby,” described as “Britain’s greatest horseracing event.” It is the first time, Pathe said, that a national news event such as this has been made in color.

Pathe officials said they were encouraged by the “speedy delivery and world-wide success” of the recent “Royal Wedding.” As in the case of that picture they believe that the anticipated television newsmovies of the derby will act as a trailer for their color film.

Previously, they pointed out, cost and time factors prevented the use of color for newsmovies. Now Pathe will proceed with the full cooperation of the Technicolor Laboratories, who have promised delivery of the required 240 prints within 24 hours.

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**Keeter Receives First Will Rogers Award**

Harold Keeter, of the United Artists Charlotte, N.C., exchange, will receive the first national award to be presented to the one man in the industry responsible for the best results and most original campaign contributions to the Will Rogers Hospital Fund drive. Keeter was distributor chairman in the Charlotte territory for the Will Rogers audience collection and Christmas salute for 1959-60.

Presentation will be made by A. Montague, hospital president, at the board of directors meeting June 24.

The Will Rogers “Man-of-the-Year” award is in the form of a golden statue of Will Rogers, and is a mini—

(Continued on page 6)

**Photographic-Products Imports Show Increase**

From THE DAILY Bureau

WASHINGTON, May 30.—The motion picture division of the Department of Commerce reported over the weekend that photographic products, both still and motion, valued at $13,164,440 were imported into the U.S. during the first quarter of 1959 first quarter total of approximately 10.9 million dollars. (The census bureau added this year several categories which did not appear in the import listing last year.)

Sensitized, unexposed, photographic and motion picture film imported into the country increased 30 percent over the previous quarter.

(Continued on page 6)

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**Variety Meet**

Slate Emanuel As New Int’. Chief Barker

Los Angeles, New York Bid For ’63, ’64 Conclaves

Special to THE DAILY

TORONTO, May 30.—Edward Emanuel of Philadelphia, first assistant international chief Barker of Variety Clubs, is scheduled to be named international chief Barker at the 33rd annual convention which will open in the Royal York Hotel here tomorrow. Emanuel will be elected to a two-year term, succeeding George W. Eby, of Pittsburgh, the outgoing international chief Barker.

Others scheduled to be elected to international posts at the convention include Rotus Harvey of San Francisco, who will step up from second assistant international chief Barker to first assistant; Ezra Stern, who will

(Continued on page 8)

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**AMPP in Music Pact; WGA Talks Continuing**

By SAMUEL D. BERNLS

HOLLYWOOD, May 30.—Representative of the Association of Motion Picture Producers have concluded negotiations with the Composers and Lyricists Guild of America for a four-year contract, the first of its kind signed by the two organizations.

The joint announcement, made by Charles Boren, for the AMPP, and Keith Stevens, for the guild, gave no details of the deal, but it was stated that the provisions of the contract

(Continued on page 8)

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**Emphasizes Movement As Aid in Advertising**

Special to THE DAILY

ATLANTA, May 30.—Embassy Pictures is determined to put motion into motion picture merchandising, and whenever possible will include animated and three dimensional effects in theatre promotion of all its future attractions,” declared Embassy vice-president Eddie Solomon today

(Continued on page 7)
'World' To Have Large Comic Strip Campaign

Twentieth-Century-Fox’s “The Lost World” has been set for the largest specially-tailored comic strip advertising campaign in newspaper comic supplements in the company’s history, according to Charles Einfeld, vice-president.

Totaling 75 million in circulation through the Puck Comic Weekly, the Metro Sunday Comics and seven Southwestern independents, 85 newspapers in every state of the Union will carry full-color story-in-pictures spreads on Sunday, July 10, just 3 days before the world premiere at New York’s Warner Theatre.

The film company will back the national launching of the film with big television and “summer audience radio advertising campaign beginning July 1 in more than 50 markets.

“The Lost World” goes into national saturation release on July 14.

'Babette' Coming June 7

Columbia Pictures’ “Babette Goes to War” will have its New York opening at the Paris Theatre on June 7.

PERSONAL MENTION

JOHN R. CLARKE, JR., president and general manager of Technicolor, Inc., returns to his desk in Hollywood today after business trips to London and New York.

DAVID A. BADER, president of Durham Telefilms, Inc., will return here tomorrow from Toronto.

HELEN R. SMAKOWITZ, daughter of Charles A. Smakowitz, Stanley Warner zone manager for New York and New Jersey, and Mrs. Smakowitz, was married Sunday to Howard Huyf, of Newark, at the Ohel Shalom Congregation in South Orange.

HARRY THOMAS, head of Harry Thomas Enterprises, was in Atlanta on the weekend on his way to New Orleans.

ED Gallner, Eastern press representative for M-G-M, has returned to Philadelphia from Albany, N. Y.

JOSPEH M. SUGAR, vice-president and general sales manager of Magna Theatre Corp., leaves New York today for Milwaukee and Cincinnati. He will return here Friday.

Tom Conroy, in the production department, Cinearma, Inc., has returned to the Coast studios following visits to Paris, London, and Munich.

RICHARD GORDON of Gordon Films, Inc., left here over the weekend for Toronto to arrange distribution deals for George Minter’s new product and to attend the Variety Clubs International convention.

BILLY WILDER, producer and director of Mirisch Company’s “The Apartment,” and Leon Roth, Mirisch Company vice-president, arrived here at the weekend from Chicago.

German, NSS Contribute Prizes for Golf Fete

William J. German, Inc., has contributed the prizes for the foursome winners and National Screen Service, has contributed the prizes for the foursome runners-up in the ninth annual film industry golf tournament and football being sponsored by New York’s Cinema Lodge at the Ryweood Country Club at Rye, New York, on Thursday, June 16, it was announced by Martin Levine, chairman of the tournament.

The foursome prizes are in addition to the prizes awarded to the low net; low gross; nearest to cup; longest drive; biggest number of birdies in the tournament. Cinema president Abe Dickstein has again stressed that the sole purpose of the tournament is to bring industries of all faiths together for a day of fun under the sponsorship of Cinema Lodge.

Mayer Goes to Tokyo

Seymour Mayer, vice-president of Metro-Columbia-May International, flies to Tokyo tomorrow. He will proceed to Manila to attend the opening of “Ben-Hur” at the Ideal Theatre on June 8, returning to Japan immediately thereafter. In Japan, he will set deals for additional key city openings of “Ben-Hur” in September. He will be gone for three weeks.

‘Unforgiven’ $222,885

Hecht-Hill-Lancaster’s “The Unforgiven” grossed $222,885 in its seven weeks at Loew’s Capitol Theatre here, according to United Artists.

NEW YORK THE

Motion Picture Daily

Ask Special ‘Oscars For Road Show’

The Northern California Association, an affiliate of the Motion Picture Herald, has adopted a motion picture promotion policy which will create category of awards for road shows. This type of motion picture announced here by Irving M. Levin, president, clarified the resolution, all noted no special picture largely prompted by the fact that the picture was available for general theatre exhibition for many, many months and Academy made its awards. His Association felt, he said, that such special films placed in a special category competition would be fairer pointed out that award winners not of this special call be more readily available and for the public to see.

Sees Greater Flexibility

The resolution, adopted b subscription membership last suggested to Academy of Sciences that “motion picture and released for road show be placed in a special category be subject to award as such providing for greater flex granting awards and elimina could become unfair compare given such pictures and the tremendous impact.”

‘Hero’ Is Selected Festival at Stratford

“Home Is The Hero,” a film starring Arthur Kennedy turing the Abbey Players, selected for the first Stratford festival, to open, Stratford, Conn., it was announced by Albert M. Pickus, festi- man, and Val Chevron, festi- tive director.

Kennedy, who is a resident by Westport, Conn., will be the screening, which will American premiere of the picture to take part in festival acts seven-day festival will be a 750-seat Stratford Theatre in a Pete community.

RADIO CITY MUSIC HALL

WALT DISNEY’S Pollyanna

Starring JANE WYMAN • RICHARD

and presented by HOWELL MILLER

Distributed by RITA PATERSON DISTRIBUTORS INC.

ON THE GREAT STAGE • RADI0 CITY MUSIC HALL.
And the STARS in these BLOCKBUSTERS read like HOLLYWOOD'S WHO'S WHO!

They are:

MARILYN MONROE • BING CROSBY • PAUL NEWMAN • MONTGOMERY CLIFT
  JOHN WAYNE • ERNIE KOVACS • SOPHIA LOREN • ALAN LADD
  STEWART GRANGER • JOANNE WOODWARD • YVES MONTAND
  TONY RANDALL • MILTON BERLE • FRANKIE VAUGHAN • LEE REMICK
  VITTORIO DE SICA • PETER SELLERS • CAPUCINE • WILFRED HYDE-WHITE
  DON MURRAY • MYRNA LOY • DOLORES MICHAELS • FABIAN
  JILL ST. JOHN • MICHAEL RENNIE • FERNANDO LAMAS • LEON AMES
  JO VAN FLEET • STUART WHITMAN • TUESDAY WELD
  NICOLE MAUREY • DAVID HEDISON • DAN O'HERLIHY • CLAUDE RAINS
  RAY STRICKLYN • RICHARD HAYDN • TREvor HOWARD
  DEAN STOCKWELL • WENDY HILLER • RICHARD BEYMER
  TOM TRYON • VIVECA LINDFORS • PEGGY WOOD
  JEFF MORROW • MARY URE • HEATHER SEARS

and introducing ELANA EDEN
BLOCKBUSTERS SHOOTING:

JERRY WALD'S PRODUCTION OF

"LET'S MAKE LOVE"
Directed by GEORGE CUKOR • Original Screenplay by NORMAN KRASNA
Lyrics and Music by SAMMY CAHN and JAMES VAN HEUSEN

“HIGH TIME”
Produced by CHARLES BRACKETT • Directed by BLAKE EDWARDS
Screenplay by TOM WALDMAN and FRANK WALDMAN
Based on an original Story and Screenplay by GARSON KANIN
Lyrics and Music by SAMMY CAHN and JAMES VAN HEUSEN
Picture Score by HENRY MANCINI

“GO NORTH”
Directed by HENRY HATHAWAY
Screenplay by JOHN LEE MAHIN and MARTIN RACKIN

GEORGE BERNARD SHAW'S

“THE MILLIONAIRESS”
Produced by ANATOLE DE GRUNWALD
Directed by ANTHONY ASQUITH

IRWIN ALLEN'S PRODUCTION OF SIR ARTHUR CONAN DOYLE'S

“THE LOST WORLD”
Produced and Directed by IRWIN ALLEN
Screenplay by IRWIN ALLEN and CHARLES BENNETT

“ONE FOOT IN HELL”
Produced by SYDNEY BOEHM
Directed by JAMES B. CLARK
Screenplay by AARON SPELLING
AND SYDNEY BOEHM
MARK ROBSON'S PRODUCTION OF JOHN O'ARA'S

"FROM THE TERRACE"

Directed by MARK ROBSON
Screenplay by ERNEST LEHMAN

DARRYL F. ZANUCK PRODUCTIONS'

"CRACK IN THE MIRROR"

Directed by RICHARD FLEISCHER - Screenplay by MARK CANFIELD
Based on the novel by MARCEL HAEDRICH

ELIA KAZAN'S

"WILD RIVER"

Screenplay by PAUL OSBORN

A SAMUEL G. ENGEL PRODUCTION

"THE STORY OF RUTH"

Directed by HENRY KOSTER
Written for the screen by NORMAN CORWIN

JERRY WALD'S PRODUCTION OF D. H. LAWRENCE'S

"SONS AND LOVERS"

Screenplay by GAVIN LAMBERT and T. E. B. CLARKE

All with those BUILT-IN HAPPY BOXOFFICE RETURNS!
CBS Announces New Affiliate in Tacoma

The CBS Television Network is adding KTNT-TV, Channel 11, Tacoma, Wash., to its list of affiliates, it was announced by Carl Ward, vice-president and director of affiliate relations. CBS Television stations now have 201 affiliations; the new affiliation will become effective Wednesday.

Used in conjunction with KIRO-TV, Channel 7, Seattle, which continues as an affiliate, it is expected that the addition of KTNT-TV will enable advertisers to intensify their coverage of the Seattle-Tacoma market.

Both stations will be made available to advertisers at the current nighttime Class “A” rate of $1,000 until Jan. 1, 1961. Thereafter a combination rate of $1,300 will apply for the two stations. In case an advertiser desires the more intense coverage of the area, he may utilize either of the stations individually at a rate of $1,000.

FCC Would Deny Station To Loew's Theatres

WASHINGTON, May 30.—The Federal Communications Commission has ordered prepared a document that would deny the application of Loew's Theatres Broadcasting Corp., New York, for a new Class B FM station to operate in the 89 MHz wavelength area.

The commission plans to grant the application of Newark Broadcasting Corp., Newark, N. J.

This decision is in accord with an initial decision of last October. However FCC reserves the right to reach a different result upon the subsequent adoption and issuance of the formal decision.

Griffith to Star in Weekly Comedy Series

"The Andy Griffith Show," a new, weekly regular network television series, will make its debut over the CBS Television Network in October under the sponsorship of General Foods Corporation, it was announced by William H. Hyman, CBS Television Network vice-president of sales administration.

The series will be presented Mondays at 9:30-10:00 P.M., EDT. In its first regular network television series, Griffith will play a general factotum in the small town of Mayberry, U.S.A., whose observations are reminiscent of the late Will Rogers and Bob Burns.

‘Lone Westerner’ Set To Start Sept. 30

"The Lone Westerner," a half-hour filmed series starring Brian Keith in the role of a working cowboy in the Southwest during the 1890s will make its debut as an NBC-TV Network Friday night series Sept. 30 (8:30 to 9:00 P.M., EDT). Announcement of the debut of the series (originally titled "The Westerner") was made by David Levy, vice-president, programs and talent.

Hercules Unchained

(Continued from page 1)

Ulysses (Gabriel Antonini), Hereclues is first accosted in a valley run by the giant Antaeus (Primo Carrera). Standing beside the former, heavily-weighted champion of the modern world, Hercules seems small, but he gives the big bully a licking and a dunking in the sea and proceeds at will. Next stop is the cave of King Oedipus, and the aged ruler of Thebes

-supportive to his own troubles. His two spoiled sons, Eteocles and Polynices, both want to be king. Polynices presently is the rightful heir but his brother couldn’t care less about legitimate succession. Hercules tells Oedipus not to worry for the hero will restore legality to the throne.

But Hercules loses his weapon when he drinks from the spring of forgetfulness. He later is seized and brought before Queen Omphale (Sylvia Lopez), a vamp if ever there was one. What the hero learns in just in time is this: Omphale’s lovers eventually become part of a wax museum. When she tires of them she are killed and preserved in life-like form by Egyptians who spend their afternoons preparing the brew. Aided by his friends from Ithaca, Hercules escapes to the sea. Omphale realizes she still loves him and, because she cannot live without him, she jumps into the wax bath and presumably becomes part of her own collection. It is time now for the big battle scenes. Hercules first tops a couple of tigers, then joins his friends, lends a mighty hand in the fray, and rescues his wife from a chubby, bald-headed neighbor not nearly as interesting as the hero.

In Eastman color by "Hercules Unchained" is a Lux-Galatae and Lux De France co-production that is dubbed satisfactorily. A ballad, "Evening Star," was written by Mitchell Parish and crooned by June Valli.

Running time, 101 minutes. Release, in July.

SAUL OSTROVE

Photographic Products

(Continued from page 1)

ature reproduction of the Jo Davison original work which stands in the rotunda at the hospital at Saranac Lake.

Keeter’s contribution to the campaign of 1959-60, which won him the award was the development of campaign tactics which produced a spectacular rise in returns from the Charlotte area. In dollars it was more than four times greater than the preceding year. An original feature in the Charlotte program, and which was a deciding factor in making the award was the development of 221 special benefit shows in addition to the normal national campaign plan of taking up audience collections and gathering employees’ Christmas sales.

The Will Rogers executive committee feels that the Keeter plan has great possibilities, and details will be made available to all area chairman in the up-coming 1960-61 drive.

Keeter had put into operation a seven-stage program that commanded thorough coverage, and detailed follow-through features. "The crux of the campaign," said Keeter, "is a stringent follow-up. In Charlotte we left no loopholes for slippages. Everything was covered, and checked and cross-checked—and the results proved to the entire committee. I am happy the Charlotte area came through so well—and while the Man-of-the-Year state is to be given to none, I will proudly accept it as only a representative of the entire Charlotte committee—the managers and salesmen who wholeheartedly contributed so much work to the campaign."
Pickus Urges Production by Exhibitors

(Continued from page 1)

day, Pickus said exhibitors cannot look to the present film companies to generate any appreciable increase in production. The exhibitor must step up to the exhibit to help himself. "When only the exhibitor digs down in his pocket and comes up with cash to finance more pictures will he get more pictures," the TOA president declared.

"Pay-TV also came in for attention from Pickus, who asserted that it must kill the exhibitors' business if it catches on "and urged his exhibitor audience to contribute to the financing of an anti-pay TV campaign being organized by the American Congress of Exhibitors and TOA and Allied States through the Joint Committee Against Pay-TV, headed by Phillip Harling. Major efforts of the campaign will be to inform the public of pay-TV costs and to win support for passage of the Harris bill outlawing all forms of pay-TV.

"Few Unsolvable Problems"

Pickus said he is convinced there would be few "unsolvable problems" facing exhibitors today "if we had an adequate supply of good, marketable product from Hollywood." "With enough film," he said, "theatres could plan, book and merchandise their wares aggressively and intelligently instead of operating on a day-by-day basis and hoping that what next week's film will be.

"They could select those films they believe best suited to their situation, and go a long way toward re-instilling the movie-going habit in their communities. They could earn a reasonable profit and plow part of their earnings back into the production. They could pay a total gross film rental, thanks to increased patronage, and thus encourage even more production."

Nevertheless, he told the convention, "I would say candidly that the exhibitors condition I do not believe we will get increased production from the existing film companies. I have great respect for the heads of those companies, I believe they are sincere in their desire to keep every theatre operating, and that they know a healthy theatre industry is necessary for their future."

"Sees 75% of Income from Theatres"

Pickus said 75 per cent of major companies' income is from theatres and that alone should incline them to do everything possible to insure the continuance and health of theatres. But, he said, the company heads have an even greater obligation to their stockholders to maintain profitable operations. If therefore, they can show that they are making a profit, the present total film output of 200 to 250 pictures a year, why should they make more, and risk dilution of their profits? Pickus asked, "How would they appear," he said, "that with present current profits, and with a free TV and pay-TV film sales possibilities, none of the film companies are taking a long-range look at our industry and do not appreciate the fact that if theatres were fed a healthy diet of enough pictures they could return profits at least equal to the pie-in-the-sky promises of free and pay-TV?"

"Therefore, Pickus said, exhibitors should look at the formation of an exhibitor-sponsored company to finance additional product. As reported earlier, the company could count on about $2,000,000 of initial capital from the five national circuits which would contribute $400,000 each, and that additional capital would be forthcoming from independent exhibitors. He said he didn't think many pictures will be required, that "a few" would be financed the first year and probably one a month thereafter." "They would be good pictures," he said, "but not necessarily very expensive pictures. Many would earn a profit."

Forecasts Two Results

He forecast two "immediate results": realization by the film companies they no longer hold a production monopoly, and that those companies would still earn good theatre profits despite the new film supply. Thereafter, he said, he believed the Hollywood companies would step up their own production and release programs.

Pickus said he does not believe that buying up post-48 films from major company backlogs is the answer to exhibitor problems. This is a procedure approved by the American Congress of Exhibitors which is backing the Motion Picture Investors and the Ben Marcus plan for maintaining a flow of reissue to theatres, meanwhile, of course, making the most desirable films unavailable to television.

"We need more product, more new product," Pickus emphasized.

Discusses Pay-Television

Discussing pay-TV, Pickus said he does not believe it will be successful because he cannot imagine the public paying for something it is now getting free. Nevertheless, he said, he is concerned about the Teleometer operation in Toronto and the projected one in Hartford, Conn., "because even in failure they could hurt, if not close, many theatres in the areas of the experiments."

Accordingly, he called upon the exhibitors to join in the work of the Joint Committee Against Pay TV and contribute to it financially.

Boston Theatres

Patterson Fight

Special to THE DAILY

AODELPHI, May 30.—Three down- towners will show the closed releas of the Jehovah-son fight on June 20, but each will have a slightly different The Keith Memorial will have reserved at $5 per person, will have reserved seats orchestra at $5 and rush seats in balconies at $4, while Loew's will have all rush seats in an address before the Southeast Theatre Owners Convention here.

Solomon, in illustrating his company's position to theatre owners from Alabama, Tennessee and Georgia, displayed "the nine-foot-tall, animated double flasher full color lobby standee on "Hercules Unchained." Joseph E. Levine's spectacle which Warner Bros. will release to Paramount Company of Cincinnati, the standee features a movable chariot race with lightning flashing behind a dimensional cut-out of Steve Reeves as "Hercules Unchained."

"Portrait" Tie-Ups Set

"Portrait in Black," the Ross Hunter Production for Universal-International release, will receive an all-out supplementary promotional advertising campaign through television spots, radio spots and extensive magazine advertising as a result of tie-ups on Sandra Dee, co-star of the picture, with both Lustre Creme and Copper- tone.
Emanuel Slated for VCI Post

(Continued from page 1)

New York's Tent No. 35 delegation will campaign determinedly to get the 1964 convention for that city during the week of May 24.

Next year's convention already has been awarded to Miami, and the 1962 conclave to Dublin, Ireland.

On the following day, the Motion Picture News was made by convention committees of host Tent No. 28, as well as complete arrangements for a busy convention program. J. J. Fitzgibbons, Jr., is general convention chairman.

Registration will begin tomorrow morning, and the first business session will be held on Wednesday morning. The annual Heart reports will be presented on Friday, with the Heart awards being voted there. The convention will close Saturday night with the annual presentation of the Hummertian Award.

AMPP Signs Pact

(Continued from page 1)

now will be submitted to the executive board and membership of the guild for ratification.

Meanwhile, negotiations between the AMPP and the Writers Guild of America continue, and a meeting here for three hours on Friday, but no statement of progress was issued by either side. Talks are expected to continue this week.

Theatre to Close

BOSTON, May 30.—The Central Square Theatre in Cambridge will close as a theatre on Sept. 1 and will be converted into a bowling alley.

New England Theatres, Inc., a subsidiary of American Broadcasting-Paramount Theatres, owns the theatre and is leasing it to another party for the conversion.

The ten-year lease includes an option to buy the property but if the lessee does not take up the option, it could easily be reconverted back into a motion picture theatre.

Bartlett on Firing Line

Special handling by Columbia, are Sidney Lumet, Arthur Alan, Mort Saal and Ingemar Johansson, world's heavyweight boxing champion. To tempt the teenage audience, Bartlett also has cast James Dass, Glenn Corbett and newcomer Charles Quinliven, Joe Gallison and Lee King.

The producer's wife, Ana St. Clair, South American actress, makes her American debut in the picture.

Bartlett favors the "creative autonomy" he now finds at Columbia. He also praised the assistance rendered by Samuel J. Brikkin, vice-president in charge of West Coast activities for Columbia, who aided in the 18 months preparation of the picture.

"All the Young Men" was filmed at Glacier National Park in Montana, because, Bartlett said, "he wanted such a natural location—although he and his team were idled for 49 days when snow failed to fall.

Has Several Impressive Credits

Bartlett's commitment to Columbia ended with the delivery of "All the Young Men," the producer, whose past credits include the prize-winning "Navajo," "Crazylegs," "Unchained" and "Dragoo," currently is working on four other pictures which he will produce and direct. Bartlett added he has no longer cares to write screenplays; they consume too much of his time.

In Paris and in French Equatorial Africa, Bartlett's "Will shoot in color "Chianti," adaptation of a French novel written by Guy de Cars, "Captains of the Sands" will be filmed in Brazil and Holland. Projects to be filmed will star Johannes and John Wayne, respectively.

Bartlett was especially pleased with Johansson's performance in "All the Young Men," both for producing, and Columbia executives will have their fingers crossed on June 20, when the Swede defends his championship against Floyd Patterson here.
Protestant Report on Films, TV Goes to National Board Here Today

A report on the part that churches should play in seeking to improve the moral content of motion pictures and television and radio programs will be presented today to the general board of the National Council of Churches by its Broadcasting and Film Commission.

The statement, which is the result of a study of the industries made by the Commission, will be submitted to the board by a Commission official at the start of a two-day meeting at the Riverside Church here.

The report is then expected to be referred to the 33 constituent Protestant and Eastern Orthodox communions of the council for study.

In Principle

NT&T Votes $400,000 for Film Company

JOINS FOUR OTHER CIRCUITS IN FINANCING NEW OUTFIT

HOLLYWOOD, May 31. — The board of directors of National Theatres & Televison, Inc., have voted approval in principle a plan whereby NT&T will join four other theatre circuits in providing the original financing for a new motion picture production-distribution company, it was announced today by Mr. Gerald Cantor, president of NT&T.

NT&T have committed $400,000 in escrow with Chase National Bank, subject to deposit of like amounts by the other four circuits and approval of the NT&T directors of the specific commitments involved as soon as a definite plan has been worked out.

The other four companies are Loew's Theatres, RKO, Stanley Warner, and National Theatres.

Expect Edict Tomorrow On Theatre-Pay Floor

WASHINGTON, May 31. — The House labor standards committee met today but did not formally vote on Rep. James Roosevelt's (D., Calif.) proposal to exempt motion picture theatres from his bill broadening the minimum wage law.

Where there is some uniormity on a change, it is frequently not needed.

Publicists Association

Reelects Dan Thomas

HOLLYWOOD, May 31. — Dan Thomas, Universal-International publicist, was reelected president of the Publicists Association, IATSE Local 818, for his third consecutive term, according to results of secret mail ballot announced by association.

Other officers for coming year included Mill Watt, U-I, first vice-president; Tom Jones, Disney.

CT TODAY—page 4
A SCHNEIDER, president of Columbia Pictures, and M. J. FRANKSVITTL, president of Columbia Pictures International, arrived here from Europe yesterday aboard the "Queen Mary." 

* J ACK H. LEVIN, president of Certifi ed Reports, is in Toronto from New York.

* HARVEY CHERTOK, supervisor of advertising-publicity for United Artists Associated, has returned to New York from Puerto Rico.

* Dr. ROBERT R. KARP was married in Hollywood on Sunday to SANDRA GAYLE PRICE. The groom, a captain in the U.S. Medical Corps, is the son of Jack Karp, Paramount vice-president in charge of production.

* PHIL GINSBERG, who will handle the unit publicity for DARRELL F. ZAS-SUCK's "The Big Gamble" for 20th Century-Fox, has arrived in New York enroute to Paris.

* BONNIE WILKINS, head of the motion picture department at the William Morris Agency, has left New York for London and the Continent.

* HARRY THOMAS, supervisor of physical operations for Gulf State Theatres, New Orleans, has left there for Lafayette, La.

* LEON BORO, Mirisch Co. vice-president, and BILLY WILKINS have arrived in Washington from New York.

**Rites Held for Brophy**

SANTA MONICA, Calif., May 31—Funeral services were held here today in Pierce Brothers Mortuary for Ed- ward Brophy, 65, veteran character actor, who died Friday night. He is survived by his wife, Ann, and two brothers, John and Thomas.

**Special Trailers**

**NSS Prepares Trailer For 'The Savage Eye'**

Production of a special trailer for the Trans-Lux and Kipspey International feature, "The Savage Eye," has been completed by National Screen Service at its studios here, according to the World. Robbins, assistant special editor in charge of sales. The trailer is designed to aid the "top to bottom" exploitation campaign outlined on May 25 by Richard Brandt, Trans-Lux publisher, for the film which he termed, "off-beat." Robbins said "The Savage Eye" trailer represents another achievement in the Trans-Lux trailer program. He add- ed that the New York studios of NSS are specially geared for the creation of trailers for art films.

"The Savage Eye" opens at the Strand Theatre on June 6. The trailer is also being used for extensive cross-plugging at other Trans-Lux houses in the area.

**Rule Detroit Tax on Air Conditioners Legal**

Special to THE DAILY

DETROIT, May 31—Judge George F. O'Shea Jr. has ruled that water used in air conditioners that do not recirculate is legal. A lawsuit protesting the tax was filed by Theatre Control Corp., charging the rate was illegal by city charter and was discriminating. The tax applies to thea- tres and stores.

The surcharge adopted by the city is $1.50 per ton of water used for refrigerating, which will rise to $7.50 in 1961.

An idea of what this means is shown at the Fox Theatre for $3,000. The unit consists of water with capacity of 200 tons daily. This York installation uses steam and recirculates water.

It is not known if Judge Bowles' rul- ing will be appealed.

**Minneapolis Rites Held For Wilfred R. Frank**

Special to THE DAILY

MINNEAPOLIS, May 31—Services have been held at Lakewood Cen- tery for Wilfred R. Frank, theatre owner and producer of this city, who died last week. His interests included drive-in and conventional theatres here also in West St. Paul, Owatonna, Willmar and Hutchinson. Among the motion pictures which Frank produced were "Sitting Bull," "Dan Patch," "Boy, Girl and Dog" and "The Private Life of Dr. Paul Coebe."s.

**'Apartment' June 15**

"The Apartment," United Artists release, will have its New York pre- miere at the Astor Theatre, on Wednesday, June 15.

**New Murray-Wood Co. To Film 'Hooligan Priest'**

By SAUL OSTROVE

A Jesuit priest who says he probably would have become a criminal if he had not first become a clergyman will be the subject of the new Murray-Wood film, "Hooligan Priest," the first film scheduled by the new Murray-Wood company (actor Don Murray and producer Walter Wood), for United Artists release.

The priest is 85-year-old Father Disamus Clark who has spent most of his career rehabilitating hardened criminals at his "Halfway House" in St. Louis, where convicts released from the nearby state penitentiary may readjust to life on the outside before returning to society. The film already has been approved by the三级 area auth- orities, title and all. Father Clark has for many years been known in the midwest as the "hooligan priest.

Murray and Wood outlined their production plans at their Hollywood office. Shooting, on an 18-day schedule to be done entirely in St. Louis, will begin July 15. Joseph Landon is writing the screenplay but Brooke Wy MACDONALD has been selected. A cast is still being assembled.

Murray-Wood has two more films planned for 1969, including a story of the advertising business. Wood has been a promotion executive at RKO and vice-president of Cunningham and Walsh advertising agency.

**Ad-Pub Group to Hear Promotion Proposals**

Two proposals for joint industry promotion programs to be launched in the fall will be considered by the advertising and publicity directors committee of the Motion Picture Ass'n at its regular monthly meeting here Thursday.

**Thompson, Gaylord (Continued from page 1)**

Georgia at the combined convention of Alabama, Georgia and Tennessee theatre owners held at the Dinkler Inn, Houston, Tex. Thompson, in an address to the convention, placed heavy stress on the improvement now evident in the thea- tre business of the south. He added that efforts are being made to make every theatre as pleasant an experience as possible to the audience.

Speakers from the Atlanta ex- changes included Gerald M. Rah- sho, Leon T. Allen, Judson Mose and J. D. Woodward.

Other speakers heard included Gar- land, Earle Hendren, Tennessee ex- hibitor; H. E. Christian, vice-president of Creators Corp., Nashville; Irvin Singer, Bres Speckley Bros., Memphis; Missy B. Quigley, St. Louis, Mo.; and Elwood Faucett, National Association of Concessionaires, and J. Robert Holf, Motion Picture Investors.

The convention closed today.

**Set D. C. Screening Of ' Aim at the Sta**

From THE DAILY BULLETIN

WASHINGTON, D. C., May 31—Major General William Quine of information of the U.S. Arm, serve as host for two special D.C. theatrical screenings this week at the "King of the Stars," a Colum- tures release. The screenings held on June 7 and June 8 an of the nation's top military, and press personnel will hand.

On hand to view the film life story of rocket scientist, Dr. von Braun, will be Senator Frederic M. Harkness, Sparkman of Alabama, Ont, George V. Allen, chief of the Major General John B. Memorial is depicted in the film, and many Washington personalities. C Pictures will be represented by N. Lazarus, Jr., vice-president of Vecus, Jones Rosenfield, Jr., exec charge of advertising, public exploitation.

**Para. Opening Offi**

CLEVELAND, May 31—Mount will open an office in 5 building the middle of June and tain a sales and booking head- quarters for the rest of Goe- dge, branch manager; Marvin E. Sales and Keeter, currently the office is located at Keith Building. Area selling, and collections will be out of Pittsburgh.

**Kahane Has Recot**

HOLLYWOOD, May 31—Kahane, vice-president of C Pictures and president of the erry Motion Picture Association, will return to his hotel tomorrow after a recuperation at home following his recent ization.
The tension mounts!

Million dollar title!

Based on actual fact, never before sealed. Sell that title! Daring robberies, ingeniously planned, make office history. Here's edge-of-the-seat excitement!

Starring

Aldo Ray

Also Starring

Elizabeth Sellars • Peter O'Toole
Hugh Griffith • Kieron Moore • Albert Sharpe

The Day They Robbed The Bank of England

Presented by Metro-Goldwyn-Mayer
A Summit Film Production

Now booking for July—August
**WGA Warns 4-A's On TV Film Shows**

**From THE DAILY Variety**

HOLLYWOOD, May 31. — The Writers Guild of America, West, today sent a wire to the American Association of Advertising Agencies cautioning its members against cooperating with TV film producers reportedly seeking to set back air dates on new fall shows. The warning note expressed the belief that being sort of direct or indirect, to cooperate with TV film producers in the now five-month-old writers strike would be construed as an attempt on part of the industry to "smash" a labor organization.

Will Meet with Members

WGA offered to meet with members of Association to acquaint them with issues involved and how it might affect sponsor clients.

**NAB Code Unit to Meet On Cuts in TV Films**

**From THE DAILY Variety**

WASHINGTON, May 31. — The National Association of Broadcasters' Code Review Board will meet on Thursday to discuss complaints by the Alliance of Television Film Producers that some stations are cutting films excessively so they can slip in more commercials.

NAB has received protests that five or six minutes are sometimes cut from half-hour films (about 26 minutes playing time). A favorite target for the scissors is the screen credits, which must be included by agreement with unions.

Time Limits Prescribed

The TV code prescribes commercial time limits in such programs, but the limits vary with the type of sponsorship and the time of broadcast. It is a code which has, in the past, put an acceptable, but narrower, definition into language acceptable to all concerned with the code.

**New Connecticut Meet On Pay-TV Tomorrow**

Special to THE DAILY

HARTFORD, May 31.—George H. Wilkinson, Jr., president, and Her- mon M. Levy, executive secretary, MPTO of Connecticut, have called an exhibitors' luncheon for 12:15 noon Thursday at the Woodbridge Country Club, Woodbridge, to further discuss the projected Connecticut exhibition campaign against the Zinth-RKO General Pay-TV test slated for WHCT-TV, Channel 18, Hartford.

**Publicists Elect**

(Continued from page 1)

second vice-president; Roy Metzler (incumbent), 30th Century-Fox, treasurer; Ann Myers Wolf, independent, secretary; Jack Atlas, Columbia, and Mike Buchanan, CBS, trustees; Lloyd Ritchie (incumbent) business representative.

Delegates to the IATSE convention in Chicago this month, Barbara Best and Mac St. John, with Al Fine- stone, Jerry Ludwig and Max Mont being named as alternates.

The two amendments already adopted were offered by Sen. Gore (D., Tenn.), who plans to offer still more changes in the bill. Both were backed by the Treasury. Roy would require that the Internal Revenue Service be provided with certain information concerning foreign subsidiaries (or subsidiaries of subsidiaries) when the American parent firm has ownership of 50 per cent or more.

In addition, comparable data would have to be given whenever a new foreign subsidiary was established. The new agreement on compliance would make the firm in question ineligible to use the foreign tax credit. Senator Gore's additional amendments are thought to have no chance of passage. They would: (1) repeal the foreign tax credit in its entirety, (2) repeal the tax-safeguarding Western Hemisphere corporation provisions of the tax code, and (3) put back into the law the complex "gross-up" requirement, strongly opposed by business interests.

**Report on Films, TV**

(Continued from page 1)

has not been released it is expected to reject censorship in favor of self-regulation by the industries. "The role of the Church," according to Dr. Mack, "is not so much to get in and regulate but to strengthen the hands of those people in the communications industry who are sensitive and aware of the need for integration." He indicated the Commission wishes to develop means of "registering approval and disapproval other than by mass blacklists.

In gathering data for the report Commission members have met with Eric Johnston, president of the Motion Picture Assn., and officials of the CBS, NBC and ABC television networks. One purpose of these meetings has been to work out greater liaison with film, radio and television executives so the Commission can acquaint them with its views.

These meetings are to continue with the next set with the Association of Motion Picture Producers in Hollywood on June 24. Attending will be Johnston, Kenneth Clark, vice-presi- dent; and Geoffrey M. Sherlock, director of the Production Code Ad- ministration. Several leading producers are also expected to take part.

This meeting is to be an informal luncheon affair. Dr. Mack said yesterday, designed primarily for the participants to become better acquainted.

**East Coast**

**Motion Picture Production EDITORIAL and TECHNICAL SERVICE**

CREATIVE EDITING and COMPLETE PERSONAL SUPERVISION

JOSEPH HOSKIN

COMMISSIONING ARTIST

7-ELEVEN 2-5154

FOR BETTER FILMS
Russian 'Idiot' Stars To Attend Bow Here

The stars of the Russian-made "The Idiot," which 20th Century-Fox is releasing in this country under the cultural exchange program, will attend the New York premiere at the Grand National Theatre the evening of Monday, Jan. 22, and Ivan Povety, their director, are being brought to this country by the State Department especially for the event.

First of 22 Productions

The first of 22 Kramer productions to have its world premiere the U.S.A., where earliest it will take place atypical if the U.S. and Canada in New York, Kramer announced. Engaging once again the increasing pace of the foreign market, he UA sales officials may set European bookings, to follow a London premiere, prior to American premieres.

er said that the film will open under a New York, Los Angeles, San Francisco, Washington, Dallas and Toronto, and release dates will be followed by key city bookings for the UA and National. The American playdates will right-run policy and only in under present planning will be on a road-show basis.

ative Promotion Planned

The screenings will spearhead the campaign to condition all to want to see the film over or seven months to campaign for a film of controversial eight cities selected for the 15 will have the benefit of a magazine campaign set to November. Premieres in other major cities will depend on how excitement is generated out the Berlin festival, Kramer said during the routine interview.

er's next film project will be set at Nuremberg, "The director expects to put becamers in January, 1961.

Win Judgments

TFORD, May 31—Two sundays totaling $12,000 have awarded to Sal Adorno, Sr., and Momo of Med-Theaters, Med-

Com, against the Middle-

ling Corporation, Middletown, Middletown Superior Court ses-

the awards were made on the a claim for non-payment of A similar suit is pending in town Common Pleas Court the corporation by Nicholasa The amounts sought is re-

approximately the same as awarded the Adornos. The son and Saraceno are officers in receivion.

Ticket Taxes

(Continued from page 1)

vision debate Sunday. He suggested that the tax money be set aside for an actors' pension fund. Equity's pension demand is a key issue in the current budget battle. Equity insisting that a pension plan be set up and the League flatly rejecting the demand.

Mayor Wagner is said to have told the negotiating groups that the city's budget for the 1966-67 fiscal year has been set up already but that he would get "an early and expeditions review" of the situation and see what could be done.

Up to press time last night, Equity was threatening to call out the cast of "The Tenth Man," thereby closing the show, if an agreement had not been reached by last midnight's expiration time of their contract with the League. Since Equity said it would not accept a new contract which did not contain a pension provision, and the League was equally adamant that it could not grant one, the strike appeared inevitable barring unforeseen developments today. A general membership meeting of Equity is scheduled for midnight last night at the Astor Hotel.

Threaten General Stoppage

Producers responded to Equity's announced intention of closing musical if there had been no agreement of tonight by stating that if that happens they will shut all Broadway theatres tomorrow.

In a California case disagreed on what the Mayor wants of the League saying he wanted Equity to wait a week or two until the tax repeal pro-

posal could be taken up with the Board of Estimate and the City Con-

troller, and Equity disavowing any such understanding.

Industry attorneys said the tax is an "exception to all forms of announcements that they did not see how it could be repealed for legiti-

mate theatres and not for all other entertainment to which an admission is charged. Other-

wise, they said, the tax would be discriminatory and could be legally attacked on that basis.

Circuit officials said they were unable to estimate accurately how much the tax costs city film theatres, noting it applied only to admissions over $1. Recent estimates were that it would amount to "several hundred thousands annually."

Oversubscribe MPI

(Continued from page 1)
Pittsburgh quota of $50,000 for Motion Picture Investors.

Organizations participating in the stock buy included Associated Theatres, Allied Theatre Owners of Western Pennsylvania, Mt. Oliver Theatres, Blatt Theatres, Pittsburgh Drive-In Theatre Owners Association, Rodnick Theatre owners, Warren Enterprises, Bert Schwartz Theatres and others.

George Tye, newly-elected vice-

president of Allied Theatre Owners of Western Pennsylvania, was named Pittsburgh territory MPI representa-

people

Joseph E. Levine, producer and president of Embassy Pictures Corp., was the subject of a four-column article in the Sunday edition of the New York Times, which included a two column reproduction of an advertisement for his "Heroic Unchained." In comparing Levine to P. T. Barnum, Robert Alden, author of the article, paid tribute to his showmanship, his extensive use of promotion to exploitation and his ability to induce audiences here and abroad to "queue up at the box office."

Karl Hoblitzele, president of Interstate and Texas Consolidated Theatres, has been reelected president of the Southwestern Medical Foundation of Dallas.

Albert A. List, president of Glen Alden Corp., parent company of RKO Theatres, has been awarded an honorary degree of Doctor of Humane Letters by the Bradford Ducole College of Technology, Fall River, Mass.

Mrs. Joan Crawford Steele has received the "Outstanding Woman" award of the Philadelphia Variety Club at its annual banquet at the Bellevue-Stratford Hotel. Previous winners included Ruth Chatterton and Pearl S. Buck.

Sureda Funeral Thurs.

John Ventura Sureda, 75, head of the Spanish translation department of Paramount Pictures, died at Forest Hills here on Sunday. Funeral will be held at 11 A.M. tomorrow from Fox Funeral Home, Forest Hills.

Mildred Castleberry Dies

ATLANTA, May 31—Mildred Castle-

berry, booker for Martin Theatres, died here in a local hospital.

Theatre: COMET 4!

flight: MONARCH

frequency: NIGHTLY

destination: LONDON!
“THE RAT RACE”
BEST GROSSER
YOU HAVE HAD
SINCE ‘THE TEN
COMMANDMENTS’
HAPPY DAYS
ARE HERE AGAIN
REGARDS.”

JOHN McKay, MANAG
RIVERSIDE THEATRE,
MILWAUKEE

YES, PARAMOUNT’S “THE RAT RACE” IS ROARING TOWARD RECORD BOXOFFICE RESULTS EVERYWHERE!

SMASH RETURNS ENGAGEMENT AFTER ENGAGEMENT!

CHECK CAPITAL, NEW YORK . . . CHICAGO, CHICAGO . . .
PANTAGES, L.A. . . . FOX, PHILADELPHIA . . .
ASTOR, BOSTON . . . METROPOLITAN & AMBASSADOR,
WASHINGTON, D. C. . . . CENTURY, BALTIMORE!

HOLDOVERS EVERYWHERE, OF COURSE
CALL PARAMOUNT NOW
Skouras Carrying Optimistic Industry Report to Exhibitors All Over U. S.

An upbeat report on the status of the motion picture industry is being made to exhibitors by Syros P. Skouras, 20th Century-Fox president, in a series of trips to exchange cities in the U.S. and Canada. Scheduled to visit Toronto tomorrow, he began his tour in Detroit at the weekend.

Theme of the Skouras report is that the motion picture theatre has met the threat of TV competition and is not only surviving but "getting stronger." He is convinced, too, he points out, that "the salvation of the industry has always been good pictures and they are going to get even better."

In discussing the competition of TV, Skouras comments that "there are few businesses or arts that could compete..." (Continued on page 3)

Eby Asks More Funds
For Variety Clubs Int'l

Special to THE DAILY
TORONTO, June 1. — Additional funds are needed for the support of Variety Clubs International, it was emphasized here today by George W. Eby, retiring international chairman of the organization, in his annual report at the VCI convention which opened yesterday at the Royal York Hotel.

While not suggesting how the funds should be obtained, Eby pointed out that the organization suffered a deficit of $11,000 last year.

Eby, in his report, paid tribute to... (Continued on page 4)

Rank Is Still Interested in Production, Says Davis; Points to Varied Activity

By WILLIAM PAYS

LONDON, May 30 (By Air Mail).—The Rank Organisation's continued interest in production was reaffirmed by managing director John Davis at a luncheon here.

Rank is interested in production and is aiming at a high level of output. The company has been successful in the past and is now aiming to produce a higher level of output. This was highlighted by the recent release of "The World of Henry Orient," which was well received by the critics and the public.

The company has a number of new projects under development, including a sequel to "The World of Henry Orient," and a number of independent productions are being considered for release. The company is also looking at opportunities in international co-productions and is in discussions with a number of international partners.

Davis emphasized that the company's success in production is due to its commitment to quality and its ability to identify and develop talented filmmakers. He also highlighted the company's use of advanced technology in the production process, which allows for greater efficiency and creativity.

The company is committed to continuing its investment in production and is looking forward to the future with confidence. (Continued on page 3)
ACE Looks to Independents (Continued from page 1)

when the total pledges have reached a minimum of $3,000,000, ACE may call a special meeting of the members of America and Allied States to assist in raising additional capital from among their membership.

There is a possibility that beyond that, ACE may get clearance for the new company from the Securities and Exchange Commission for sale of stock to the public. Reportedly, the idea is to get in finance sufficient to launch the company and assure the start of new production before publicizing it to any extent. Past failures of projects of this kind which depended on exhibitor financing primarily are understood to explain a prevailing ACE policy of official silence on the subject.

Depinet Counsel Sought

Ultimate plans for the new production-distribution company are said to be expected after the election after the election of a national company. N. E. Depinet, former president of RKO Radio who was associated with First National early in his career, was called upon by ACE to serve as counsel and the formation of that exhibitor-sponsored company, and for counsel concerning the one now contemplated. It is believed to have given rise to reports, wholly without foundation, that Depinet would head up the new production-distribution company for the exhibitors when formed.

Brahms Heads 20th-Fox Casting; Pinicus Advisor

Joseph Pinicus, for many years head of the New York casting department of 20th Century-Fox, has started services with the company in an advisory capacity, and will continue to make his headquarters at the home office.

Fred Brahms, formerly assistant in the casting department, has been named to head the department. He will be assisted by Jack Saunders, also a veteran in the department.

Decca Dividend Up

Directors of Decca Records yesterday increased the regular quarterly dividend to 30c per share on the company capital stock payable June 29, to stockholders of record at the close of business June 15. Previously the regular quarterly dividend was 25c per share.

‘U’ Dividend 25c

The board of directors of Universal Pictures yesterday declared a quarterly dividend of 25c per share on the common stock payable June 29, to stockholders of record at the close of business June 15.

Motion Picture Daily
Charlotte Wompi Sets Showmanship Award

Special to THE DAILY

CHARLOTTE, N.C., June 1. — An award recognizing the WOMPI member who has shown the greatest flair for showmanship will be presented at the annual installation meeting of the Charlotte WOMPI Club June 10, it will be given by Emery Wister, whose "Show Nuff" column is a daily feature of the Charlotte News. It will be known as the Show Nuff Showmanship Award.

Mrs. Hunter President

Mrs. Rebecca Hunter will be inducted as the president succeeding Mrs. Betty Beatty. First-vice president will be Mrs. Blanche Carr; Mrs. Ruby Brooks, second vice-president; Mrs. Barbara Simpson, recording secretary; Mrs. Ethel Beatty, correspondent-secretary; and Mrs. Velma Culp, treasurer. Members of the board will be Mrs. Betty Beatty, Mrs. Elizabeth Hargett, Mrs. June Miller, Mrs. Elizabeth Hinson, Mrs. Florence Hargett, Mrs. Hazel Miller, and Mrs. Mildred Hoover.

Foreign Tax Credit Bill Adopted by the Senate

From THE DAILY Bureau

WASHINGTON, June 1. — The Senate has adopted, with amendments, a bill to permit U.S. companies with overseas branches to choose between the "overall" and "per-country" systems of calculating the credit to be given them for payment of foreign taxes. Since the Senate version differs from that passed by the House, the two will have to be reconciled in conference.

The Senate rejected moves by Sen. Gore (D., Tenn.) to abolish Western Hemisphere trade corporations, to cancel the foreign tax credit, and to require "growing up" of foreign income for U.S. tax purposes.

Half-Hour Film Will Promote 'Strangers'

As part of the promotion for the Bryna-Quine Production, "Strangers When We Meet," a half-hour color motion picture has been made in connection with the special $250,000 "dream house" built for the Columbia release. The film traces the evolution of the house from beginning to final interior decoration.

Produced by Columbia, the film includes coverage of all the products used in the building of the home plus actual scenes from "Strangers When We Meet." The short will be shown at the nation's home shows and the various trade exhibitions of manufacturers who participated in the promotion.

Leo Burkhart Dead

CRESTLINE, O., June 1. — Leo Burkhart, veteran Ohio exhibitor and owner of the Crest, the only theatre in this town, died in his sleep. He is survived by his wife, Catherine.

Skorras Tour

(Continued from page 1)

against a competitor who gives his product away free. But the movies had made...

The 20th-Fox president declares he would like to see a law passed against first-run films on TV and adds that "interests will regret if operating show first-runs, even through pay-TV.

His reasoning is that the industry cannot exist without theatres, and that with pictures being shown on TV, the theatres would cease to exist. "Then where would TV get the pictures?" he asks.

Sees Road Shows Popular

Skouras regretfully acknowledges that the neighborhood theatres closed during the post-TV years probably will be re-opened, but he believes the big theatres will grow and that eventually most road-show attractions will play engagements of a year and longer in the same theatre as hit pictures.

Skouras also feels that the American film industry "is a powerful force for freedom throughout the world. The appeal of Skouras to Detroi...

Settlement Proposal

(Continued from page 1)

court C.I.E. would offer all holders of its common stock, other than Baldwin, not less than $2.50 per share or a higher amount but not more than $2.25 per share if $5 per cent of the average net asset value per share of General's common stock is more than $20.50.

In addition, Baldwin would pay General $100,000 in "settlement of the derivative claims embraced in the complaint." Judge Wright said he would approve if the latter were changed to provide that the $100,000 be paid to General's public stockholders. An amended complaint filed in December, 1958, brought into the case the September, 1958, acquisition of 60,000 shares of Loew's, Inc., now MGM, stock by C.I.E. at $21.50 per share after Baldwin had bought 86,000 shares at $16 and Ira Guindel, one of four individual defendants, bought 2,100 at $14.

Johnston, Hetzel

(Continued from page 1)

will accompany Johnston on the journey.

Johnston has planned the trip for more than a year and considerable pre-
liminary research work has been done at the MFAA offices here in prepara-
tion for it. Its major object will be to appraise opportunities for development and expansion of new markets for American films. Johnston for long has contended that Africa and Asia represent the modern age's primary expansion possibilities for motion picture exports.

Elizabeth McCaffrey Ziegler of the United Artists Philadelphia branch, will be guest of honor on June 16 at a luncheon given by her friends to mark her 40th anniversary with UA. The affair will be held at the Bellevue-Stratford Hotel.

Harold Lewis, son of Philip Lewis, president of ATA Trading Corp., has graduated from Union College, Schenectady, and will enter his father's company as treasurer.

Adams Goelz, manager of the Timo-

nium Drive-in Theatre, Timonium, Md., has been named commissioner of Little League Baseball for that community and nearby Lutherville.

William Bracken has returned to Keitz & Herndon, Dallas producer of TV commercials, after two years in the U. S. Air Force. Formely an ani-

mator and art director, he now has been given the post of account executive.

Benjamin W. Solomon, motion pic-
ture auditor, has been invited by the University of California's School of Law to be guest speaker at its annual forum on entertainment law to be held Saturday.

J. Edgar Lillard has enrolled his Stanton Theatre, Washington, D. C., in Theatre Owners of America.

Joseph E. Levine, producer and presi-
dent of Embassy Pictures, on Saturday will be presented life mem-
bership in the Hearst Newspaper Boys Club. Presentation will be made to Levine, once a newsboy himself, at a preview of his "Heracles Unchain-
ed" in the Pilgrim Theatre, Boston, to which some 500 newsboys have been invited.

John Wright has been named man-
ger of the Candlelite Drive-in Thea-

tre, Bridgeport, Conn.

Jane Wiman will be honored by the Golden Slipper Square Club, Philadelphia, at a formal banquet to be held on Sunday at the Sheraton Hotel there. The actress will receive one of the club's "First Lady" awards presented each year to women who have distinguished themselves in their particular field of endeavor.

'Black' Fashion Tie-Ups

"Portrait in Black," Universal-Int-

ernational release, is to receive an ex-
tensive national promotional cam-
paign through a series of fashion tie-
ups which have been developed with Joan Leslie designs; a Mr. John last-
tie-up and a tie-up with the Van Buran Buying Office.
Variety Clubs

(Continued from page 1)

Televising Today

‘Emmy Awards’ TV Will Be in Color

"The 'Emmy Awards' on the NBC-TV Network, Monday, June 20 (10 to 11:30 P.M., EDT) will be telecast in color, it was announced by Robert Finkel, producer-director of the award show.

The colorcast, originating from NBC's Burbank Studios in California and the Ziegfeld Theatre in New York, will be carried by the network for the sixtieth consecutive year. This is the 120th year that the National Academy of Television Arts and Sciences has voted the awards. This year the presentation will be telecast in a more entertaining fashion—changing, rather than restaurant or hotel ballroom locales, as in other years. There will be 21 Emmy's presented in program and performance categories and one additional engineering award (voted on only by engineers).

Assist from Susskind

Asking Finkel in presentation of "The Emmy Awards" colorcast will be David Susskind, executive producer for the East Coast, and Desi Arnaz, executive producer for the West Coast. Ballots from more than 6,000 Academy members in seven chapters across the country—New York, Los Angeles, Baltimore, Chicago, Washington (D.C.), Seattle and Phoenix—will be tallied by Price Waterhouse and "Emmy" to determine the color award winners.

Fred Astaire is scheduled to be the master of ceremonies for the West Coast origination and an East Coast encore will be announced later. Conde, talent indigenous to television—such as the team of Mike Nichols and Elaine May and newcomers Bob Newhart—will appear during the program. "Emmy" states, "There will be stand-up comedians from nightclubs who will do their routines and then vamp till ready for the next award.

Show-Excerpts Included

Excerpts from four shows in different categories will be shown as illustrative of the past television season. One of these will be prepared by NBC-TV's "Project 20" group. The other three will be excerpts from the variety programs. There will be a new category—the Zenith equipment will be leased to household-subscribers.

From Theatre to TV In Only Three Weeks

J. A. Arthur Rank's comedy, "Your Past Is Showing," starring Peter Sellers and Terry-Thomas, will have its TV premiere on Saturday, June 18, on WABC-TV's "The Night Show" here.

The film ended an engagement at the Apollo Theatre on 42nd Street only last week.

CBS Ad, Information Directors Will Meet

Advertising and information services directors of the five CBS owned television stations will meet on June 23 and 24 at the St. Regis Hotel, here, it was announced by Craig Lawrence, vice-president, CBS Television Stations. The two-day session will be devoted to discussions of fall planning phases of local and CBS Television Network programs and to an exchange of ideas in the general areas of advertising, promotion, research, publicity and audience production.

Kiddie Meade the Speaker

Addressing the meeting will be Kiddie Meade, vice-president, corporate information, CBS, Inc. Representatives from the CBS Television Station Division who will take part in the meeting include: Lawrence Thomas Fisher, vice-president and general attorney; Harvey Struthers, vice-president, station services; Robert Davis, director, research; Jim Hough, director, program services; and the following representatives of CBS Television Spot Sales: Bruce Bryant, vice-president and general manager; William Holman, director, sales promotion and research; Joseph Dowling, manager, sales promotion; Robert Schneider, manager, research and Miss Pearl Masser, assistant sales promotion manager.

Coca-Cola Co-Sponsor Of 'Ozzie and Harriet'

The Coca-Cola Co. has announced that it will co-sponsor "The Adventures of Ozzie and Harriet" over the ABC-TV network beginning Sept. 28. The company will join Eastman Kodak Co. in presenting the family comedy, starring Ozzie and Harriet Nelson and their sons, David and Ricky. The show will continue on its regular time slot of 7 to 9 p.m. (EDT) time spot each Wednesday.

The beginning of the new fall season under the joint sponsorship of Coca-Cola and Eastman Kodak will mark the ninth consecutive year the Nelson family has been on ABC-TV.

Celler Anxious to Resume TV Hearings

From THE DAILY BALE WASHINGTON, June 1, anti-trust committee chairman Gerald Celler, (D., N.Y.) said he is "anxiously considering" the possibility of the joint Senate committee on anti-trust hearing sessions on the pending television antitrust case.

Warms of Legislation

Celler had asked the House and Senate to explain what it was doing in the case. He added that he was not convinced that the public would be satisfied with the results of such an action if the case was not brought to a conclusion.

All-Family Classic

Set on CBS Next S

"All-Family Classics," a six-hour dramatic series, on some of the world's greats will be presented next season CBS Television Network, it was announced by Oscar Kasten, a network program executive, a family classic will be presented on two installments of one hour each.

One-half sponsorship of "All-Family Classics" has been pure speculation, John A. Bredick, Inc. Market research for the series adaptation of Charles Dickens' "A Christmas Carol" and "Dickens' Expectations"; "The Man in Mask" and "The Three Musketeers" by Alexandre Dumas p. London's "The Sea Wolf" and "The Sea Wolf" by Louis Stevenson's "Kidnapped".

Hollywood Museum

Reception on Jun

From THE DAILY BALE HOLLYWOOD, June 1, presentation and reception of the Hollywood Museum Museum of Television and Radio will be held at the Screen Direct Theatre on the evening of the Hollywood Museum Co. with the Los Angeles County Supervisors, who have been together on the museum, will be the affair.

The event will activate the museum's own council of the museum.
My heartfelt thanks to the members of the National Academy of Television Arts and Sciences for having nominated me for Outstanding Directorial Achievement in Drama for “The Untouchables,” Parts One and Two

PHIL KARLSON

Also, my sincere thanks to the members of the Screen Directors Guild for their Best TV Film Directorial Achievement Award for 1959 for “The Untouchables,” Parts One and Two

and to

Look Magazine for its 1959 Award for Outstanding Accomplishment in the Field of Television to “The Untouchables,” Parts One and Two, as Best Dramatic Show.

My congratulations to my fellow “The Untouchables” nominees: Robert Stack for Outstanding Performance by an Actor in a Series; Frank Smith for Outstanding Achievement in Art Direction and Scenic Design; Charles Straumer for Outstanding Cinematography; Ben H. Ray and Robert L. Swanson for Outstanding TV Film Editing.
TENT TALK

Variety Club News

ALBANY, N. Y.—Members of Tent No. 9, together with the board of directors of the Albany Boys Club and the Junior Chamber of Commerce, will sell copies of the Times-Union on downtown business corners on the occasion of June 23 and the morning of June 24 for the benefit of Variety Club’s Camp Thacher Fund. Mayor Erastus Corning, an honorary barker, will proclaim June 24 as “Camp Thacher Day.”

△

DETOIT—Tent No. 5 has elected its officers for the Barkerettes. They are: Mrs. Thomas Byrle, president; Mrs. Luis Mitchell, vice-president; Mrs. Eugene Welling, corresponding secretary; Mrs. Arthur Herzog, Jr., recording secretary, and Mrs. Allen Smith, treasurer. New board members are Mrs. Irving Belinsky, Mrs. Gil Green, Mrs. Woodrow R. Pratt and Mrs. Jack Zide.

Telemeter Price

(Continued from page 1)

it was said, is to find a formula that will not give the fight telescop to pay TV for a lower price than others in Toronto will have to pay to see the big screen, closed circuit telecast. That is $5 at a local theatre and the same admission price at the Toronto ball park. The Telemeter coin box, however, can only take $2 for a single program.

Being discussed is a proposal for a per capita charge based on the number of homes hooked up to Telemeter in Etobicoke. It would be up to Telemeter to decide whether it would absorb the charge in excess of its coin collection maximum or pass it along in some way to its subscribers.

Even with a Telemeter subscriber charge, the equivalent of a theatre or ball park admission, it was pointed out, he would still have the advantage of being able to invite into his living room as many free-loaders as he wished.

700,000 Seats; Half in Theatres

As previously reported, about 700,000 seats will be available in some 210 locations for the closed circuit TV of the Johnson-Patterson fight. About half the locations are theatres. More could have been signed, TelePrompter said, except for the fact that telephone tie lines are not available. However, there is no shortage of portable equipment.

Film rights to the fight appear set for United Artists but still no deal has been signed.

Hugh Hollan Dies

ATLANTA, June 1.—Hugh H. Elliott, southern district manager for the Motion Picture Association, with headquarters in Montgomery, Ala., died in his sleep at his home here.

Need Stronger Code Support, Say Protesta

(Continued from page 1)

of the Council, American churches and their leaders were asked to concern themselves with the effect of radio, television and films upon the American public.

Censorship was specifically rejected by the Council’s 250-member general board as a policy for improving the mass media. Rather, it counselled the churches to “educate positively to serve as wise stewards for the public good.”

The report approved by the board contains a two-year study by the commission. Some 34 clerical and lay leaders ranging from the Right Rev. James A. Pike, Bishop of Diocese of Chicago, to the Rev. J. Skouras, president of 20th Century-Fox, comprised the commission membership.

Its findings were reported to the general board for action by its chairman, Dr. Wilbur E. Sanders, president, Colgate - Rochester Divinity School. He noted that commission members exchanged views with industry leaders, public officials and churchmen.

Termend a Study Document

The statement, containing a broad analysis of mass media and the churches’ responsibility in this area, will go to the churches as a study document. They will be asked to study its findings and be guided by them as they explore their own relationship with mass media.

The report urged church leaders to cultivate consultative relations with leaders of the entertainment industries, “recognizing that many of them are deeply concerned to improve their own Oprahs.”

In approving the concept of self-regulation for the motion picture industry, the Council declared “attempts of irresponsible individuals to circumvent both the spirit and letter of the Code and of other industry efforts at self-regulation.” It added:

Appeal to National Representatives

“Since the justifiable and proper goal of each attempts at circumvention is either that the Code is unreasonably ‘restrictive of dramatic and artistic integrity’, or that the public is ready for ‘realistic’ depiction of life than the Code allows, encouragement should be given to concerned Christians both directly and through the national representatives of the churches:

1. To make clear to the industry that in the churches’ view the avoidance of offense is a minimum goal, and to suggest more positive objectives, such as the treatment of human life with integrity, respect for the person, the avoidance of stereotyping, and the recognition and honest treatment of controversial issues.

2. To let the studios and the Production Code Administration know when the film fare being offered is not acceptable, and to do so in terms of specific criticism of specific films.

3. To back the Production Code Administration in any effort it may make to improve its Code or to make self-regulation operate more effectively.

4. To support and encourage others to support those films which exemplify the art of the motion picture at its best and to withhold support of films imical to the public welfare, while at the same place making use of making superficial, intoler- dogmatic group judgments TV and radio programs, as forcing these judgments in tarianism, said.”

Seeks Liaison with Indu

The report said the National Council should “frankly seek specific contact with structures, organizations and who can officially represent churches in maintaining liaison with the industry and see to it that vigorously supported in the name of this function.”

Provision should be added, it said, by the responsible of the churches for reviews service or services “character discriminating spirit and liars of judgment to assist responsible people in ‘making wise specific films.”

One board member, while agreeing to the report, called attention to the “more and more present film producers dis providing of the motion picture each year. They are usually irresponsible for the ‘rot’ that screen, he said.

Sees Moral Disease

The study commission at “We speak here not just pathological preoccupation with violence and of revelatio honest practices within the church for more fundamentally a consumption which governs man’s end is material power and pleasure, to be through competing with, tugging and exploiting his fell This, the Council said, is by a moral disease in our sex.”

Turning to the radio and industry, the Council said, “We are in the throes of a crisis which moral dimensions.”

The Council urged the Commission to improve its disposition to enforce means of enforcing the pre ready has to grant or withhile on the basis of demonstrating stations to operate licit interest.

Would Approach P

The Council further called churches to “speak represent the FCC and to Congress a FCC fulfill its legal supervise and regulate.” If the testimony given before by National Council staff led was an instance of the inadvisability of FCC to set up local boards and to hold public hearings, it called the present lack of TV and radio cases where questions are raised as to their operation.” It added that broadcasting has an obligation not only to sense, but to help broaden moral and spatial horizons.
Conn. Exhibitors' Committee to Lead Drive Against Hartford Pay-TV Test

**Special to THE DAILY**

WOODBRIDGE, Conn. June 2—A triumvirate will lead the campaign of Connecticut motion picture exhibitors against the proposed test by Zeoth-RKO General of pay television on station WHCT in Hartford.

Establishment of a committee to undertake an immediate opposition campaign was unanimously voted at a meeting here today of Connecticut exhibitors, called by the Motion Picture Theatre Owners of Connecticut at Woodbridge Country Club. Selected as the triumvirate were: B. E. Hoffman of Connecticut Theatres, New Haven, to represent the Connecticut TOA; Maurice Bailey of Bailey Theatres, New Haven, for Allied States members, and Bernard Menschell of Menschell Theatres, Manchester.

Fall Newspaper Contest Studied by Ad-Pub Unit

A new plan for a newspaper contest in which $1,000,000 in prizes would be offered through a tie-in with motion pictures and the products of major national manufacturers was presented yesterday to the advertising and publicity directors committee of the Motion Picture Ass'n, at its regular monthly meeting.

The plan was presented by Ted Baldwin, of the Ted Baldwin Organization, and is already supported by

Showmen Divided on Possible Effects Of B'way Blackout on Film Business

By SAUL OSTROVE

There was plenty of speculation but very little agreement yesterday among theatre managers, circuit executives and publicists who were asked to calculate the possible effect of Broadway legitimate theatre closings on first-run motion picture business around Times Square.

Last night, for the first time in 41 years, all 22 legitimate theatres were shuttered, following a breakdown of negotiations for a new contract between Actors' Equity and producers. Will disappointed ticket-holders drift into film houses or stay at home?

"It's reasonable to assume that people with legitimate tickets will have to find other means of spending their time," said Robert K. Shapiro, managing director of the Paramount. "But I think most of them probably will stay at home. On the other hand, as far as movie theatres are concerned, it does make things easier."

Jerry Sager, publicist for the Criterion, Forum and 55th Street Playhouse, told of another angle generally overlooked in the new scheme of things.

"I've been asked to prepare a block of 500 tickets to the Criterion for sale to a women's group which had tickets for a legitimate show," he said. "Now that they'll be stuck downtown after their luncheon next week, the thought (Continued on page 2)

Urged Now

by ’61 Plan Sponsoring ‘ear’ Show

Invites Web Bids; benefit to Industry

SAMUEL D. BERNS

WOOD, June 2—A move is underway to decide upon a commercial sponsorship of Emmy Awards presentations to radio networks in 1961, when facing with a last-minute, B. B. Kahan, president of Motion Picture Sciences, disclosed today to picture DAILYS.

The networks have been invited for exclusive rights to the annual motion picture event, work indicated it would be shown for purely out-of-pocket as a public service proposals by the other two markets are expected to be presented on page 2

Find Church Viewems ‘Constructive’

Motion Picture Assn., of America and the motion picture and report of the National Councils, made public in New Wednesday, "constructive and aching."

Ninety percent of the association delegates exchanged of between the Council and officials and said meetings and they will be continued. The (Continued on page 5)

Blazes 23 Films Next Five Months

23 pictures, with a total outlay of more than $40, will be released during the months by 20th Century. company said yesterday, will be at least four releases a month, and in some cases five (Continued on page 2)
Study Theatre Strike Effects

(Continued from page 1)

of going to a movie instead appealed to them. This might influence our business."

Russell V. Downing, president and managing director of the Music Hall, said, "I'm a great believer in the idea that competition is the lifeblood of any business. It all adds up to this: 'What have you got to offer? And that goes for every form of amusement, the more the better,'" Downing said.

Looking forward to the summer season, Downing feared that if the movies continue to be the preferred form of amusement, there will be a demand for a second attraction "to come down to see a movie. Of course I hope the closing helps our business, but I'm not counting on it."

Lowé's Theatres, said film houses with hard-ticket policies probably would benefit more than the others. He suggested that "Ben-Hur," now at Loew's State, would sell more tickets, because it is a kind of picture that appeals more to legitimate theatre-goers. "I think that people caught downtown will also begin to drift into houses such as the Capitol," he said.

Of still another view was Harry Mandel, vice-president of RKO Theatres, Inc. "They [live] theatre-goers are the important group of people. They'd just as soon stay home as come downtown to see a movie. Of course I hope the closing helps our business, but I'm not counting on it."

Wire of the Week

House of Usher' Bow

In Palm Springs June 18

FROM THE DAILY BUREAU

HOLLYWOOD, June 2—American International Pictures' CinemaScopc and color production of the Edgar Allan Poe classic, "House of Usher," will have a charity premiere here in Palm Springs, Calif., on June 18 at the Plaza Theatre. The charity premiere, first in the company's history, will benefit the Angel View Crippled Children's Foundation, located in Palm Springs.

A special dinner honoring AIP executives James Nicholson and Samuel Arkoff will be held at the Hotel preceding the premiere and will be attended by the city fathers of Palm Springs and members of the press.

Mrs. L. A. Rogers Dead

ATLANTA, June 2—Mrs. L. A. Rogers, 62, for many years an employee of film exchanges here, is dead following a long illness. Her husband, who also died in 1930, was a pioneer projectionist who showed the first film at the Fox Theatre here. Mrs. Rogers was a member of Women of the Motion Picture Industry.

M-G-M Sales Conference

Jack Byrne, vice-president in charge of sales for Metro-Goldwyn-Mayer, will meet here today with company sales representatives from Eastern and Southern sales divisions. Bartis Bishop, Jr. and Robert Mochrie, assistant general sales manager, will participate in the discussions.

River to Berlin

Elia Kazan's "Wild River" a 20th-Fox release, will be shown at the Berlin Theatre, which takes place in the West German capital from June 24 to July 5.

Fox Slates 23

(Continued from page 1)

and six, with a minimum of ten "blockbusters" spread through the entire five-month period including the generally slow season of September when both "Let's Make Love" and "High Time" will be released.

This order release policy, according to Spyrros P. Skouras, president, is in keeping with exhibitors' requests that top-budget attractions be made available throughout the year.

In addition to these 23 pictures with specific dates, at least a dozen more are to be released by the end of the year, although no dates have been assigned as yet. These, also, will include several blockbusters to be apportioned even in the final quarter.

Man, 'Montparnasse' For Stratford Festival

"Man in A Cocked Hat" starring Peter Sellers, and "Montparnasse 19" last film made by the late French star Gerard Philipe, have been selected for the premiere screening at the Stratford International Film Festival, it was announced by Albert M. Pickus, chairman and Val Chevron, executive director of the Stratford, Conn., Festival. "Man in A Cocked Hat" is a Boiling Brothers Production, being distributed in the United States by Show Corporation of America. "Montparnasse 19" is being distributed here by Continental Distributing, Inc.

Gantry' Opens June 29

tford Drive

(continued from page 1)

representation that each theatre will base its admission on the basis of 10 cents a head and is based on the basis of 10 cents a head. The following is a progress report with

The goal is the fair tribunal is to retain a Washington, D.C., of the communications commission. O.G. National's anticipated approval of a pay-TV test authorization to run public relations on a local campaign to mobilize the public and gain more for TOA.

The Harding a Speaker

His machine has been at the fair tribunal and chairman of the board of trustees of TOA. Hart lined the fair tribunal at the national level to support a public issue. Hartling said that they must initiate a public campaign as quickly and with the public interest. Hartling said that they must initiate a public campaign as quickly and with the public interest.

Cooperation of the Michigan Anti-Toll TV Committee

Connecticut has given a lead to the fair tribunal. Hartling said that they must initiate a public campaign as quickly and with the public interest. Hartling said that they must initiate a public campaign as quickly and with the public interest.

Purchase Approved

The second session of Connecticut is being held presents a public issue. Hartling said that they must initiate a public campaign as quickly and with the public interest. Hartling said that they must initiate a public campaign as quickly and with the public interest.

Guild Films Asks to Register New Shares

From THE DAILY Banner

WASHINGTON, June 2.—Guild Films Co., New York has asked the Securities and Exchange Commission to register 17,644,891 shares of common stock.

The company says that 2,749,891 of these shares have already been issued and listing application for them has been made to the American Exchange. It is asserted that all were issued under appropriate exemptions from registration.

The firm says it will offer 2,4 million shares to investors in satisfaction of their claims against the company. It also proposes to offer 12,515,000 shares to the corporation comprising the Vic Tanny Gymnasium System pursuant to an agreement for acquiring the Vic Tanny System.

The Guild Films prospectus lists John J. Cole as president. W.R. Corp. owns 350,000 shares or 11.7 per cent of outstanding stock, obtained (along with an additional 50,000 shares) in return for a series of films received by Guild Films.

‘Thunder’ World Bow

In South Carolina Tues.

“Thunder in Carolina,” a Howco International release, will have its world premiere in four theatres in South Carolina next Tuesday in July. They are the Darlington, in Darlington; the Carolina and Colonial in Florence; and the Berry in Hartsville.

The next day the film will open in 100 theatres throughout North and South Carolina. The picture was filmed in South Carolina with the famed “Southern 500” stock car race as a background. It stars Rory Calhoun.

Reopens in Jacksonville

JACKSONVILLE, June 2.—Cecil Cohen has reopened his recently acquired local Wesconnette Drive-in Theatre under the new name of Twin Hills Drive-in. Extensive improvements have been made.

Cohen also has acquired the closed Victoria Theatre, New Smyrna Beach, and plans to reopen it in July, following remodeling and repairs.

Samuel Roeder Dies

SAN FRANCISCO, June 2—Samuel Roeder, West Coast attorney for the American Society of Composers, Authors and Publishers, died at his home here following a lengthy illness. Associated with ASCAP for more than 30 years, he is survived by his wife, Sylvia, and two children.

Masterson Mass June 9

A seventh anniversary Mass for the late Very Rev. Msgr. Patrick J. Masterson, former executive secretary of the National Legion of Decency, will be offered in the Lady Chapel of St. Patrick’s Cathedral here on June 9 at 9 A.M.

Eddie Dowling Highway

To Be Opened June 12

Special to THE DAILY

PROVIDENCE, R. I., June 2.—“Ribbon cutting” ceremonies have been scheduled for Sunday, June 12, to open and dedicate the Eddie Dowling Highway, named in honor of the screen and stage producer and actor, a native of Providence. The highway has been known in the past as Route 146—Lonsquisset Pike.

The procession will start at 1 P.M. from the rear of the Lincoln State Police Barracks and will proceed to the beginning of the highway, at the North Providence Lincoln Town line. Following the ceremonies a reception will be held.

Para. (Detroit) Moves

DETROIT, June 2.—The Paramount branch here has moved to new offices in the Fox Theatre Building. Inspection and shipping service has been turned over to National Film Service.

People

James H. Hanley, recently assistant to the president of Paladine Laboratories, has joined Consolidated Film Industries Hollywood, as special assistant to general manager Sidney P. Solow.

Edward Watson and Mrs. Watson have acquired the Princesse Theatre, Jacksonville, from Tom Coleman.

Mrs. J. F. Nye has been elected president of the Columbus (Ohio) and Franklin Country Motion Picture Council for the coming year.

John Q. Adams, Ill, son of John Adams, executive vice-president of Interstate and Consolidated Theatres, Dallas, has been awarded membership in Phi Beta Kappa at Oberlin College, Oberlin, O.

Entertainment in Israel

“If there’s one thing the Israelis like it’s a good time. Theatres, movie houses, concert halls, night clubs and athletic arenas are nearly always jammed with customers.”

That is the beginning of an exclusive Herald Tribune series reporting on the million dollar entertainment industry in Israel. Four on-the-scene stories by famed Hollywood reporter Joe Hyams and Trib Israel correspondent Alvin Rosenfeld tell the remarkable tale of Middle East Show Business—its successes, its size, its censorships. Start this informative Sunday series in the fascinating amusement section of this Sunday’s Herald Tribune.
Fall Contest

(Continued from page 1) leading circuits. The ad-pub group referred the idea to its exploitation committee, headed by Rodney Bush, for further study.

Baldwin devised the plan as a full promotion and envisages that from 3,000 to 4,000 theatres will participate. The contest will be built around the motion picture industry’s slogan with contestants filling out the following line in 25 words or less: “Why I Get More Out of Life by Going Out to a Movie…”

Prizes are to be supplied by 10 national advertisers and will include automobiles, home appliances, etc.

The contest will promote specific pictures of the major film companies by including a list with contestants asked to name the five upcoming ones they would most like to see. It is anticipated that the contest would be on a weekly basis in each city and run for three weeks.

The ad-pub directors also took under consideration a plan for a national Motion Picture Week in the fall.

Changes Theatre’s Name

WINTER HAVEN, Fla., June 2—Carl Floyd, owner of the Outdoor Drive-in Theatre here, has changed the name of the operation to Haven Dale Drive-in. It is the newest addition to his 40-theatre circuit in central Florida.

No NAB Code Edict Yet

On Screen-Credit Cuts

From THE DAILY Exodus

WASHINGTON, June 2.—The National Association of Broadcasters’ Television Code Review Board met today and discussed the problems raised by the practice of some TV stations slipping screen credits from TV films. No definitive solution was reached, and the question was assigned to a subcommittee for further study.

It would appear as though no action is likely to be taken before Labor Day, and further meetings—possibly in Hollywood—will be held by the Alliance of Television Film Producers will be necessary.

Satinsky on the Coast

Joseph Satinsky, president of R.C.I.P., Inc., has left here for Hollywood, where he will discuss future products with the firm’s West Coast staff, headed by Iz Weiner. Later he will visit San Francisco, Dallas and Chicago.

Theatre Renovated

BALTIMORE, June 2.—The Edge-wood Theatre, owned by Durkee Enterprises, is undergoing a complete renovation. Resurfacing seats will reduce the number from 1,175 to 675. The lobby is being redecorated and an overall painting job is scheduled. The house will operate along the lines of an art theatre.

Are You Booked For the Industry’s Greatest Fun Event of the Year?

We’re Talking About the Cinema Lodge, B’nai B’rith 9th Annual Film Industry Golf Tournament and Funfest

At the Ryewood Country Club Rye, New York Thursday, June 16th.

Make Your Reservation Today!

Write Martin Levine, Chairman, 229 West 42nd Street or call Longacre 5-4566

$20 Golf, Luncheon, Dinner
$15 Golf and Dinner
$10 Dinner Only

Gala Prizes

EVERYBODY WELCOME

Unless Ticket Is Purchased Prior to Date, Cost Will Be $25

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MOTION PICTURE DAILY Friday, June

REVIEW:

Walk Like a Drago

Paramount

East almost meets West—quite—in “Walk Like a Drago.”

The story follows the adventures of a Drago who has a mission to rescue a beautiful Chinese girl who has been kidnapped by a Chinese immigrant. The Drago is a rugged, battle-tested warrior who is quick to use his strength and cunning to overcome his enemies.

The film is a thrilling adventure that keeps the audience on the edge of their seats. The Drago’s courage and determination are inspiring, and the film’s message of love and honor is universal.

Overall, “Walk Like a Drago” is a must-see film for anyone who loves action-packed adventures. It is a film that will leave you feeling exhilarated and inspired.
HONORED ON RETIREMENT: Milton Silver (right) holds a gift presented to him at a luncheon here yesterday given by United Artists on his retirement from the company's advertising-publicity department. At left is Roger Lewis, UA vice-president of advertising and publicity and with them is Mrs. Silver. A veteran of 41 years in the film industry, Silver retired last week. He had been with UA since 1930.

Newspapermen are invited to improve their handling of film industry news and advertising.

Progress in this area was one of several newspaper activities underlined and discussed by the industry's Production Code, and other recent developments in the industry, which are outlined in a well-coordinated report on the nation's newspapers. The report included the following points:

- The industry's Production Code is being made "increasingly effective" and the industry's "attempt of irresponsible individuals to circumvent both the letter and the letter of the Code and of other industry efforts at self-regulation." The report also mentioned the "pathological prooccupation with sex and violence" on the part of producers, and the materialistic philosophy which characterizes much of entertainment.

Peggy Wood to Attend

CHARLOTTE, June 2.—Peggy Wood, veteran stage and screen actress, will attend the world premiere showing of "The Story of Ruth" at the Carolina Theatre here on June 15. Miss Wood, who plays "Naomi," mother-in-law of "Ruth," will arrive here the day of the premiere and will return to New York the next day.

F.S.T. Renovating House

JACKSONVILLE, June 2.—Florida State Theatres is planning major upgrading for its Arcade Theatre here, large sub-run house prominent for 40 years. Alteration and renovation will embrace the street entrance, lobby and auditorium. Completion is scheduled for mid-July.

not have pre-emptive rights to the pictures produced.

ACE began planning the new company after conferences with heads of major companies revealed that there was unlikely to be any appreciable increase in the number of pictures produced by them in the foreseeable future. Termining the product shortage exhibition's No. 1 problem, exhibitors concluded they will have to solve it themselves.

Improved Handling

(Continued from page 1)
"...let your sense of fair play measure any attack!"

From the time, seven months ago, that production was announced, the film ELMER GANTRY has been the target for numerous attacks.

In a sense, it was not unexpected. The novel by Nobel Prize Winner Sinclair Lewis was probably his most controversial and won the dubious distinction of being banned in Boston.

Like "Main Street," "Arrowsmith," "Babbitt," "Dodsworth," "It Can't Happen Here," and most of Lewis' work, ELMER GANTRY rips aside camouflage and hypocrisy and probes deeply to the core of life as it really was.

Since its publication, the world and the motion picture screen have grown and matured. Stories, topics, words that, a few years ago, could or would not have been touched upon are now accepted and, if done with skill and taste, applauded by the most demanding audiences and critics.

Production of the film is now completed and soon you will be able to judge it for yourself. Until that time, let your sense of fair play measure any attack. Regardless of their source, they come, in practically every case, from those who have never even seen the script and can hardly have seen the picture.
Skouras Meets Canadian Exhibitors
With Pencil for Asking Questions

TORONTO, June 5—Twentieth Century-Fox president Spyros Skouras continued his pulse-feeding tour with a stopover here on Friday.

At a meeting of 75 exhibitors and members of the press at the Royal York Hotel, Skouras received strong reaction.

John J. Fitzgibbon, president and managing director, Famous Players Canadian Corp., said that 20th-Fox had made the greatest effort during the past two seasons to put out films that would make money.

"We'd be in trouble without the quantity of pictures 20th-Fox has made," he said. He told the exhibitors, including many from the United States attending the 33rd annual convention of Variety Clubs, International, that they had to see that pictures were made.

Fitzgibbon also recounted what had been learned from the Telenemos operation here, which he heads.

"Thirty-two percent of the people (Continued on page 4)

European Exhibitors
To Attend TOA Meeting

Upwards of 30 West German, French, and other European exhibitors will attend the 13th annual convention and trade show of the Theatre Owners of America, at the Ambassador Hotel in Los Angeles, Calif., from Sept. 13 through 16, according to Albert M. Pickus, TOA president.

Pickus said that the European organization of New York City, which last year sent 24 Euro.

Committee Chairman of
Cinema Lodge Named

Appointments of committee chairman of New York's Cinema Lodge of Baal Berith for the year 1960-1961 were announced by Abe Dickstein, president.

They include Alex Arensaward of 20th Century-Fox as chairman of the membership, membership retention (Continued on page 4)

Toronto Paper Scores Censor Board Head;
Sees 'Danger' of Curbing Free Expression

Special to THE DAILY

TORONTO, June 5—A Toronto newspaper, "The Telegram," has taken to task O. J. Silverthorne, chairman of the Ontario Censor Board, for "his desire to protect impressionable minds yet impose censorship on the whole community.

The editorial begins: "Recent Hollywood emphasis on such film topics as homosexuality, rape, adultery, and violence has drawn stern disapproval from Chairman O. J. Silverthorne, of the Ontario Board of Censors.

The editorial then asks, "Is extensive use of the censors' scissors the best way of dealing with the problem of cleaning up Hollywood's products?"

"The best way a censor can act is to see that a film does not contain scenes of actual immorality or obscenity. Beyond that it runs the danger of invading the right to free expression," the editorial adds.

"This has always been the dilemma of censorship in a free society: how to prevent the bureaucratic hunter for dirty thoughts from imposing a keyhole vision on a medium of expression . . . this is an encroachment on freedom; it is no guarantee that the minority will not be corrupted in other ways."
Skouras Tour
(Continued from page 1)

tour was asked about Telemeter but sidestepped the question. "We want to learn why and how we made bad pictures," he said at one point.

Frank Fisher, general manager of Odeon Theatres Canada Ltd., suggested that perhaps the distributors today were pushing the exhibitors a little too hard.

"Wouldn't it be better, instead of rushing out pictures, to test them here and there?" Fisher wondered.

He also suggested that perhaps 20th-Fox wasn't pushing its own stars as hard as it might.

Favors Test Runs

Skouras agreed that sneak previews might be a good way to test films, going so far as to mention that test runs could be made in Canada. If test previews were held in this country it would be a first for a Hollywood company although foreign-made pictures have been tested here ahead of the U.S.

Skouras outlined a new film about Alaska starring John Wayne and Stewart Granger and asked for help in choosing a title for the film.

Independent exhibitor Corley Posen remarked to Skouras that there was a need for "middle-class" pictures to suit all tastes. He said too often the distributor seems to think that he knows better in a way; the exhibitor what kind of picture can do business. "Stars sometimes mean something to a picture, but then promotion pictures without stars also make money," he said.

Independent exhibitor Danny May

MILTON R. RACKMILL, president of Universal Pictures, left New York at the weekend for London.

JAMES R. VEIDLE, United Artists vice-president in charge of domestic sales, is in Los Angeles from New York.

MITCHELL WOLFSON, president of Wometco Enterprises, Inc., Miami, has left New York with a party for a Cape cruise which will include Norway, Sweden and Denmark.

JOSEPH M. SCGER, vice-president and general manager of Magna Theatre Corp., will leave New York tomorrow for the Coast.

Roy McClintock, office manager for 20th-Century Fox in Atlanta, has returned to his duties there following recovery from injuries received in an automobile accident.


GERALD JAMES, operator of the Manchester (Vt.) Drive-in, was in Alhany, N.Y., from there.

told Skouras, "We want sex, blood and guts. Sixty per cent of our customers are under 25."

Detroit exhibitor Fred Sweet complained that 20th-Fox failed to sell the star quality in "Can-Can." This shocked Skouras because he said there had been a "hell of a fight with the stars over billing."

Sweet, who runs a newsreel theatre, said he had to fight to obtain the wedding pictures of Princess Margaret.

"Would you pay more money for newsreels?" asked Sweet. "No." Skouras said newsreels hadn't changed in 50 years and that he would like to see some sort of change in them.

The 20th-Fox president suggested that exhibitors could aid in production by offering suggestions, criticism and invention to the major film companies.

Nat Taylor, president of 20th-Century Theatres Circuit, told Skouras, "We must make it our business to try and give our patrons what they want. They won't accept unusual pictures and not carbon copies."

At the dinner during the conference in addition to Skouras and Fitzgibbons were David Adler, president of Ontario Theatre Owners Assn. and Peter Myers, 20th-Fox Canadian managing director.

JOSEPH E. LEVINE, president of Embassy Pictures, returned to New York over the weekend from Europe.

MOREY GOLDSTEIN, Allied Artists vice-president and general sales manager, Eva Mouny, vice-president; E. Lee Goldhammer, Eastern sales manager, and Arthur Greenblatt, home office special sales representative, returned to New York at the weekend from Chicago.

SIDNEY KRAKER, vice-president of NTA in charge of foreign sales, will arrive here today from the Coast.

CHARLES H. SCHNEIDER, who returned to New York at the weekend from London, will leave here tomorrow for Washington.

MRS. WERNER VON BRAUN has given birth to a girl in Huntsville, Ala. Father is the German scientist and rocket expert whose life story, "I Aim at the Stars," has been made into a film for Columbia Pictures.

WILLIAM ZOELLNER, branch manager for M-G-M in Atlanta, has left there for New York.

GEORGE THORNTON, operator of a theatre circuit in upstate New York, has become a grandfather with the birth of a son, Jerome Henry, to his daughter, Mrs. Carole Burwitz, at St. Joseph's Hospital in Milwaukee.

CURT JERGENS has returned to New York from Paris.

JOHNNIE HARRELL, booker for Martin Theatres, Atlanta, has returned there from New Orleans.

RUTH KOPF, of Waldman Films, will return there today from Israel, Greece and Italy.

Show Corp. of America Becomes IFIDA Member

An application for membership to the Independent Film Importers and Distributors of America by Show Corporation of America has been approved, it is announced by Michael T. Mayer, executive director of IFIDA. Serving on the board of directors as Show Corporation's representatives will be Frederick Schneider, with Robert Mandy as alternate.

This brings to 26 the number of IFIDA members representing practically all the major foreign film distributors in the United States.

EDITORIAL
(Continued from page 1)

tion of everyone, not just the Variety barkers now possess them. The sad truth is, however, in consequence the ex-

Sullivan, Returns fr 'Greatest Story' To

Edward E. Sullivan, 20th-C.

Sullivan as Fox publicity director, return New York over the weekend from New York City's public relations tour of the Hollywood office of Stevens' production of "The Greatest Story Ever Told."

Accompanying Stevens, L. P. Posen of Spain and G., where they saw the famed play at Oherammerg; Pakist,

In Rome last week, Steve Sullivan had a Papal audience Vatican and the 20th-C. exec report that officials expressed great interest in the production.

Skiatron Trading

Extended to June

From THE DAILY REI

WASHINGTON, June 5. Securities and Exchange Commission has extended through June suspension of all trading in Electronics and Television Co.

'Daisies,' Giant B

"Please Don't Eat the grossed over $164,000 in a week of its Los Angeles multi engagements, encompassing arc-

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**'Something Wild' Filmed Here**

Baker will star, and New will be prominently featured. "Something Wild" is set to be filmed here for six weeks July 25, and released within two years. The producer of the film, told the SS Friday at the UA home here picture will be directed and will be directed by Jack Garfin, Miss Ashland, who will be making the $1 million feature for Paramount. New's make co-star, probably Sue, has not been selected. "Wild" is an adaptation at novel, "Mary Ann," written by the co-author and it will go to the new television Some of the scenes, at which Garfin made the film in Los Angeles. Pubic, which the last bit of television production will cost $1,000,000, Richard Day will direct. Producer said the film would be a "nemesis" of New how the city defeats and avenges the two young sin produced "Middle of the Ad also worked with "On the Ave" and "The Fugitive Kind," directed "The Strange One."

**Previews Here in Coast Tonight**

In addition to industry representatives over the world will attend the annual previews tonight of Coetz's "Song Without End," of Franz Liszt, in New York Angeles. Two pictures, which premiere at the Radio City all this summer, will be at the Critic Theatre here Academy Awards Theatres. Representatives of all the press including a full corps of correspondents, will attend the shows. In addition, notable world of music and art will attend.

**Over Dubbing**

**WUOW, June 5—Negotiations have been concluded between Kreese, California Studios and Loren L. Byler, president of Sound Services, Inc., for men to take over immediately the stage and facilities at formerly operated by Rodick. Rodick is retiring from the Big at Drive-Ins**

**NAPOLIS, June 5—Allied Pased for White" chalked a seating day record at the Drive-In and the In-De-

**June 6, 1960**

**Review**

**Portrait in Black**

**Universal-International**

**Hollywood, June 5**

"Portrait In Black" is a story about murder, framed in lavish production values by producer Ross Hunter to give it stature at the box office. Rich settings, a magnificent wardrobe designed by Jean Louis, exquisite jewelry. Miss Hunter was presented to the Hollywood color, and a cast which will look good on marquees around the globe are important adjuncts to the film's receptivity.

The film offers a study in inhuman behavior and emotion, which projects two people, carrying on an illicit romance, into a tangled mesh of lies, suspicions and involved situations. Murder appears to the two frightened lovers as the only means to self-preservation.

The interesting cast, which will prove attractive to all age groups, is comprised of Laura Turner, as Lloyd Nolan's' unfaithful wife; Anthony Quinn, Nolan's' doctor, who carries on a secret affair with Miss Turner; Sandra Dee, Nolan's' daughter by a former marriage; John Saxon, a tugboat operator in love with Miss Dee; Richard Basehart, long-time associate with Nolan in the shipping business, who harbors a strong love for Miss Turner; with Ray Walston, Virginia Grey and Anna May Wong in minor, but effective roles.

The screenplay by Ivan Moff and Ben Roberts, adapted from their play which ran on Broadway, is endowed with some memorable moments through clever direction by Michael Gordon, one of which is bound to prove an audience thriller in a scene with a Siamese cat.

**The Story Establishes Miss Turner's and Quinn's Relationship Early in the Film.**

Quinn decides to put an air bubble into a hypodermic syringe, thereby ending Nolan's' miserable life as a disagreeable, bedridden shipping magnet. Miss Quinn is the only suspect but can do nothing about her wife's infidelity.

From that point, Quinn grows into a nervous wreck. Quinn, unsignaled, congratulates Miss Turner on the "murder," instead of being a condoleance card, arouses Quinn's suspicions against everyone in the cast.

Quinn plans to murder Basehart, who he suspects, knows of his affair. This is accomplished with Miss Turner's assistance.

The production's cast, value, pre-selling campaign, and story interest add up to exploitation values which are certainly redeemable in cash at the box office.

Running time, 112 minutes. Release, in June.

**Samuel D. Beins**

**Dallas WOMPI's $1,000 Is O'Donnell Memorial Special to THE DAILY**

**DALLAS, June 5—The city's chapter of Women of the Motion Picture Industry, represented at the University's dinner honoring Robert S. Benjamin, United Artists board chairman, tomorrow night. Funds raised for the dinner, to be held in the Sert Room of the Waldorf-Astoria Hotel, will benefit the University.**

**Gen. Carlos Bonnoli will be guest speaker at the dinner.**

**Stater Hilton Hotel, when Thelma Jo Bailey, president, asked for a moment of silent prayer for the man who was known as the "godfather" of WOMPI and its staunchest supporter.**

**Carleton D. Smith, since 1953 vice-**

**president and general manager of NBC's Washington broadcasting stations: VBC, WHC-AM and WBC-TV, has been named staff vice-president, Washington, Radio Corp. of America, parent company of NBC. He will represent RCA in negotiations of public affairs in the Nation's Capital.**

**Roy M. Avey, for the past 15 years in charge of buying for the Georgia Theatre circuit, Atlanta, is retiring and will move to Fort Lauderdale, Fla. He will be succeeded in his former post by Foster Hotard, who was formerly branch manager of the Paramount exchange in Atlanta, but was shifted recently to that company's New Orleans office.**

**Irving Briskin, William Castle and Roger Corman are the newest members of the Screen Producers Guild.**

**Ben Waldman, formerly district manager for the Milo Watch Co., Dallas, has been named acting executive secretary of the Texas Drive-In Theatre Owners Association, replacing David Shapiro, who has accepted an executive position with the Buins Department Store, Pine Bluff, Ark.**

**Edward Sarninski, head of Sarninski Productions, transcription organization, has been invited to teach a special two-week music seminar this summer at the University of Indiana.**

**Robert Haines, for the past 14 years sales representative at the Paramount exchange in Charlotte, has been transferred to the Atlanta office in the same capacity.**

**Charles Reisinger, business agent for the Motion Picture and Television Operators Union, Baltimore, has become a member of the Bounti Templemen- mounted patrol.**

**C. A. Crute has reopened his Lyric Theatre, Huntsville, Ala., following refurbishing and installation of new marquee and concession equipment.**

**Ava Leighton, formerly of Jamus Films here, has joined the staff of Ellis Films.**

**Two RCA Dividends**

A quarterly dividend of 25c per share on the common stock of the Radio Corporation of America, payable July 25, to holders of record at the close of business June 17, was announced by RCA president John L. Burns. A dividend of $7½ cents per share was declared on the first preferred stock for the period July 1 to Sept. 30, payable Oct. 1 to the holders of record of such stock at the close of business Sept. 6.
FAMILIAR FACES help a film such as "Hannibal," which stars Victor Mature in the title role, pretty, winsome Bita Gam, as the hero's lover, and Milly Vitale as the wife he despoises. The picture's stock-in-trade is action, plenty of it, and most of it is inspired by Mature, an indomitable martialist.

Hannibal, as the story goes, is a man possessed, destined to fight forever. The Carthaginian general, supported by troops and elephants, seems a cinch to conquer Rome and he takes as his prisoner Miss Gam, niece of a Roman senator, Gabriele Ferretti. But Miss Gam does what all sweet young hostages should do—she falls in love with her captor. Later, Hannibal beats the pants off the Romans in a warmup battle and lets Miss Gam know he wishes to see her again, having released her the first time. Torn between love of muscle and love of country, the heroine runs off to be with her lover. After she is taken back to Rome and ordered to live out her days in a temple of chastity she escapes and rejoins Hannibal.

But when Hannibal's wife breezes in from Carthage, Miss Gam returns to Rome to stay. This time her punishment is mortal; she is buried alive for having conspired with the enemy. Soon after, the head of Hannibal's brother, Rik Battaglia, is rolled into camp by sadistic Romans and all does seem lost as the foe pounds at the Carthaginian lines. But Hannibal keeps punching, perhaps at the winds, for he knows he will never take Rome.

Filmed on location in Italy and Yugoslavia, "Hannibal" is in Technicolor and SuperScope. It was directed by Edgar G. Ulmer and produced by Ottavio Poggi. Poggi's story was adapted for the screen by Mortimer Braus. There is no question but that an actor as dominant as Mature gives this picture a big lift. He seems as rugged as Hannibal as he was as Samson, 11 years ago.

Running time, 115 minutes. Release, in June.

SAUL OSTROVEC

### Cinema Lodge

(Continued from page 1)

and indoctrination committees; Robert K. Shapiro, managing director of the New York Paramount Theatre and Howard Minsky of Paramount Pictures as co-chairman of the program committee; Milton Livingston of Universal Pictures as chairman of the publicity committee, and editor of the Cinema Bulletin; Leon Wolff of Brantel Theatres as chairman of the budget and finance committee.

Also, Martin Levine of Brantel Theatres as chairman of the fund raising and allocations committee; Rabbi Ralph Silverstein of Temple Sinai in Brooklyn, and Jack H. Levin of Certified Reports as co-chairman of adult Jewish education; Jack H. Hoffberg of Hoffberg Productions as chairman of the citizenship and civic affairs committee; Sol Risser of Office Furniture, Ltd., as chairman of the service committee for the armed forces and veterans; Irving H. Greenfield of M-G-M as chairman of the Israel committee; Leonard Kaufman of Paramount Pictures as chairman of the Anti-Defamation League committee; Howard Shulman of the Chemical Bank, New York Trust Company; as chairman of the educational service committees; Leonard Rubin of Gilliams and Rubin as chairman of the Hillel Foundations Committee.

### Siegel Tells Editors

(Continued from page 1)

motion picture industry has an "extremely bright" future. Speaking at the American Cinema Editors 10th annual awards dinner honoring film editor nominees for the Motion Picture and Television Academies' awards, at the Beverly Hills Hotel, Siegel declared he knows of no industry "that has fought off the challenge that we have had to in the past decade."

"The public," continued Siegel, "has been given free entertainment on television which affected our box-office seriously."

Backus 'Emcee

Jim Backus emceed the ACE affair, which featured Siegel as guest speaker, and honored film editor nominees John Dunning, Frederic Knudtsen, Louis Levitt, Walter Thompson, George Tomassi and Ralph Winters for Williams television.

### Brisson Signs Mann

HOLLYWOOD, June 5 — Daniel Mann has been signed by producer Frederick Brisson to direct the screen version of "Five Finger Exercise," which will star Rosalind Russell for Columbia Pictures release. Brisson and Miss Russell leave over the weekend for meetings with Daniel Mann, prior to taking off for Europe.

### TOA Meeti

(Continued from page 1)
QUIGLEY PUBLICATIONS
IN THE SERVICE OF THE AMERICAN MOTION PICTURE INDUSTRY THROUGHOUT THE WORLD FOR 44 YEARS

MOTION PICTURE HERALD
Foremost business weekly of the American motion picture industry . . . intensively national, extensively international in scope and circulation.

Better Theatres — original and most authoritative publication devoted to the physical theatre, issued monthly as a section of the Herald.

Theatre Vending — monthly section of the Herald devoted to theatre vending, originating in a refreshment news department installed in the Herald in 1930.

MOTION PICTURE DAILY
Spot news coverage of the motion picture industry — and of telecasting in Television Today — with a typographical scheme for easy finding, easy reading.

International MOTION PICTURE ALMANAC
Who’s-Who and statistical annual of the motion picture industry, widely used within the industry, by the press and by research organizations in the U. S. and abroad.

International TELEVISION ALMANAC
Statistical annual of the television and radio industry — a complete reference book on its companies, activities, personalities.

FAME
Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.
BEN COHN, Universal Pictures assistant foreign manager, has left New York for Paris and South Africa.

IRVING H. LUDIC, president of Buena Vista Distribution Co., has returned to New York from the Coast.

EDWARD L. HYMAN, vice-president of American Broadcasting-Farnamany Television Network, has returned to the Coast from Toronto, Ont., BERNARD LINSY, is in Minneapolis from New York. He will return here at the end of the week.

MORRIS GOODMAN, head of Morris Goodman Film Enterprises, became a grandfather Saturday when his daughter, Mrs. Carol Klein, gave birth to a daughter, BARBARA ANN, at Doctors Hospital here.

ALFRED HUTCHINSON will arrive in New York on Thursday following completion of a around-the-world tour in behalf of his “Psycho” for Paramount.

R. W. WILBY, retired official of Wilby-Kineyce Theatres, Atlanta, is recuperating at his home there following surgery.

NELLIE McLACHLAN, clerk in the Warner Brothers Boston exchange for the past 10 years, will be married Saturday to ARTHUR BONNS of New York, formerly a traveling auditor for W.B.

GREEN CARSON has arrived in New York from Hollywood.

Irma's Rights to Mirisch

HOLLYWOOD, June 6. — The Mirisch Co., in association with Edward Alpersen, has acquired motion picture rights to "Irma La Douce," British hit starring Funny Lewis and Jennifer Jones, made in Paris and London. Producer-director-writer Billy Wilder will make "Irma La Douce" as his next picture, continuing his film-making association with the Mirisch Co.

Motion Picture Daily Bulletin:

**Perakos Cites 'Herald' Meetings in Bulletin**

Special to THE DAILY

HARWOOD, June 6. — Specie Perakos, general manager of Perakos Theatre Associates, and president of the Connecticut Drive-In Theatres Assn., has sent a special bulletin to all of his membership with the purposes and objectives of the recent Motion Picture Herald Merchandising Conference in New York.

Calling the top short film of motion pictures discussed—including Columbia's "A Song Without End," MGM's "Bells Are Ringing," 20th-Fox's "Crack in the Mirror," and UA's "The Apartment"—Perakos asserted worked closely with the MPAA research division to sell each picture, "because, in the final analysis, nothing is taken for granted. In addition, every Good picture is a big help to all the industry."

"I particularly urge," he concluded, "a shoe-leather type of exploitation, to be of continuing aid in those areas where distributors can not co-operate in the expenses."

**Linden Appointed MPA Director of Research**

The appointment of Michael Linden as director of research for the Motion Picture Ass'n. of America was announced yesterday by Eric Johnston, MPAA president.

Linden has been associated with the MPAA since 1946 in charge of the library, general reference and fact finding activities. In addition to his library research activities, he worked closely with the first MPAA Research Department under Robert Chambers.

Wide Supervisory Powers

Since the departure of Chambers of 1950, Linden has participated in all research and fact finding efforts made by him and for the Association. In his new capacity as director of research, Linden will supervise internal statistical analyses for the exclusive use of the Association and its members.

**'Dracula' Sets Record**

"The Brides of Dracula," Universal-International release, in its world premiere at Malco Theatre in Memphis on Friday evening, rolled up over $2,000 from 6:00 P.M. to closing, to top all Malco openings. It went on to register a total of over $6,000 for the weekend to set a new all-time record for a horror picture at this house, U-I said.

The 6:00 P.M. to closing figure of close to $2,000 was only a few hundred dollars short of the $2,500 closing day of "Initiation of Life," and topped all other openings of U-I pictures at the house, including "Pillow Talk."

**B'way Stril**

Practically at the foot of Sunder, goslings were far from resting. "Crack in the Mirror" ran $10,000 at the Paramount for three days and "Wild River" ran an ordinary $7,400 at the Vic.

"Foolyanna" grossed $54,000 Movie Hall over the weekend. Management at that theatre confirmed yesterday that the way closings would, in the likes, be much worse than good. "I'm not sure," he added, "as to whether the numbers put on tourist trade in the city.

"Pay or Die" did a solid $4,000 for the three days at the Warn-Or Forum reported: "Man on a Horse" grossed $4,140. The Friday and Sunday total for "Who Was Lady?" was $10,350 at the "Tiger Bay" for the Thursday of the week projected total for "Michael St. for the week ending this Tl was $9,200 at the DeMille.

"Can-Can," which is being on a hard-ticket policy at the week, was estimated at $28,500 for the Tuesday and Wednesday of the week. "Ben-Hur," at State, grossed $18,610 over the end.

Representative grosses on the Side for a week were $5,200 for the "Baretone" ("Tiger Bay"), $7,200 the "Murray Hill" ("Battle Sexes"), $7,700 at the Sutton "Panama Bongo"), and for the 6:00 P.M. weekend period $3,100 at the Lynd Ave Street ("Our Man in Havana").

The Side circuit theatres, to doing only average business the opening days of the Broadway.

Honor Benjamin T.

Robert S. Benjamin, chair of the board of United Artists, is being formally inducted as a fellow of desis University by Dr. A. Sachar, president of the University. The induction will be a point of a dinner honoring Ben in the Sert Room of the Window. Funds raised at the event benefit the University's Wein- torial Scholarship Program.

"Ruth" Advance Bi

DETROIT, June 6 — Advance to the benefit showing of "Til of Ruth" at the Fox Theatre night of June 17, to be held as a benefit of United Jewish Charities. The United Jewish Churches totalled over 6,000 first day at the box office charity group hopes to raise from the showing of the 20th-f
MOREY "RAZZ" GOLDSTEIN
GENERAL SALES MANAGER
ALLIED ARTISTS PICTURES
165 W. 46TH ST.
NEW YORK, NEW YORK

NEW YORK IS WILD ABOUT "PAY OR DIE" WHICH FINISHED ITS FIRST WEEK AT OUR WARNER THEATRE ON BROADWAY, PLAYING TO A 7 YEAR ATTENDANCE RECORD. CRITICS AND PATRONS ARE GREATLY ENTHUSED WITH THE WONDERFUL PERFORMANCE OF ERNEST BORGnine AND NEWCOMER ZOHRA LAMPERT WHO IS DESTINED FOR STARDOM. CONGRATULATIONS TO ALL WHO HAD A HAND IN "PAY OR DIE". ALLIED ARTISTS HAS COME UP WITH A REAL HIT PICTURE.

NAT FELLMAN
STANLEY-WARNER THEATRES

...and VARIETY too tells the Blockbusting news!

"Real phenom, 'PAY OR DIE' soared to a mighty $41,500 in its opening round at the Warner, Sunday hitting an almost unbelievably high $11,000!"

P.S. The Warner Theatre New York City has 1416 seats.
UK Film Policy

(The continued from page 1)

The Story of Ruth

(Continued from page 1)

The Motion Picture Daily

Tuesday, June 7

CEA Finds Levin What Industry Ne

Special to THE DAILY
FOLIO (N.Y., June 5, 1937 Air Mail)—A highlight of the conference of the Cinematograph Exhibitors’ Association, here was the speech of Joseph E. Levine to “talk” business over his “Herculite” chain.

Levine had previously engaged country-wide tour talking to managers in King Kong terms, and his appeal can hardly be gainsaid. The conference, as he had pointed out, was not only by their wives the local notables went along. Levine called his “little pet project”

George Jessel had been flown in to add a dash of oratory to the proceedings.

Levine didn’t screen his picture this occasion. But there’s a date here who now hasn’t shown magnificence. It goes on a release in July.

Levine has been heard to tell exhibitors that he may be the Mike Todd torch, that it is the fact. But delegates to stone conference concede the fact. He’s undoubtedly the one who business needs—P.B.

Pininski Hails

(The continued from page 1)

for the theatreman, in my op

in order to preserve our business any kind of competition is a menace. It seems to be time for a subsidy of financing picture pictures. No one entity business is so completely de-void of a steady flow of good products.

The Pininski deal is a perfect example. The attack on the legislation of the Johnson’s picture would dissolve before the attacks of the publicity of good made specifically for film and can survive.

Warms of Seller’s Marks

“The motion picture theatre survive in a market entirely own by the sellers,” he continued, “it can thrive in a position any other exhibition media forward and prosper, not need survive, must be the ambition every exhibitor has to do that we must pull ourselves up on our own boots and cause others to be made available for our theatre.

“We keep our eye on the a-day and with our own efforts on to take place, we will not wish to worry about the many imaginary problems present. There is not one job—it is a job every man job—is a job that every man in America—every industry business with the theatres, and other occupational film industry properties with. With this type of work, we cannot fail to prove where-withal to those who know how to produce pictures.
Paramount Has Three Scorning Top Business

Paramount currently has three major attractions—Perleberg-Seaton's "The Rat Race," DeMille's "The Ten Commandments" and Dino DeLaurentiis' "Five Brandied Women"—scoring tops grosses across the country, the company said yesterday.

Following smash opening weekend business in seven pre-release engagements, "The Rat Race" is turning in equally powerful grosses in holdover stands. Jacksonville: $13,152; first five days of second week, Loew's Capitol, New York; $14,656, first five days of second week, RKO Fantages, Los Angeles; $14,479, first three days of second week, Chicago Theatre, Chicago, $5,705, first three days of second week, Riverside, Milwaukee: $13,992, first five days of second week, Foy's, Philadelphia: $12,973, first five days of second week, Astor, Boston: $9,739, first five days of second week, Metropolitan, Ambassador, Washington, D.C.; $5,353, first five days of second week, Century Theater, "Five Brandied Women," coupled with Paramount's "Prisoner of the Volga," on the Loew's Circuit here, drew $180,282 for the first five days ending Sunday.

At the RKO Albee, Brooklyn, "The Ten Commandments" racked up an imposing $41,708 in the five days ending Sunday, running well ahead of the Memorial Day attraction at the same theatre.

Sachsen Sells Interest In Valiant Films

Arthur Sachsen, vice-president and general sales manager for Valiant Films, yesterday announced the sale of his interest in the company. He said he plans to go into independent production and distribution and will leave shortly on a European vacation-business trip.

While there, he will finalize acquisition of distribution rights to several foreign and domestic films and also set up the foreign distribution of "Pretty Boy Floyd," which was produced by his son, Monroe Sachsen. Exact line-up of films for distribution in the United States and also production plans will be announced upon his return.

Before joining Valiant Films four years ago, Sachsen served as vice-president and sales manager for Goldwyn Productions and as vice-president and assistant sales manager for Warner Brothers.

Citation Kit Devised By Jufra Corporation

The promotional display designed to advertise Citation Films' Country Music Series of 3-reel features, being distributed by National Screen Service, was devised by the art department of the Jufra Corporation. Through an inadvertent error NSS took credit for designing the kit in a press release published in Motion Picture Daily on May 27.

Study Arson Possibility In Republic Studio Fire

From THE DAILY Bureau

HOLLYWOOD, June 6.—Investigation on possibility of arson was being made today in connection with yesterday's five-alarm, $250,000 Republic studios fire which burned through an area half mile long and 300 feet wide destroying scene docks, storage sheds and lumber.

The studio and television film productions were affected; and the loss is fully covered by insurance, according to a statement by Republic president Victor Carter.

Writers Pact (Continued from page 1)

either side, but the major problem facing final agreement is now being attributed to the majors' refusal to reinstate all writers suspended by the strike five months ago, which it is believed will become a significant point in AMPP's negotiations with the television branch of WGA.

Another related problem is being blamed on Warner Brothers' refusal to release a writer-producer pact made with Karl Tunberg which was made ineffectual by the strike.

"Murder" to 68th St.

"Murder, Inc.," a 20th-Fox release, will have its world premiere at the 68th Street Playhouse here in addition to the Victoria Theatre.

Justice Dept.

(Continued from page 1)

Television and Stanley Warner prohibits their holding production interests, the Department "is willing to consider allowing" them to get into production as long as adequate safeguards are established to assure freedom of access by all exhibitors.

Justice is sympathetic to increased motion picture production, but it is interested in preventing circuits from having preemptive rights to pictures. This at least is the informal understanding ACE has been given.

The Department of Justice is also "willing to consider" granting permission to a distributing organization for the new company—again as long as all exhibitors are guaranteed equal access.

Weiner Forms Firm to Distribute in Northeast

Special to THE DAILY

BOSTON, June 6—Abe L. Weiner has organized Fortune Film Associates, Inc., to specialize in the distribution of both foreign and domestic films in the northeast states. The company will have its headquarters in the Metropolitan Theatre Building here.

Weiner was formerly assistant general sales manager of Rank Film Distributors of America. Prior to that he held sales executive positions with Allied Artists, Universal and United Artists.

The Big Ones Are Advertised In Life

UNIVERSAL INTERNATIONAL'S

PORTRAIT IN BLACK

IN LIFE'S JUNE 13 ISSUE

THE BIG ONE IN MOVIE SELLING

THE BIG ONES ARE ADVERTISED IN LIFE
FIRST AID...

for the BOX OFFICE!

* from NATIONAL Screen SERVICE, of course
Kratter Out of Fox Studio Deal; Webb & Knapp Ask Cash Terms Now

The Kratter Corp., New York realty firm which only two weeks ago took over from Webb & Knapp the agreement to purchase the 20th Century-Fox studio property for $43,000,000 cash, has withdrawn from the deal because of what it described as "unforeseen technical problems."

The situation now reverts to its original status with a Webb & Knapp subsidiary committed to pay 20th-Fox $50,000,000 for the property over a 10-year period. The difference in the two purchase prices was explained at the time the Kratter deal was announced as due to the fact that the (Continued on page 5)

All Incumbent Heads Of MPEA Are Re-Elected

All incumbent directors of the Motion Picture Export Ass'n. of America were re-elected at the annual stockholders meeting here yesterday.

They are as follows: Norton V. Ritchey and Samuel Broidy, Allied Artists International Corp.; Bernard E. Zeman and Lucy W. Kastner, Columbia Pictures International Corp.; Ronald Carroll and Morton A. Spring, M-G-M, (Continued on page 4)

Reagan Resigns SAG Post: To Be Producer

From THE DAILY Bureaus
HOLLYWOOD, June 7. — The board of directors of the Screen Actors Guild announced today that Ronald Reagan has resigned as president of the organization because he is becoming a partner in a joint production (Continued on page 4)

Bells Are Ringing

Freed—M-G-M—Cinemascope

The news is all to the good about "Bells Are Ringing," a musical big and gorgeous in the Arthur Freed—MGM manner, but the best part of the news is that Judy Holliday is back. Away from the screen for four years, she has been sorely missed.

She is one of those rare and remarkable entertainers (like Judy Garland, Danny Kaye, Ethel Merman, et. al.) who can be compared to no one but themselves. On that basis it is fair to say that she has not had such a winning part since "Born Yesterday." Nor has she given a performance so entrancing as this new one since that time.

Actually, she could hardly miss being so perfect in "Bells Are Ringing," since the role was originally tailored just for her in the stage musical of the same name by Betty Comden and Adolph Green (book and lyrics) (Continued on page 5)
Irving Allen, executive producer of Warwick Fihus, is here from London.

F. J. A. McCarthy, Universal Pictures assistant general sales manager and sales director for "Spartacus," and Jeff Livingston, coordinator of sales and personnel, left here yesterday for Milwaukee, Kansas City and Indianapolis.

Jack H. Levin, president of Certified Reports, has returned from the B'nai B'rith convention at Kameisha Lake, N. Y.

Sydney Goodman, managing director of Archway Films, London, has returned to Britain from New York via B.O.A.C.

Burt Balaban, producer-director of 20th Century-Fox's "Murder, Inc.", will leave here today for Hollywood.


James A. Fezzpatrick, travel film producer and lecturer, will leave New York today aboard the "Queen Elizabeth" for Europe.

W. Ward Marmi, film critic for the Cleveland Plain Dealer, is recuperating in Akron City Hospital following a slight stroke.

Mrs. Paul Jacobson, daughter of H. Faxon, Stanley-Warner president, has given birth to a son, Richard Goodman, at French Hospital here. Father is an executive with NBC.

Max Mink, managing director of the Cleveland Plain Dealer, and his wife, Dorothy, have celebrated their 25th wedding anniversary.

Robert S. Benjamin (center), chairman of the board of United Artists, is formally inducted as a fellow of Brandeis University by Abraham Sachar (right), president of the University, at a dinner honoring Benjamin last night at the Waldorf-Astoria. On the left is Gen. Carlos Romulo, Philippine Ambassador to the U. S., guest speaker.

Anderson to Direct Levy's 'Longest Day'

From THE DAILY Boston

LONDON, June 7. — Michael Anderson, who directed "Around the World in 80 Days," has been signed to handle "The Longest Day" for Raoul Levy, the producer announced here today.

In addition he reported that deals have been made with Associated British and Cinedorf for financing and distribution in the United Kingdom and France. The picture will be a double quota production under terms of the new Anglo-French pact.

Shooting on the picture begins in March of next year in color and a wide-screen process to be decided. Interiors will be taken at Elstree Studios.

'Telethon' Promotion
For 'Hercules' Begins

Boston, Special to THE DAILY

BOSTON, June 7. — A market-by-market "telethon," blanketing the United States and Canada via 6,900 special spot announcements, gets underway here tomorrow heralding Joseph E. Levine's new spectacle, "Hercules Unchained."

Station WNAC is the first of Levine's video "network" of 212 major television stations pre-selling the film, which will open later this month in a mass national saturation.

'Lady' Gross $201,582

Austark-George Sidkey's "Who Was That Lady?", a Columbia Pictures release, has rolled up a big $201,582 in its first seven weeks at the Criterion Theatre here. Weekly grosses have been running very close to the record-breaking pace set by "Suddenly, Last Summer," its successful predecessor at the Criterion.

Kent Enterprises Acquires 14 Theatres

Special to THE DAILY

JACKSONVILLE, June 7.—The first major theatre transaction in Florida for several years occurred in Tallahassee June 5 when Horton R. Prud- den, president of the First Southeast Corp., sold all 14 of his firm's theatres to Kent Enterprises, headed by Frederick H. Kent, local attorney, for a sum said to be in excess of $2,500,000.

Prior to the deal, Kent already controlled eight other theatres located here and in Tallassee, now bringing his circuit to a total of 22 theatres. The newly-acquired properties, some drive-ins and other conventional theatres, are located in the lower east coast cities of Cocoa, Melbourne, Vero Beach, Fort Pierce, Stuart and Eau Gallici, all popular tourist meccas.

Kent, before leaving here on June 6 with his family for a three months tour of Europe, named Tommy Hyde, former city manager of Kent theatres in Tallassee, as general manager of the enlarged circuit with headquarters in Vero Beach. He stated that an extensive program of modernization and upgrades for his new theatres is expected to begin this summer.

New Arnold Firm Plans Independent Production

From THE DAILY BOSTON

HOLLYWOOD, June 7. — Newton Arnold today announced the formation of a new independent motion picture production company, Glenwood Productions, Inc. with the following as officers: Newton D. Arnold, president-treasurer; Nat James, vice-president, and Stanley Keller, secretary.

Arnold former writer and director, for the past six years has been production assistant with Hall Bartlett Productions.
IT'S HONEYMOON BUSINESS FOR

BRIDES OF DRACULA

THE NEWEST AND BIGGEST ONE OF THEM ALL!

In its world premiere at the MALCO Theatre, MEMPHIS, Tennessee (famous for its horror presentations) “BRIDES OF DRACULA” was launched with biggest opening and three day gross of any such program in the history of the house.

Starring
PETER CUSHING - MARTITA HUNT - YVONNE MONLAUR

Screenplay by JIMMY SANGSTER, PETER BRYAN and EDWARD PERCY - Directed by TERENCE FISHER
Produced by ANTHONY HINDS - Executive Producer MICHAEL CARRERAS - A Hammer Film Production
A UNIVERSAL-INTERNATIONAL PICTURE
Telemeter in the Spotlight at Para. Meeti

Paras Telemeter
Income in Royalties

Paramount Pictures does not plan to install and operate Telemeter systems itself. Barney Balaban, president, told company stockholders yesterday that the company will benefit from royalties paid to it by franchise holders who will conduct the operation and be responsible for programming.

Balaban added that in the last 10 years Paramount has converted its working capital assets with a value of $7,000,000, on which it realized $2,000,000 in cash. In the conversions, the company's stockholders were the newsreaders, foreign theatres, laboratories and film backsafes as cash has been realized to balance the account, with stockholders and all to be made.

Tells of Assets-Conversion

Balaban reported favorably on the company's diversified interests as Antonicorp Corp., Chromatvision, Paramount Televisions, Teleman Magnetics, Records and the music companies.

Brylawski to Speak at Maryland Meeti

Special to THE DAILY
Baltimore, June 7—A Brylawski, chairman of Theaters of America's national leg committee, will be among the speakers at the annual meeting of the Maryland Theatre Owners Association George Washington Hotel. Other speakers will be John C. Par, president of the TOA-affiliate announced today.

Brylawski will report on the recent Congression legislation, in the wages and hours bills, he said. Brylawski is also president Motion Picture Theatre Owners Metropolitan D. C., of War D. C., also a TOA-affiliate in -

Para. Discovers Interest in G. A. & F. Purchase

Paramount investigated the buying into General Film about a year ago but never had any interest in it, Edwion counsel and board member George Layton, an attorney, told the annual meeting of Para. stockholders. The attorney wanted the adjourned for a later lengthy hearing and said the legal Paramount's proxy statement made no mention of negotiation with A. G. & F. in association with companies.
Bells Are Ringing

(Continued from page 1)

Judy Holliday and Dean Martin in “Bells Are Ringing”

and Julie Stone (music). And the reason Miss Holliday has been away from the movies for so long is that she was doing this same show on Broadway where it had a long and profitable run. Motion picture exhibitors can now anticipate the same kind of business.

Seldom, if ever, has a stage musical been transplanted to the film medium so intact. Since Vincente Minnelli directed the film, moreover, the change-over was made with the fullest and surest appreciation of the fluid advantages of the screen over the stage.

The character Miss Holliday plays is that of a friendly girl who works for a telephone answering service in New York and cannot resist interfering in the private lives of the customers to whom she speaks but never sees. In the course of the story she eventually meets some of these people and affects their lives for the better. She inspires a lazy young writer to get to work and write a play; she convinces a dentist who wants to write songs to quit his job and do just that; and she helps a “method” actor to change his technique and acquire a role in the writer’s play. In the meantime she falls in love with the playwright and he with her.

A sub-plot introduces some amusing complications as a bookie involves her answering service in his illegal actions.

Throughout, the jokes are bright and funny; the music is sophisticated and gay; and the New York settings (mostly indoor) just right in Cinemascope and Metrocolor.

The best thing about the film, however, is that it has some real substance and heart through the character Miss Holliday plays. The phone girl has a zest for living and a workable philosophy of how to make friends. She is a very credible and appealing human being.

Miss Holliday has a field day in the role. She muggs in hilarious fashion; she brings tenderness to the lovely scenes; she even dances a little; and she sings both cool (“The Party’s Over”) and hot (“I’m Goin’ Back”).

Most of the other actors portray New York “characters,” in a zany fashion, with the exception of co-star Dean Martin, who plays it “straight” as the playwright the heroine adores. Everyone is fine—Eddie Foy, Jr., as the bookie; Fred Clark as the producer of Martin’s play; Jean Stapleton as Miss Holliday’s aunt who runs the telephone answering service; and Bernice Web as the dentist who wants to write music.

The captions can find a fault here and there if they wish. The show is skimpy on dancing (an art that is not, of course, Miss Holliday’s forte) and the overall pace tends to slacken now and then. Not for long, however. Miss Holliday is always ebullient. So is the whole show as long as she is around.

Running time, 127 minutes, Release, in July.

Richard Gertner

Kratter Leaves

(Continued from page 1)

latter would be a cash deal, as contrasted with the Webb & Knapp 10-year deal.

However, Webb & Knapp has requested the alternative of purchasing the property for $45,000,000 cash on the same terms as outlined at the annual meeting of stockholders May 17, 1960. If the directors so approve, a special meeting of 20th-Fox stockholders will be called to consider the alternative, just as had been contemplated in the case of the Kratter proposal.

William Zeckendorf, president of Webb & Knapp, said, “We have never lost faith in the merits of our plan for the development of the 20th Century-Fox property, "Now that the Kratter Corp. has withdrawn, we are pleased to remain in the picture and we will move forward rapidly with the engineering, financing and construction of Century City.”

Has Paid $2,600,000

Webb & Knapp already has paid 20th-Fox $2,600,000, including payments of $1,000 daily for 90-day extensions of the closing time. The last extension runs to Aug. 1.

Under both contemplated deals 20th-Fox had the right to lease the studio portion of the property for long term periods.

Under its cancelled deal with Webb & Knapp, Kratter Corp. was to pay 20th-Fox an additional $2,400,000, making a total received from both companies of $5,000,000. This was to have been done by approximately June 15. Thereafter, if the deal received the approval of 20th-Fox stockholders at a special meeting called for July 6, Kratter was to pay $25,000,000 cash on closing within the next six months.

That special meeting of 20th-Fox stockholders has been cancelled.

UA to Release Film Of Johansson Fight

United Artists has acquired the motion picture rights to the forthcoming world heavyweight championship fight between title-holder Ingemar Johansson and challenger Floyd Patterson, at the Polo Grounds in New York on Monday, June 20. It was announced in a joint statement by William J. Hemennan, United Artists vice-president, and Irving B. Kahn, president of TelePrompter Corp.

The minimum guarantee was reported to be the highest ever paid for the right to a fight film.
MOTION PICTURE DAILY

PEOPLE

Joseph L. Mankiewicz will be honored by the British Film Institute, when that organization, starting July 19, will conduct a four-week film festival consisting of the American writer-director’s outstanding works produced during his 30 years of movie-making. Mankiewicz will attend the opening of the festival.

Lige Brien, United Artists director of special promotions, on Friday will be presented with a Certificate of Appreciation for his efforts in behalf of this year’s leukemia drive. Richard Mitchell, executive director of Leukemia Society, will make the presentation.

George Isenberg, real estate manager of the Stanley Warner Corp., New York, has been elected president of Cerebral Palsy of Essex County and West Hudson. One of the founders of the organization, he previously has been secretary and executive vice-president.

Eugene Secunda has been added to the Universal field publicity staff in Cleveland to work under Duke Hickey on the promotion for “Portrait in Black,” which will have its premiere there on June 24 at the Allen Theatre.

first to be released here by Governor Films, is appealing enough to play eventually in general theatres. In its first 13 weeks at the Crest Theatre in Los Angeles, “Nurse” has achieved “outstanding, almost freakish” results, the director said. The film also has opened in Chicago and Dallas to handsome grosses. It will debut locally at the Little Carnegie this summer.

Peter Rogers, producer and originator of the series, plans along with director Gerald Thomas to make our “Carry On” picture a year, indefinitely. The next one to be distributed here will be “Carry On, Constable.”

Asserting that “Nurse” probably will become the biggest comedy grower in British film history, Cohen said the American public is beginning to grasp the English sense of humor. The trend today in the British cinema is toward noire comedies, he added. Five of Anglo Amalgamated’s 10 pictures this year will be comedies. Three of the other five films will be co-productions with American-International Pictures, “Circus of Horrors” probably the biggest one.

Cohen expects to close a deal this week for American distribution rights to “Peeping Tom,” a Technicolor picture starring Moira Shearer and directed by Michael Powell, who directed “The Red Shoes.” Cohen also brought with him a print of “The Criminal,” starring Stanley Baker. The director declined to identify the American companies with whom he is negotiating.

He is the sole distributor in the United Kingdom for AIP and will handle the American company’s “House of Usher” this year. Cohen, who arrived here from the Variety Clubs International convention in Toronto, will leave for Hollywood at the weekend.

He said the lifting recently of the entertainment tax in Great Britain seemed to give the film business a boost. But, he added quickly, the picture is still the thing and if a distributor has the right product he needn’t worry about making money with it.

WGA Ultimatum

(Continued from page 1)

tomorrow to accept or reject the contract "package proposal" made by the guild on April 12, and modified June 2. If rejected, the guild has the right to place approximately 50 independent producers involved on 48 hours notice of its termination of status quo relationship.

WGA will resume its bargaining talks with the Alliance of TV Film Producers tonight, based on the WGA request that bargaining talks resume. Meanwhile the Association of Motion Picture Producers continued its talks with WGAs representatives of the screen branch this afternoon. The meeting was still in progress late this afternoon.

Hollywood Producers

Eye Eichmann Theme

From THE DAILY Burea

HOLLYWOOD, June 7. The Adolph Eichmann derby is on. Latest owners to register entries in a race to the screen with the story of Eichman, former Nazi executioner, now awaiting trial in Israel for the murder of 6,000,000 Jews, are producers Sam Bischoff and David Diamond. The team has entered negotiations with Allied Artists to film the story under the title "The Supreme Executioner." Others who have indicated their moves on the story material are Bryan Foy at Paramount, the Mirosh Co. for United Artists and 2oth Century-Fox.

AMPI Asks Exemption In Republic Stock Deal

From THE DAILY Burea

WASHINGTON, June 7. - Associated Motion Picture Industries, Inc., a New York investment company, has asked the Securities and Exchange Commission to grant an exemption for a prior stock transaction. SEC has given interested parties until June 21 to request a hearing.

The exemption sought by AMPI would retroactively cover the sale, on July 1, 1959, of stock in Republic Pictures Corp. to Victor M. Carter. The SEC exemption is needed because a relationship of affiliation existed among Carter, AMPI, and Republic.

As of July 1, 1959, AMPI says, it owned 216,349 shares of Republic. Carter, a director of both companies, asked the SEC for an exemption from AMPI and 17 other companies. The sale was completed on July 1, 1959.

BMG’s “Ben-Hur” has passed the million-dollar mark at the box office in eight situations overseas, to an aggregate of 60 weeks of film release. It was announced by Mervyn Spring, president of MGM International. Cities playing the picture are London, San Juan, Osaka, Tokyo, Sydney, Melbourne, Singapore.

In the United States and Canada the box office gross for “Ben-Hur” exceeded $10,000,000.

New Pay Laws

(Continued from page 1) The Senate committee did not adopt minimum wage laws or overtime provisions. It agreed to exempt from the new measure all retail and establishments that gross less than $500,000 a year. Some motion picture companies still feel some bills would benefit from this.

However, the industry seeks other exemption written into the bill. There has not yet been achieved Senate agreement to drop from the bill a section which would have required payment of a minimum hourly to employees of firms gross over $750,000 a year.

More Amendments Likely. Legislative language embodying the changes has not been disclosed. It is understood that additional amendments affecting retail and service industries will be offered when committee meets Wednesday.

There were indications throughout the week that little progress was made at today’s meeting, and that modifications will be required before the Senate reaches agreement. Some of the talks believe that Senate and House will be delayed until House labor group completes work.

Military Heads, Pre See ‘Stars’ in D. C.

From THE DAILY Bureau

WASHINGTON, D.C., June 8—The nation’s top military governors personnel attended a screening here tonight of Charlton Heston’s “Spartacus,” a story of the American Legion. The film was also shown to members of the Senate and House, and to President Kennedy, and other members of the Press.

Strangers When We Meet

You’re set for the summer... when you book this one from...Columbia!
Theatres Are Exempted in Senate Minimum Wage Bill

Industry Viewed as 'Safe' Now Since House Previously Eliminated Theatres; Final Senate Bill Seen Ready Next Week

By E. H. KAHN

WASHINGTON, June 8.—Motion picture theatres have been exempted from the new wage-hour bill that is being drafted today by the Senate Labor Committee. On a motion by Sen. Yarborough (D., Tex.) the group by voice vote agreed today to exempt theatres. Some 56,000 employees are said to be affected by this action.

Since the House labor committee has already exempted theatres, they would appear to have nothing to fear now.

The committee, which is considering the measure behind closed doors, "moved substantially ahead" today, according to the wage bill's sponsor, Sen. Kennedy (D., Mass.). He is hopeful that it will conclude its deliberations next week.

The committee also decided that it will make the annual wage increase steps that it will propose conform to the scale approved by the House committee bill—a hike in the minimum to $1.15 hourly in the first year for employees presently under the law, with annual increases of five cents until $1.25 is reached.

The bill would become effective 90 days after enactment. Employees new-

Cleveland Judges Rule 'The Lovers' Obscene Under High Court Definition

Special to THE DAILY

CLEVELAND, June 8—Three common pleas judges acting as judges and jury today handed down a unanimous decision that the French film, "The Lovers," is "obscene, lewd, and lascivious" within the definitions set forth by the U.S. Supreme Court. At the same time they indicted Nico Jacobellis, manager of the Heights Art Theatre, on the two counts of "knowingly possessing and knowingly exhibiting a lewd, lascivious picture" as charged by the prosecution.

Upon the request of defense attorneys, sentence was withheld pending the result of an appeal action which they are filing immediately. Meanwhile Jacobellis was placed on probation and jailed until a probation report is filed.

Judges in "The Lovers" case were William J. McDermott, Roy E. McMahon and John Pincura.

Arguments in the case ran for a period of two weeks. State's attorneys, assistant county prosecutors Thomas L. Osborne and Bernard Stupinski, in their final arguments, contended (Continued on page 4)
TOA's Compilation of Releases of Ten Companies for First Eight Months of 1960

Release schedules of 10 national production-distribution companies for the first eight months of the year, as compiled by Theatre Owners of America and indicating a drop of 11 features from the corresponding 1959 period, are shown herewith.

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1959 Totals: 22 22 23 17 18 20 25 15 162

TOA Conventioneers to Be Guests at Disneyland

Disneyland will be the mecca on Sept. 15 for registrants at Theatre Owners of America's 13th annual convention and Trade Show in Los Angeles, Sept. 13-16, Albert M. Pickus, TOA president, said yesterday. All conventioners will be the guests of Pepsi Cola at Disneyland for an evening party. They and their wives will be transported to the venue in company buses and will spend the evening in the ultramodern, fairy-tale kingdom, enjoying the rides and shows.

Arrangements for the evening were made by Norman Wasser, manager of Pepsi Cola's theatre sales and cop production division, with the cooperation of Charles N. Baker, vice-president for promotion.

‘Antigone’ Principals Fly Back to Athens

Special to THE DAILY
HARTFORD, June 8—George Tzavalo, writer-director, and James Paris, producer of Norma Film Productions' initial venture, “Antigone,” will fly back to Athens this weekend for next week's projected start of filming. Tzavalo and Paris have been confering here with Speret Perakos, general manager of Perakos Theatre Associates, independent Connecticut theatre circuit, and executive producer of Norma Film Productions.

P-T-A will handle U.S. distribution of "Antigone" and subsequent adaptations of the Seven Greek Tragedies. Speret Perakos is represented financially in Norma Film Productions, while P-T-A is to function merely as distribution representative.

TOA Bulle (Continued from page 1)
NSS to Distribute Trailers on Fight

National Screen Service is distributing a complete selection of trailers and accessories to help exhibitors promote both theatre telecast and the official United Artists films of the Ingemar Johansson -- Floyd Patterson heavyweight championship rematch, it was announced by Burton E. Hoffman, NSS vice-president in charge of sales.

Heading the list of materials available to theatres carrying TelePrompTer's live telecast on June 20 is the official advance trailer, which many theatres around the country are now showing to plug advance ticket sales. In addition, National Screen is distributing a cross-program trailer, available in regular or condensed form. The company also has ready a 20-second TV trailer for use in promoting the telecast.

National Screen is also providing trailers with materials for a complete advertising campaign on the official United Artists films of the match. These include a trailer which utilizes live footage of last year's fight, composite newspaper ad mats, one-sheets, 40 x 60 posters and a 5-foot cutout standee.

SPG Supports Actors in New York Theatre Strike

Support of Actors Equity in its dispute with the League of New York Theatres was expressed yesterday by the Screen Publicists Guild in a telegram to Ralph Bellamy, president of Actors Equity.

The telegram said: "On behalf of New York motion picture publicity and advertising men and women, the Screen Publicists Guild, a local of District 62, BWDUS, AFL-CIO, extends its support to Actors Equity in the performers' fight against the producers' lockout and for better wages and conditions."

The telegram was signed for the union by Ben L. Herman, director of the Guild, which represents advertising, publicity and other specialist personnel at Twentieth Century-Fox, Metro-Goldwyn-Mayer, Warner Bros., Columbia Pictures, United Artists and Universal-International.

Name Committee men for Conn. Golf Tournament

Special to THE DAILY

STRAFORD, Conn., June 8--James M. Totman of Stanley Warner Theaters and Albert M. Pickus, national president of Theatre Owners of America, will be co-chairmen of the annual golf tournament here of Motion Picture Theatre Owners of Connecticut on Tuesday, July 10. Site will be the Mill River Country Club.

Other committees are: general committee: Geo. H. Wilkinson, Jr., MPTOC president, James Bracken, B. E. Hoffman, James Mahoney and John Penkos; Lou Brown, secretary; Samuel Weber, treasurer; and Irving Mendelson and Henry Germaine, distributor's committee.

Resolution in Senate Recognizes Artists Week

Special to THE DAILY

WASHINGTON, June 8--The Senate has passed a resolution designating the week of Oct. 2-8, 1960, officially as National Guild of Variety Artists Week.

The resolution, introduced by Sen. Keating (R., N. Y.) calls for "recognition of the outstanding services of performers and artists in the variety field to the American people." The resolution was given priority in Senate consideration by Majority Leader Lyndon Johnson (D., Tex.).

London News Theatres Purchased by Jacey

From THE DAILY Bureau

LONDON, June 8 -- Jacey Cinema circuit has acquired six Moneymaker new theatres in London's West End and one in Edinburgh in a deal involving £500,000 ($1,400,000).

Jacey already has ten theatres in London and the provinces.

MURDER, INC.

CARTEL IN NATION-WIDE CRIME!

For the first time the motion picture screen tells the whole, true story behind the private army of organized illegality, named Murder, Inc.

Here is the incredible expose of the super-corporation of crime, by the assistant D. A. who first revealed it to a shocked world.

This is the story of how the merchants of murder insured a monopoly for the billion-dollar Syndicate.

MURDER, INC. explodes on the screen at the Victoria Theatre in New York soon!
The Lovers

(Continued from page 1)

that the dominant theme of the picture is sex and that the subject is improperly treated so as to appeal to the prurient interests of the viewers. Without disputing the high character of the witnesses "innocently involved in this court action" the state claimed that mere possession and exhibition of obscene material offends public morals and that neither the motive nor the intent of the defendant need be proved.

Constitution Invoked

Defense attorneys Bennett Kleinman and Seymour Terrell invoked the protection of the first amendment of the Constitution as a guarantee of free speech and denied the state's contention that sex is the film's dominant theme saying rather that it deals with a common social problem. They also declared that the judges most determine their views based on the picture in its entirety and not by isolated scenes. And furthermore they maintained that reasonable doubt as to the defendant's knowledge, exhibition and obscenity of the film. None of these charges, they claimed, could be proved separately.

Witnesses at the trial were all experts in their fields and for every expert produced by the state, the defendants presented an expert of like stature who held an opposite view.

Police Captain Testifies

Among the state's witnesses who held that the film, in whole or in part, aroused "lustful thoughts in the average viewer" were Cleveland Heights Police Captain Earl Gordon; W. Ward Marsh, Plain Dealer movie critic; Sidney Anbom, editorial writer for Radio Station WGB and former columnist; Prof. Mildred Jordon, chairman of the Department of Sociology at Penn College; Henry Hart, editor of "Films in Review"; Dr. Wilfred Gill, Criminal Court psychologist; Dr. John Bruneau, pastor of Calvin Presbyterian Church. Their testimony varied from complete condemnation of the entire film to concessions that elimination of one scene (bedroom scene) would modify their judgment.

Defended by Psychologist

The defense countered with Dr. Richard Wallen, psychologist, who specializes in personnel hiring for large corporations; Arthur Spaul, movie editor of the former News and now critic for the Heights Sun Press; Ballentine Hamond, editor of Eye on Columbus; Rev. Peter H. Samson, pastor of West Shore Unitarian Church; Edward B. Henning, assistant director of the Columbus Museum of Art, and via depositions taken in New York, from Holmes Alpert editor of the Saturday Review and Paul Beckley, movie critic of the Herald Tribune, New York City.

Daniel Frankel, president of Zenith International Films, importers and distributors of "The Lovers," testified that the film won the Silver Lion Award at the Venice Festival, that it's acceptance into the country by the U.S. Bureau of Customs was evidence against any obscenity claims and that the picture is now playing in some 100 theatres throughout the country. He stated the Cleveland action was the first one to attempt to brand the picture as obscene.

Jacobiellis Heard

Edward Schuman, vice-president and general manager of the Art Theatre Guild of which the Heights is one of the circuit's 15 art houses, testified he does all the booking for the circuit's houses. The defendant, Jacobellis, 37, stated on the witness stand that his duties are to conduct the physical management of the offices, to supervise personnel and prepared the advertising, Failure to show a picture booked by the proper authorities would result in his dismissal, he said.

Murder Here June 29

Twentieth Century-Fox's "Murder, Inc." will have its world premiere June 29 at the Victoria Theatre and 85th Street Playhouse here.

Refurbished Capri Opens in Binghamton

Special to THE DAILY

BINGHAMTON, N.Y., June 8 - The completely refurbished Capri Theatre was opened again here today by Comerford Theatres with fanfare, including the appearance of Hollywood stars Kim Hunter, Jeffrey Lynn, Lilo and others. Opening film is "Please Don't Eat the Daisies."

'Dinosaurs' Preview Set

Universal-International will hold a special invitational preview of "Dinosaurs," the new Jack H. Harris production, at the RKO 58th Street Theatre here on Saturday, June 18, at 10:00 a.m. for exhibitors, press and magazine editors and television and radio promotional personalities and their children. The children attending will be given special gifts and in addition there will be door prizes distributed.

Map Plans for B

Of 'The Lost World'

Plans for the world première of Irwin Allen's "The Lost World" were mapped here yesterday joint convalesce of 20th Century Fox and Stanley-Warner Corp. ex New York. In all, it was announced, there will be no premiere from New York to the gala opening on the Warner Theatre here on June 27.

Representing 20th-Fox as manager was Dr. Samuel L. Goodman, acting director, Nat Weiss, assistant manager; Martin Michel, assistant director, and Adrian Awan, production manager. For Stanley-Warner, Corp., Goldberg, director of advertising, took part.

P.A.L. to Be Aided by Magna

Highlight of the campaign a benefit first performance Police Athletic League (P.A.L.) Mayor Robert F. Wagner will busloads of children to be the theatre for the 9 A.M. on the 13th. Special details York's "Magnificent Museums," forming a parade down way to the theatre. The yo will be presented with special Dell comic book on which more than 3000 copies will be distributed by fancing company to outlets at county part of the nati plans.

Also to be given away day will be copies of the pocket-book reprint of the L. Arthur Conon-Doyle novel. T. book is still another facet of the natal campaign, encompass 250,000 out belt in des, bus and air terminals, shops, etc.

Lamas Recording Inclu

The extensive media mer campaign includes first time, star Fernando L eco the 20th-Fox rec pany label, two songs from ture sung in both English a t. A tie-in with toy store cities will also begin shortly ings will be held in branch o other localities for exhibitors, museum, high school classes and editors, historian ria, etc. and hosted, whe such, by producer Allen, as his nation-wide tour for the Plan Garbo in W

HOLLYWOOD, June 8, Garbo, gloved as she was w red in "Queen Christina" f 1933, will be "present" at the opening of the 12 Motion Picture and Televisi plans and exhibits June Screen Directors Guild Tie for the figure of Miss Card by Katherine Stubergh will of the exhibits depicting days of the motion picture which will be placed beside electronic equipment of t
Bows of 'Ruth'

(Continued from page 1)

tion; Cincinnati, Judge Benj. Schwartz Foundation; Denver, Boy's Town of Italy; Houston, Lighthouse for the Blind; Kansas City, Sidewalk Temple Kehilath Hospital; Memphis, Junior Chamber of Commerce; Milwau- kee, Variety Club's Epilepsy Clinic.

Also, Philadelphia, Cystic Fibrosis Foundation; Pittsburgh, Junior Chamber of Commerce; Portland, Ore., Holy Name Society; St. Louis, Lick Luskemiu Guild; San Francisco, The City of Hope; Washington, D.C., Women's International Press Club; Los Angeles, Variety Clubs Crippled Children's Hospital; Wichita, The Art Association; Detroit, The Holy Trinity Combined Corktown Charities; Boston, Kidney Disease Foundation; Indianapolis, World Refugee Benefit Fund; Miami, Miami Herald Fund for Cuban Relief, and many others.

Reception for Copeland

WASHINGTON, June 8.—Allied Artists Pictures' newly formed Informational and Commercial Films Division held a reception and special screening tonight at the Motion Pic- ture Association's headquarters here to introduce Jack Copeland, the divi- sion's executive producer, to govern- ment, industry and labor leaders. Hosting the affair was Roy M. Brewer, the newly created division's eastern representative.

Among the guests were Turner Shelton, head of the films division of the USA; Tom Cousiday, in charge of motion pictures; James Davy, director of public relations for the American Legion; Harry Flannery and Al Znaich of the AFL-CIO informational division, and William Schnitzler, secretary of the AFL-CIO.

'Portrait' Beauty Tie-In

Universal Pictures and Seligman and Latzo, who operate 350 beauty salons in department stores from coast to coast, have developed a joint promotion on "Portrait in Black." The tie-up is designed around Lana Turner, star of the picture, and the frosted platinum hairdo she wears in the film. Seligman and Latzo will feature this Lana Turner-inspired hairdo in their local newspaper advertisements and in counter displays in their salons in the department stores.

May 29 issue of Sunday magazine of the "New York Daily News." In one of the photos Tony Curtis is pouring a bucket full of water over Debbie Reynolds' head in an awkward attempt to help her wash her hair. This Paramount film is having its New York premiere at Loew's Capitol.

Ruth Harbert was so well pleased with "Song Without End" that she devoted her entire monthly space to a most complimentary review of this new film.

WALTER HAAS

Minimum Pay

(Continued from page 1)

ley covered would be put under a minimum of $1 in the first year, $1.05 in the second, $1.15 in the third, and $1.25 in the fourth. Newly covered employees would continue exempt from overtime pay provisions in the first year, and would receive premium pay after 44 hours in the second, 42 in the third, and 40 in the fourth and subsequent years.

Legion of Decency

(Continued from page 1)

semi-documentary film involves blatant violations of Judeo-Christian decency. This treatment, whose excesses are further compounded by sensational exploitation, renders the film morally unacceptable in a moral medium of entertainment. The film does not bear the Code Seal of Approval of the organized American motion picture industry."

In Class A, Section 1, is "The Story of Ruth," and in Class A, Section 3, "Music Box Kid" and "Virgin Island."
Who's Where

Frank V. Bremer, a veteran of more than 50 years in the broadcasting field and a consultant to WNTA-TV and WNTA Radio for the past two years, has announced his retirement. He was honored by the NTA stations at ceremonies last week at Newark, N.J., where he was presented with a plaque by Ted Cott, vice-president in charge of NTA owned and operated stations.

Edward Bleier, account executive in the ABC Television Network sales department, has been named vice-president in charge of daytime sales, it was announced by Oliver Treyz, ABC-TV president.

Jack L. Van Volkenburg, formerly president of CBS Television has joined M-E Productions as president, it was announced by C. Terence Oyne, chairman of the TV-radio affiliation of McCann-Erickson, Inc. and vice chairman of McCann-Erickson Advertising (U.S.A.).

Independent Television Corporation has named W. L. Hutchinson, western division sales manager, Alvin E. Unger, vice-president in charge of syndication, announced. Hutchinson replaces John Serino, who has resigned to accept another position.

AROUND THE TV CIRCUIT

with PINKY HERMAN

FAST-MOVING and dramatic 90-minute version of the 26 episodes of NBC's "Victory At Sea" will be presented Saturday, Dec. 3 (8:30-11 P.M.) This should prove to be an all-time classic and we expect that leaders of education both here and abroad will seek permission to emblazon their film libraries and make good and frequent use of this item. . . . Bas Eberle, Teresa Brewer and the Page Cavanaugh Trio will guestroll Sun., June 19 on "Startime, U.S.A." . . . Lunching yesterday with Leo (Sid Caesar producer) Morgan, Charlie Sanford and Bob Dulman, we mentioned the fact that most performers working in Las Vegas wound up with less after the engagement—and how did Sid make out? "Believe it or not," answered Morgan, "Sid didn't gamble away a penny and as for me, I submitted to the temptations of the Goddess of Chance—and won fourteen dollars." . . . Maestro Paul Lavalle, whose Cities Service Band of America was an NBClick for a decade or so, has been named music supervisor and director for Freedomland which opens June 19. . . . A new 13-week series of quarter hour telefilms, Off To Adventure, will premiere next Sunday morning at 8:15. Produced by Rev. E. C. Parker, the series is intended to teach understanding of other peoples by American children. The interesting and moving program is distributed by the National Council of Churches of Christ and was filmed in Africa. . . .

Dick ABClark will be grand marshal for the California Beauty Pageant to be held at Santa Monica, June 19th. . . . ABC-TV will embark on a round-the-world tour and in collaboration with the National Geographic Society, The Royal Dutch Museum, the Smithsonian Institute and the U.S. Nat'l Academy of Sciences, will film a series titled "Expedition" which will be seen Tuesdays (7-7:30 P.M) starting Sept. 20. Sponsored by theRalston Purina Co.

Color TV in Britain

Seen Unlikely for Years

By WILLIAM PAY

LONDON, June 6 (By Air Mail)—Colour TV in Britain is unlikely for several years and a change-over from the present 405-lines system to the Continental 625-lines are the main recommendations of the Government's Television Advisory Committee report on the future of British television. The report says: "We think that future television development should be on the basis of a fully compatible colour system in which colour transmissions can be received in monochrome on a monochrome receiver and monochrome transmissions on a colour receiver. Present technical and economic limitations make it undesirable to introduce a colour television system in the near future."

Urge 625-Lines System

It further advises that when colour programmes start they should be put out on the new 625-lines system.

Another outcome of the report is that there will not be another programme channel in operation here—BBC or ITV—for at least five years. The Government is now to set up another committee to act on this report but its findings are not expected for two years.

McLaughlin Joins WB

The appointment of David G. McLaughlin as sales manager for television in Canada for Warner Brothers Pictures Distributing Co., Ltd., of

Guild Parle

(Continued from page 1)
early settlement that will revitalize the production of 14 television use.

Negotiations for the Association Motion Picture Producers - Screen Actor Guild resumed today on a new contract or pay television.

Informal talks between AM representatives of the screen and WGA are planned for tomorrow.

Lippert, Karp in I

For ‘Little Shephei

From THE DAILY Bureau

HOLLYWOOD, June 8. L. Lippert, liaison between A. Producers, Inc. and 20th C. Fox, in a deal completed with mount's production chief, Jack has purchased all rights to a Fox Jr. novel, "The Little S. of Kingdom Come," which in screenplay by Barre Lyndon.

Lippert, reportedly paying largest, but undisclosed, sum for a story property the film will be made in Ciner and color, and will mark A producers most ambitious of its largest budget to date.

Was Done in Silent D.

The story was originally fi Samuel Goldwyn, with Jack as the star, and later by First al with Richard Barthelmies starring role.

Six National Tie-in

To Promote ‘Apart

United Artists has set six merchandising promotions more than 100,000 retail in the Mirisch Company's "Th' ment" keyed to regional pre June and July. In addition, U. merchandising tie-ups with department stores and real evelopers spotlighting the film contests and home furnishings.

The major merchandising clude The Diners' Club, Par Renovo Toys, Arthur Murray Felders Air Conditions and Calculators.

Heller Dividends

CHICAGO, June 8. — Do Walter E. Heller & Company declared regular quarterly on the company's common classes of preferred stock. Dividends are 35 cents a share common stock, $1 a share per cent cumulative preferred $1.375 a share on the 35% preferred stock. dividends are payable June 30 holders of record at the close ness June 20.

Canada, has announced Haskell M. Masters, vice- and general manager. Will headquarter in Toronto.

CINEMA LODGE

B'nai B'rith

9th ANNUAL

FILM INDUSTRY

GOLF TOURNAMENT

RYEWOOD COUNTRY CLUB
RYE, NEW YORK
THURSDAY JUNE 16th

Write — 229 West 42nd Street
or call LO 5-4566

$15 GOLF & LUNCH
$10 DINNER ONLY

Everybody Welcome!

UNLESS TICKET IS PURCHASED PRIOR TO DATE, COST WILL BE $25.
BROADWAY LEGT 9 PACT WILL AID FILM HOUSES; SEE DRIVE TO END TICKET TAX

With the settlement of the week-long Broadway theatre strike, business at the first run motion picture theatres in the Times Square area is expected to return to normal following a steady decline during the period of the dispute between Actors Equity and the League of New York Theatres.

Terms of the agreement reached last night on a four-year pact were the establishment of a pension plan, which had previously proved a stumbling block to settlement. City Labor Commissioner Harold Felix, in a statement issued at the request of both sides to the dispute, stated that both

(Continued on page 8)

WGA TALKS CONTINUING ON TV AND FILM FRONTS

From THE DAILY BUREAU

HOLLYWOOD, June 9. - The Writers Guild of America negotiations have been busy on the motion picture and television fronts today in an effort to close the gaps of disagreement.

(Continued on page 8)

Supplementary

SMPTE TAKES OVER MPRC'S FILM TESTS

SAYS ACTION RECOGNIZES NEED TO CONTINUE PROGRAM

The Society of Motion Picture and Television Engineers will take over the motion picture test film program formerly handled by the Motion Picture Research Council and recently dissolved, it was announced by Dr. Norwood L. Simmons, SMPTE president.

In taking this action, he said, the Society and MPRC recognize the need of continuing this program of service to engineers concerned with the production and exhibition of motion pictures. Through the cooperation of the MPRC the scientific equipment and data used in this program is being made available to the SMPTE.

The MPRC went out of existence several months ago when major

(Continued on page 2)

Simmons to Succeed

Huse at Eastman Kodak

SPECIAL TO THE DAILY

ROCHESTER, N. Y., June 9. - Emery Huse, who for more than 30 years has headed Eastman Kodak's technical services to motion picture film producers and laboratories in the Hollywood area, has announced his plans to retire June 30. He will succeed as manager of the West Coast division of Kodak's motion picture film department by Norwood L. Simmons, who has been assistant manager of the division.

Huse is widely known for his many

(Continued on page 8)

TELEVISION TODAY—page 6
EDITORIAL

(Continued from page 1)

playing time released by the lesser number of program pictures.

I doubt that it would be a smart or creative move to release the films on television now, but rather wait for the new prints to be made available. It would be a better way to promote the films and develop interest in them for the time when they are released in theaters. This strategy would allow the films to be shown in their intended form and format, which would be more appealing to moviegoers. Furthermore, it would potentially generate more revenue for the production companies and increase the chances of critical and commercial success.

We must continue to support and promote the traditional cinema experience while also exploring new ways to reach and engage audiences. The future of cinema is not just about the films themselves, but also about the way they are distributed and experienced. Let's work together to ensure that the art of cinema flourishes for many more years to come.
DuMont-Fairchild Talks Set

(Continued from page 1)

Talentsville Winners To Be Chosen June 18

Ten semi-finalists in the nation-wide talent search, Talentsville, U.S.A., continue through the Hi-Fi Club and sponsored by the Coca-Cola Company, will compete on the stage of the Town Hall here on Saturday, June 18, at which time three grand prize winners will be chosen. Each will receive $5,000, or scholarships in that amount. Pat Boone will be included on the panel of judges, which will include some of the country's leading performers.

The three winners in the finals will receive, in addition to their cash or scholarship awards, an audition with a recording company, and they will appear on "Coke Time," June 27, over ABC-TV.

Promotion for 'Song'

NBD-TV, daytime show, "Queen for a Day," will present guest spots to its ring. This week, the U.S. Air Force's 14th Air Force will appear. A military band will perform live and the "Queen" will have a "military" theme. An Air Force band from Atlanta will appear on the show.

'Porgy' in Australia

MELBOURNE, Australia, June 9—Samuel Goldwyn's "Porgy and Bess" inaugurates its Australian engagements with the opening tomorrow night at the Cinema City here. This follows a gala formal invitation preview held tonight honoring the famed American classic and celebrating the opening of the Australian stage. The production, which has been remodeled for this Todd-AO roadshow presentation of "Porgy," 3

Para. Officers

Frederick F. Kunkel, former manager of Penn Theatre, Pittsburgh, and more recently assistant to Salas, of Associated Artists Theatres in Montreal, has been appointed to the guild's national board of directors. The board has authorized blank founded in 1957 on the first day of January. A. W. Hall, in charge of 16 houses in Los Angeles, Pasadena, Glendale, Long Beach, Englewood and Pomona.

Richard Bennett, newly-elected president of the Associate Directors-Stage Managers Council of the Directors Guild of America, has been appointed to the guild's national board of directors. The board has authorized blank founded in 1957 on the first day of January. A. W. Hall, in charge of 16 houses in Los Angeles, Pasadena, Glendale, Long Beach, Englewood and Pomona.

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STEVE REEVES in "THE LA
Pompeii! The City That Lived In Sin... And Died In Flame!

SEE! The Shameless Orgy As Drunken Pompeii Abandons Itself To The Goddess Isis!
SEE! The Yawning Jaws Of The Flesh-Ripping Alligator Death Pit!
SEE! The Martyred Christian Thrown To The Gaping Fangs Of Crazed Lions!
SEE! The Slave Girls At The Mercy Of Their Bestial Conquerors!
SEE! The Centurion Colossus In Battle With The Blood-Hungry Beasts!

Co-starring
CRISTINA KAUFFMAN
BARBARA CARROLL
ANNE MARIE BAUMANN
FERNANDO REY • MIMMO PALMARA
ANGEL ARANDA • GUILLERMO MARIN

Days of Pompeii
COLOR • SUPERTOTALSCOPE
CBS in Long-Range German, S.A. Deals

Two developments in international expansion activities of the CBS Television Stations Division were announced by Merle S. Jones, president of the division. Jones revealed completion of agreements with Freies Fernsehen GmbH, a West German group interested in the development of a second West German television network. He also said that the CBS Television Stations Division has entered the last stages in construction of television facilities in Buenos Aires, Argentina, for the purpose of expanding its program production activities in South America.

Network Planned

Under the West German agreement, the total television experience of CBS will be placed at the disposal of Freies Fernsehen GmbH to assist in forming the West German network. However, this relationship is not intended in any way to cause the American television system on the operators of the West German television network, which is expected to be in operation no later than the first quarter of 1963.

The West German government is currently installing 10 television transmitters which will initially serve 65 per cent of the nation's population and 55 per cent of the cities above 100,000 in population. Installations will continue until such time as virtually the entire population is served.

Hopes for January Start

Professor Friedrich Cladenback, managing director of Freies Fernsehen GmbH, while visiting CBS officials in New York, stated that subject to approval by the West German Federal Government his company expects to be licensed to operate commercial television in West Germany, including Berlin, commencing Jan. 1, 1961. The final phase has been reached in setting up complete television production operations in Buenos Aires. In association with Goor Medre, who in recent years has developed such radio and television properties in Cuba as CMQ and CMBE, the CBS television stations division has formed an Argentine corporation, PROARTEL.

Technical Equipment Shipped

During the past two weeks, the CBS Television Stations Division has shipped to Buenos Aires via air freight complete technical equipment for three modern television studios. PROARTEL, recently leased a motion picture studio in Buenos Aires and converted it to a television program production plant. The three studies in this complex and all of the related op-

NBC Reports Record Level of Nearly $20,000,000 Daytime Program Sales

A record level of nearly $20,000,000 was reported in daytime program sales during May on the NBC-TV Network by Don Durgin, vice-president, NBC Television. This figure, more than one-third -$7,200,000 in time and program billings—represents new or additional business from a variety of national advertisers for more than 507 quarter hours. Major renewals, representing more than 950 quarter hours, came to more than $12,200,000.

Advertisers placing new or additional business were General Mills, Inc., Knox Gelatin Company, Thomas Leeming & Company, Inc., Merrilatum Company, Foulk, Inc., Procter & Gamble Company and the Phoenix Corporation Ltd. Renewal purchases were from Alberto-Culver Company, Lever Brothers Company, Miles Laboratories, Inc., and Procter & Gamble.

"The NBC-TV daytime programing and cost efficiency are contributing strongly to this sales upturn," Durgin said.

SAG's TV Residuals Valued at $615,000

From THE DAILY Bureaus

HOLLYWOOD, June 9.—The Screen Actors Guild today split a "melon" worth $615,000.

John L. Dales, national executive secretary, announced that checks totalling this amount were mailed to approximately 1,107 Guild members in payment for television exhibition of 82 post-1948 RKO theatrical features distributed in video by Matthew Fox through the C & C Television Corp. and C & C Super Corp.

Under the agreement signed with Fox in 1957, payments have been made at rate of $17,665 per month.

The formula under which the money is being distributed was adopted by the Guild board with aid of an IBM "electronic brain" and Guild's Certified Public Accountants. In arriving at formula, the board set a minimum floor of one-half of one day's pay of the then-existing minimum-per-picture for each and every actor appearing in the pictures, plus approximately six per cent of the actor's original earnings in the picture.

Operating areas will begin producing live, film and video tape television programs within the next 60 days.

The necessary doubling of all television programs to be distributed and exhibited in the Spanish-speaking countries of the world will be handled by these studios and it is also contemplated that PROARTEL will provide the past syndication plan and video tape television service in South America.

NAB Board to Meet In D. C. Next Week

WASHINGTON, June 9.—The 43-member board of directors of the National Association of Broadcasters will meet here next week to receive reports on NAB activities and to chart the Association's course for the next six months. Legislative and regulatory proposals affecting broadcasting, further strengthening of industry self-regulation, and public relations activities for both radio and television will be among the subjects taken up by the board.

The board meetings will begin next Wednesday with an all-day session of the television board. Chairman of this Board is W. D. "Dub" Rogers, president, station KDUB-TV, Lubbock, Tex. Dwight W. Martin, chairman of the board of Station WAFB-TV, Baton Rouge, La., is vice chairman. Both were elected by the board at a special meeting at the NAB annual convention in Chicago on April 5.

The radio board, which will meet Thursday, will elect a chairman and vice chairman at that time. The entire day has been set aside for the radio board.

On Friday, the two boards will meet as the board of directors to act on matters jointly affecting radio and television. Among these will be a report by C. Howard Lane, vice-president and managing director of KOID-TV, Portland, Ore., and chairman of the NAB selection committee. Lane will report on his committee's continuing search for a successor to Harold E. Fellows, late NAB president. As part of this effort, the selection committee will meet here next Thursday.

ABC-TV Sets "Surfside" For Fall Programming

"Surfside Six," a new dramatic adventure series set in Miami Beach, is fully sold for the 1960-61 season and will premiere on the ABC-TV network Monday, Oct. 3, from 8:30 to 9:30 P.M., New York time.


Celler Sics FCC on RCA-NBC Station S

WASHINGTON, June 9.—Man Celler (D., N.Y.), chair of the judiciary committee says that the public interest requires that the Federal Communications Commission make a searching inquiry into NBC's purchase of TV stations in Boston and San Francisco.

Celler wrote FCC chairman Albert W. Ford, emphasizing that Justice Department's decision in objecting to these acquisitions was one recent RCA-NBC antitrust "judgment "does not diminish," separate and distinct responsibility in this matter.

Recalls 1957 Finding

Celler, who is also chairman House anti-trust subcommittee, reminded Ford that in 1957 this committee had unanimously concluded that "there is little basis in its report when it approved, without the NBC-Westinghouse swap of the Philadelphia and the ABC.

Celler also stated that FCC examine in detail the alleged piracy by NBC and RCA to a TV outlets in the area.

He asked F to keep the subcommittee appr all developments in the matter.

McCarthy Welcome New President of T

John G. McCarthy, former director of the U. S. Office of Economic affairs, this week assumed the presidency of the Telecommunications Association membership was held at the Gotham Hotel.

Merle S. Jones, president, Film, Inc., and acting president of the Telecommunications Association, introduced McCarthy to his new position, said, "The members of TPEA are confident that this solution of problems facing American program of television programs in the foreign sales, and to that this interest is to devote time and energy to the Association's work.

Statement by McCarthy

Accepting his new duties, McCarthy stated: "There is plenty of room for competition among the broadcasters, and by working together on specific export problems we can advance the interest of all.

McCarty listed among his duties that of building a research library on foreign markets. He also said that he hopes to visit key markets on TPEA's behalf in the future.

Following the luncheon before McCarthy and Jones were the foul officers of TPEA: George M. Smith, general counsel to the Association; Herbert L. Golden, United States secretary-treasurer of the Association; Sidney Kramer, National Telel Mation, Inc., vice-president of

Friday, June 10
QUIGLEY PUBLICATIONS
IN THE SERVICE OF THE AMERICAN MOTION PICTURE INDUSTRY
THROUGHOUT THE WORLD FOR 44 YEARS

MOTION PICTURE HERALD
Foremost business weekly of the American motion picture industry . . . intensively national, extensively international in scope and circulation.

Better Theatres -- original and most authoritative publication devoted to the physical theatre, issued monthly as a section of the Herald.

Theatre Vending — monthly section of the Herald devoted to theatre vending, originating in a refreshment news department installed in the Herald in 1930.

MOTION PICTURE DAILY
Spot news coverage of the motion picture industry — and of telecasting in Television Today — with a typographical scheme for easy finding, easy reading.

International MOTION PICTURE ALMANAC
Who’s-Who and statistical annual of the motion picture industry, widely used within the industry, by the press and by research organizations in the U. S. and abroad.

International TELEVISION ALMANAC
Statistical annual of the television and radio industry — a complete reference book on its companies, activities, personalities.

FAME
Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.
**B'way Strike**

(Continued from page 1)

Equity and the League, through its membership and the membership of all other unions serving the theatre interests, have determined to seek relief from the 5 per cent theatre tax now imposed on theatrical productions. Such an extension, if kept, would provide the theatres with more than enough funds to pay for the pension plan which Lewis has granted to Equity and which had become an enabling block in the negotiations between the two organizations.

Film industry lawyers have offered the opinion that if the tax were eliminated for the legitimate theatres it would have to be eliminated from motion picture theatres as well.

On All Amusements

Industry attorneys said the tax is an admissions tax on all forms of amusements and that they did not see how it could be repealed for legitimate theatres and all other forms of public entertainment to which an admission is charged. Otherwise, they said, the tax would be discriminatory and could be legally attacked on that basis.

Circuit officials have said they are unable to estimate accurately how much the tax costs city film theatres, noting it applied only to admissions over $1. Unofficial estimates were that it would amount to "several hundred thousands annually."

**'Why Must I Die?' Cited At Mannheim Festival**

(From THE DAILY Hearne)

HOLLYWOOD, June 9, — American International Pictures "Why Must I Die?" starring Terry Moore and Debra Paget has been awarded a special certificate of recognition and merit of the Mannheim Film Festival in Mannheim, Germany. The company officials have received notification from Herbert Luft, production executive for Viscount Films, who took the film to Germany.

The Viscount Films-Terry Moore Production was produced by Richard Bernheim with Richard Dukett as executive producer, and directed by Roy Del Ruth.

**Louisiana Likes 'Wild'**

Ella Kazan's "Wild River," in its first opening day in four Louisiana theatres, is reported to be outgrossing "Journey to the Center of the Earth" and "Sink the Bismarck." In New Orleans, at the Sawyer Theatre, it did $1,555, compared to "Bismarck" $1,437, and "Dog of Bismark," $696.

In Jackson, at the Paramount, "River" hit $926 to "Journey's" $699, and "Flander's" $86.

In Baton Rouge, at the Paramount Theatre, it was $1,620, to "Five Gates to Hell's" $904, and "Journey's" $1,135. In Shreveport, at the Strand, "Wild River" reached $738 to "Flander's" $700, and "Best of Everything's" $500.

**Stevens Sees 50-Year Exhibition Span For 'Greatest Story;' To Film in U.S.**

(Continued from page 1)

By SAUL OSTROVE

George Stevens is designing "The Greatest Story Ever Told" as a project for the future," hoping the 20th Century-Fox picture planned for release in about 18 months will have an active exhibition life of at least 50 years.

Here yesterday with his son and associate producer, George, Jr., Stevens said he would try to make the definitive picture of the Bible, if possible, but conceded that several films akin to his could be made simultaneously without being competitive. Stevens is both producer and director of the picture.

Ten million dollars is what he plans to spend to bring together "the most elaborate group of name players ever to appear in a film." In reply to a question, he said the use of name players—those seen often in major pictures—would not destroy the dramatic illusions he, the writer, by the use of Stevens would not identify performers with whom he is negotiating but he implied that a score of major players assured him they would be delighted to participate in roles small or large.

Although he and his staff returned recently from an exhaustive research tour of the Middle East, the director plans to shoot the entire film in the U.S., in western locales never used before. The project will begin at the end of this year, to be done in Todd-AO.

Stevens said that if the film is to succeed it must be given the finest production, distribution and publicity advertising treatments by Fox. "Imaginative harmony" is what he termed it. He is convinced it will please people of all faiths. Stevens will not decide on a writer for the picture until some time next week.

Nor is he concerned that Samuel Bronston's "King of Kings" will reach the screen here. "The Greatest Story Ever Told," he says, "have always faced this sort of problem before," he said.

**Rites for Mrs. Hoffman**

MIAMI, June 9—Funeral services have been held here for Mrs. Margaret Hoffman, 77, at one time an actress in the silent film days, Mrs. Hoffman later became a registered nurse, residing in Miami since 1935.

**N.L. Simms**

(Continued from page 1)

contributions toward improved recording and technical operations of Hollywood films. He was sent to Hollywood in 1928 at a cost of $1,437, was being introduced into picture films with higher and more uniform film handling and processing, N.L. Simms helped Hollywood to obtain this control. In addition he was the introduction of the finished film processing plant to this country.

During the 1930s N.L. Simms through his work with Black-and-White Film duplicating methods. He established a new equipment for the chemical and film processing solutions.

Another milestone during that era was the introduction of Colorama Films in 1934. Technical service under his direction played an important role in developing widespread acceptance of the Colorama picture film.

Simmons has been a member West Coast division of Korda production picture film department 1944. He was president of the division in 1954 and manager in 1957.

He joined Kodak in 1937 after the four years prior to his appointment at Kodak he was associated with the company's film manufacturing in Rochester.

Simmons is presently president Society of Motion Picture Television Engineers.

**Eugene V. Klein N.**

**NTBT Vice-Chairman**

(From THE DAILY Hearne)

HOLLYWOOD, June 9, board of directors of National and Television, Inc., has Eugene V. Klein vice-chairman of the board.

Klein, who has been a die NT&T since Feb. 17, 1959, some his new duties immediatly before the NT&T is chairman of National Savings and Loan Association Valley, Calif., and chairman San Fernando Valley Bank.

**Sign Order for All To Acquire Drive**

An order allowing American B'way Strike for American Motion-Picture Theatres to acquire the Motor-Vue Drive-Salt Lake City, was signed by Assistant Director Court Bench Edmund L. Pahlman, the petting satisfied that the question would not unduly restrict the operation of the theatre.

The order stated that the licence would not be operated by AE-P's of its subsidiaries on a first-to-first picture basis except for films on a multiple first-run basis area.
Columbia 39-Wk. Net Is $534,000

Columbia Pictures had a net profit of $534,000 for the 39 weeks ended March 26, it was reported at the weekend by A. Schneider, president. This compares with a net of $275,000 for the 39 weeks ended March 28, 1939, which included $2,622,000 representing the profit on the sale of the company’s laboratory facilities at the West Coast.

For the last six weeks no federal income tax was required, based on the (Continued on page 4)

Allied Warns Exhibitors Against Return of Blind-Selling; Urges Fight

WASHINGTON, June 12—Should there be evidence of a movement on the part of distributors to require bidding for pictures before they have been traded shown, exhibitors should resist it by any means available, Abram F. Myers, Allied States chairman and general counsel, advises in a membership bulletin sent out last week.

The bulletin reports that complaints have been received from exhibitors that Paramount asked for bids before screening “The Bellboy” and “Psycho,” and 20th Century-Fox has done the same with “The Story of Ruth.” It relates that exhibitors are accepting Paramount’s explanation that the release date for “The Bellboy” had been set prior to the actual completion of the picture, but that “no acceptable explanations have been offered” with respect to “Psycho” and “The Story of Ruth.”

The bulletin notes that Paramount insists there should be no screenings of “Psycho” before the regular theatre opening.

(Continued on page 6)

Stage Attorney Argue City Could Eliminate Legitimate Theatre Tax and Keep Film Tax

Attorneys identified with the legitimate theatre disagreed on Friday with the views of some motion picture attorneys that the City of New York would be unable to eliminate its five per cent tax on admissions to legitimate theatres without removing it from motion picture theatres and other amusements.

To help settle the dispute between Actors Equity Assn. and the League of N.Y. Theatres, which closed 22 legitimate theatres for 12 days, Mayor Wagner promised that he would have the city controller look into the possibility of removing the tax from legitimate theatres with the money going instead into an actors pension fund. The strike was settled last week with theatres scheduled to reopen tonight.

Some film attorneys contended that if this were done the city tax would have to be eliminated from motion picture theatres and other amusements also, or it could be challenged in court as discriminatory.

Legitimate theatre attorneys retorted that “reasonable classifications” may be exempted from an admissions tax without involving discrimination against others. They cited cities like London and Paris which tax motion picture but not legitimate theatres.

Appraised of this view, film attorneys insisted that if it were done, motion picture theatres would have a case and very likely would find it worth testing in the courts.

Producers to Contribute $600,000

WGA Strike Is Ended; 3½-Year Pact Drawn

Pensions and Welfare Fund Provided; Guild Foregoes Toll-TV Payments

By SAMUEL D. BERN

HOLLYWOOD, June 12—The five-month-old strike of the Writers Guild of America against the theatrical film producers ended here late Friday when representatives of the Association of Motion Picture Producers and the WGA came to terms with a new, three-and-a-half year contract. The pact will become effective on the date that the strike officially ends. The WGA expressed its intention to hold a membership meeting immediately for ratification.

Highlights of the agreement include:

- Minimum salaries increased 10 per cent for the first two years of the contract and an additional 5 per cent for the remaining period.
- Separate pension, health and welfare payments.

(Continued on page 4)

Chandler Heads SAG; Ames Vice-President

From THE DAILY Bureau

HOLLYWOOD, June 12 — By unanimous vote, the board of directors of the Screen Actors Guild has elected George Chandler as president of the Guild, succeeding Ronald Reagan who resigned a few days ago because he is entering into production activity. To succeed Chandler as treasurer of the guild, board elected Leon Ames, also by unanimous vote. They will serve until the guild’s annual election next November, Chandler became a member of

(Continued on page 6)

House Unit Frees Film Theatres from Pay Bill

From THE DAILY Bureau

WASHINGTON, June 12 — The House Labor Committee, continuing its closed-door deliberations on a new minimum wage law, has formally agreed to the Roosevelt (D., Calif.) and Dent (D., Pa.) amendment which exempts motion picture theatre employees from the law.
PERSONAL MENTION

ROBERT S. TAPLINGER has arrived in Madrid from New York. He will return here later this week.

F. J. A. McCARTHY, Universal Pictures assistant general sales manager and sales director for "Spartacus," is back here this week. He is the executive coordinator of sales and advertising, will return to New York today from Indianapolis.

MRS. DAVID GOLDING, wife of the Panama-Frank production company's advertising-publicity head, gave birth to a son, the couple's third, in Hollywood on Friday.

MRS. FRANK WETZEL, associated with her husband in independent buying and booking in Cincinnati, is recuperating at her home there following confinement in Jewish Hospital.

PAUL KASNY, Universal Pictures Eastern publicity manager, will return to New York today from Boston.

KIM NOVAK left New York on Saturday for the Coast, where she will rest for two weeks before returning here for the June 29 premiere of "Strangers When We Meet" at the Criterion Theatre.

U.A. STOCKHOLDERS MEET HERE TOMORROW

United Artists will hold its annual stockholders meeting at the Astor Theatre here tomorrow at 10:30 A.M. Principal business will be the re-election of the present 12 members of the board and action upon a proposal to amend the company's certificate of incorporation so as to increase the authorized number of shares of common stock, $1 par value. The increase would be from 1,600,000 to 2,500,000.

Detroit University Will Honor Monsignor Little

Very Reverend Monsignor Thomas F. Little, S.T.L., executive secretary of the National Legion of Decency, will be honored by the University of Detroit at its commencement exercises June 16, 1960, with Honorary Degree of Doctor of Humane Letters.

The university has chosen to honor Monsignor Little because of his many years of work in the field of the Roman Catholic apostolate. Monsignor Little is not only executive secretary of the National Legion of Decency but he is also one of the seven international consultants to the Pontifical Commission for Motion Pictures, Radio and Television (Vatican City, Rome, Italy), and is a vice president of the International Catholic Office of the Film (Brussels, Belgium).

Bicycle Prizes for 'Hercules' Contest Sent

Special to the Daily

BOSTON, June 12. -- One hundred "Hercules"-bicycles, sleek English racers costing in excess of $6,000, are being shaped by the Boston Herald newspaper tomorrow to no more than 50 theatres throughout the Greater Boston area as prizes to youngsters entering the "Hercules Unchained" coloring contest running now in the Hearst newspapers here. The American Machine and Foundry Co. manufactured the bicycles.

The color-in contest, which runs 14 consecutive days here, and from 10 to 14 days in major metropolitan dailies across the United States and Canada, features two- and three-column panels depicting highlights from the new Joseph E. Levine spectacle, Boston, where the Warner Brothers release will open later this month, is the first newspaper to run the kid-appeal contest, open to both boys and girls.

Check with National Screen Service for the Best in Special Trailers

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kaye, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert Advertising Manager; Gus H. Fassel, Production Manager, TELEVISION DAILY, Charles S. Amsden, Editorial Director; Pinky Herman, Eastern Editor, Hollywood Variety-Vice Building, Samuel B. Beres, Manager, New York Office, 110 W. 42nd, New York, 36; London, 10 Euston Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Offices in all principal cities. Entered as second class matter Sept. 21, 1936, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the United States and $12 for foreign. Single e.

60-Page Section of 'Herald' Hails Levine 25th Anniversary

Joseph E. Levine, who this year celebrates 25 years as a showman, has been hailed by Sen. John F. Kennedy (D., Mass.) as more than a successful producer "who has achieved international prominence. He has made his talents freely available to many and elivie and humanitarians projects and whatever he has tackled he has done superbly."

The tribute from the senator to Levine is one of many published in a special section of the current "Motion Picture Herald" detailing the distinguished showman's career. The 60-page section in four colors contains articles on the celebrated "exploding action" promotion techniques; forthcoming films of the producer which will receive similar campaigns; his "invasion of Britain"; and numerous photos covering highlights in his career; among others.

In addition to Sen. Kennedy, others paying tribute to Levine include Martin Quigley, Sen. Leverett Saltonstall (R., Mass.), Governor Foster Furcolo of Massachusetts; Albert M. Pickus, president, Theatre Owners of America; Eugene Picker, president, Loew's Theatres; S. H. Fabian, president, Stanley Warner; Mayor John F. Collins of Boston, and many, many others.

Foreign Investment Bill Hearing Slated Today

From THE DAILY Bureau

WASHINGTON, June 12. -- The Senate Finance Committee has scheduled hearings today on a proposal to pass foreign investment incentive act. In its present watered-down form, the bill is expected to muster only limited support.

So far as is known, no motion picture industry witnesses will appear at the hearing.

Talmadge Is Named to U.A. Records Post

Art Talmadge has been appointed vice-president and general manager of United Artists Records, it was announced on Friday by Max E. Youngstein, president, and David V. Picker, executive vice-president. Talmadge assumes his new post immediately and with Youngstein and Picker will direct the over-all operations of United Artists Records and its subsidiaries.

Talmadge was for 15 years with Mercury Records where he served as president and as recording engineer and repertoire. He joined Mercury at its inception and is credited with having developed many of the label's top record sellers.

'Terrace' World Bow

In L. A. on July 14th

"From the Terrace," 20th Century-Fox's summer release, will have its world premiere the evening of July 14 at the Beverly Theatre in Los Angeles.

The invitational event will precede the three-theatre first engagement the next day at the Vogue, Hollywood and the Loya in Los Angeles as well as the Beverly.
WELCOMING TOA'S NEW PARTNERS—Joseph G. Alterman, administrative secretary of Theater Owners of America (at left) is shown welcoming the Theatre Equipment and Supply Manufacturers' Association and the Theatre Equipment Dealers Association, into sponsorship of the motion picture industry trade show, to be held in conjunction with TOA's 13th annual convention at the Ambassador Hotel in Los Angeles, September 13-16. Checking the floor plan are (center) Lee Jones, TESMA board chairman and president of the Newmade Products Corporation, and (at right) Larry W. Davee, TESMA vice-president and president of the Century Projector Corp.

TESMA, TEDA in TOA Show

(CONSTINUED FROM PAGE 1)

Mr. Albert Zugsmith, lawyer, Jerrold Cantor, attorney, and J. Eldon Peek, TEDA board chairman, have been authorized by the TESMA officers to represent their organization.

Praised by Pickus

Pickus hailed the entrance of TEDA and TESMA into the trade show as indicative of the tremendous broadening of coverage of the show, declaring that participation of all member equipment and supply and manufacturing firms is now assured for the big exposition.

With more than 50 per cent of the booth space already sold, Pickus said immediate arrangements have been made with the Ambassador Hotel to enlarge the exposition area to accommodate more booths.

Arrangements have also been made, Pickus declared, with the Chancellor, Gaylord, Chapman Park and Sheraton West Hotels, all of which are physically near the Ambassador, to block out additional rooms for the convention. Pickus said that with the extra attendance anticipated because of TESMA and TEDA participation, it was felt the huge Ambassador Hotel might not be sufficient.

First Time Since 1957

TESMA and TEDA last participated with TOA in a trade show in 1957, when TOA convened at the Americas Hotel in Miami Beach. While individual equipment dealers and suppliers have exhibited in subsequent TOA trade shows, TESMA's and TEDA's official participation in Los Angeles will assure greater participation by TESMA and TEDA members than in any recent year.

Joan Evans, expressing TESMA's pleasure in joining in the trade show sponsorship, declared that having equipment and supply firms on the exhibit floor will insure a complete exposition for every theatre owner and buyer coming to Los Angeles. He said that for the first time in many years theatre people will be able to see all the newest physical theatre equipment, which, he said, is vital for successful theatre operation.

Says Top Quality Necessary

"Unless the theatre owner can present the best possible picture with the best available equipment, he cannot expect to maintain and build his audience," Jones said. "The exhibits of TESMA members at the industry trade show will show the theatremen what new developments are at his disposal. We are certain he will find the trade show a tremendous help towards better physical theatre operation."

Peek, speaking for TESMA, declared the participation of equipment dealers in the show will re-emphasize the necessity of close liaison and cooperation between the theatre operator on one hand, and the firms from which he buys most of his equipment. "All the top dealers will be there," Peek said, "to show the theatre owner what brand new equipment and modified services are now available to him."

Points to Mutual Advantages

"We feel," he added, "that this will be a unique opportunity for our members to work more closely with theatremen, and to show them first hand, under the ideal conditions of a trade show, what they can do mutually to improve theatre business."

"Gulliver" Columbia Christmas Release

By SAUL OSTROVE

Columbia has selected "The 3 Worlds of Gulliver" as its Christmas release this year, basing its decision on the immense success two years ago of "The Seventh Voyage of Sinbad," which also was produced by Charles H. Schneer.

Schneer, whom Columbia calls the "Dynamation" man, told the trade press at the Columbia home office here Friday "Gulliver" was shot in SuperDynamation, a process "considerably advanced in optical and visual rewards" for the audience.

"It is the most complicated trick-shot picture in the history of films," he said. "It delivered the first pilot last week. It features traveling mats, split screen action, model animation and mat paintings. What’s foremost is its ‘critical lineup’ of the depth recorded between foreground and background action, the producer said.

Swift’s Satire Retained

Both Schneer and Jonas Rosenfield, Jr., Columbia vice-president in charge of advertising, publicity and exploitation, emphasized that "Gulliver" is not a children’s picture. Swift’s satire largely has been preserved. It already has been noted, "I Aim at the Stars," a Schneer production about rocket scientist Werner Von Braun, will be released in September. Through Columbia plans to begin its Ballbly this month. On June 21 the picture will be shown in Washington to a select audience composed of 500 top military and civic leaders. It already has been endorsed personally by Von Braun, Schneer said.

"Stars" will premiere on Aug. 19 in Munich, where it was filmed. Schneer said Von Braun, who worked for the Nazis during World War II and now is employed in American scientific pursuits, is not "whitewashed" in the picture. On the contrary, the producer said, it is a candid account of the man in vexing times.

Will Start Verne Film

Schneer will begin production next week on Jules Verne’s "Mysterious Island," on an island off Spain. This picture will be a sequel to "20,000 Leagues Under the Sea," another Verne classic.

An Alec Guinness picture is also on Schneer’s roster. J. Lee Thompson’s next spring will direct Guinness, who is currently under a four-picture contract for Columbia, in "Generalman of China," to be shot in Hong Kong. Guinness will play a Chinese in the film.

Sutton Books ‘School’

"School for Scoundrels," Continental Dist, release starring Ian Carmichael and Alastair Sim, will have its American premiere at the Sutton Theatre following the current tandem, "Expresso Bongo."
Spot Billings Up
12% in Quarter
Spot television advertising expenditures by national and regional advertisers in the second quarter of 1960 were $167,981,000 on a gross time basis, compared with $151,414,000 in the like period of 1959 (Source: TVB-Rorabough, the Television Bureau of Advertising). The 1960 figure includes reporting from 339 stations while the 1959 total covers 341 stations. An analysis comparing the 360 stations reporting in both years shows spot television expenditures increased 12 percent.

**ABC-TV to Present 'Expedition' Series**

An ABC-TV series of commercially sponsored educational programs will be supported every third week beginning this fall by locally produced shows of a similar nature, the network and the sponsor, the Balston Purina Company, have announced. The committee, composed of 11 educators is assisting in the planning of "Expedition," scheduled to begin Tuesday, Sept. 20, at 7 P.M., New York time. The program's length is 30 minutes and will offer films of expeditions in recent years. The program will be televised nationally on two of every three Tuesdays under Balston sponsorship. The plan involves the production of local, sponsored educational programs by ABC-TV affiliates under the auspices of local school systems. The programs will not be "lessons" but entertaining, informative programs, ABC said. In most parts of the country, plans for the local program to begin in Oct. 4 are being made jointly by the station and an educational advisory council headed by the superintendent of schools.

**Bell & Howell Will Sponsor 15 Shows**

An extensive series of evening hour public service television programs was announced for the 1960-61 season by Oliver Treyz, president of ABC-TV and Charles H. Percy, president of the Bell & Howell Company. Beginning in the fall, Bell & Howell will sponsor two major public service series in prime evening time:

(1) 15 special public information programs on topical subjects of immediate interest to Americans, produced under the direction of John Daly, ABC vice president in charge of news, special events and public affairs, will be pre-empt regularly scheduled ABC-TV prime evening time entertainment programs.

(2) A weekly half-hour series based on the six-volume Sir Winston Churchill memoirs of World War II produced by ABC-TV and scheduled on ABC Television Sunday nights 10:30-11 PM, EST, will be co-sponsored by Bell & Howell.
MGM’S “BELLS ARE RINGING”  
Ad Campaign and Nationwide Telephone Company Tie-Up Spark Promotion

FWIN advertising campaign stressing different approaches to the picture multiplicity of tie-ups in one “natural” which can every household in the year are the principal feature of the promotion planned SM for “Bells Are Ringing.”

dual series of ads, was in order to provide the with a choice of copy and . The first series features Holliday and Dean Martin dancing pose and the stresses such phrases as about bell-ringer of all and “That ring-a-ding ding from the Broadway” (See illustration). The second series features the but stresses the comedy. One especially striking ad the word “Fun” in over letters as the background he copy is typed to re-circus poster copy. Typical copy in this series is “Love story of the telephone belle” and “Switchboard Cinderella who fell in love with one of the numbers.” (See illustration).

MGM has also worked out a national tie-up with the Bell Telephone System that offers a potential for local publicity penetration not usually available. Following are the steps which the Bell System is planning to aid in exploitation:

1. All Bell Telephone System companies have been alerted to the advantages of helping promote “Bells Are Ringing” by a letter describing the general tie-up possibilities and urging them to cooperate with the exhibitor.

Included with this letter are specific suggestions plus copies and photographs for telephone customer bill inserts. These bill inserts have a potential audience of some forty million.

2. Stories and photographs are planned to be sent to all Bell Telephone System house organs and employee publications calling attention to “Bells Are Ringing” and the key role the telephone plays therein. Readership potential: 750,000 families.

3. An additional special mailing will be sent to the Bell Telephone System companies suggesting specific local level promotion and publicity possibilities which the companies themselves can initiate.

4. All Bell System companies receive copies of pressbook.

Numerous other promotional stunts, all described in the press book for the picture, include merchant co-ops, record tie-ins, and contests.

One of the highlights of “Bells Are Ringing” is the impromptu cha-cha-cha done by Judy Holliday and Doris Burr as shown in the still. This suggests dance studio tie-ups that should result in ads and other promotions such as contests with free dance lessons as prizes. In towns where there is a television dance party program the exhibitor can tie in his dance studio promotion with it and conduct contests on the air.

One of ad series stressing “Fun.”
Alleged Report

(Continued from page 1)

tre engagement to give an added mystery build-up to the picture.

"This may be a good idea promotion-wise for the first performance but when the audience files out of the theatre after the first showing the secret will quickly spread throughout the land," Myers observes. "If the big build-up turns out to be a big let-down (without seeing the picture, no one can predict which), then the gimmick may backfire very badly."

Myers says he has been told that there are "unmistakable signs that this revival of blind-selling is spreading to other companies" and that some in exhibition feel the situation is serious.

Sees Practice as General

"While there is no direct prohibition on the blind-selling of pictures not offered in groups," he says, "I am confident it was the understanding of both the Government and the defending companies that all pictures would be trade-shown. The best indication of this is that during the decade that has elapsed since the decrees were entered, the companies all followed that practice.

"While in now reverting to blind-selling the defendant companies may not be violating any specific provision of the decrees, it is pretty evident that they are breaking faith with the Government and, perhaps, with the court. And it will come as a surprise and a shock to the public groups that worked so hard for the Nedly halls to learn that blind-selling has again raised its ugly head."

Would 'Enlist All Help'

"If there is indeed a movement on foot to force bidding before there is a screening, then, under principles of self-defense, their executives will be warranted in adopting whatever measures they can, and in enlisting all help that is available in resisting the movement," Myers concludes.

His bulletin also offers the suggestion that, with theatre audiences on the decline, an innovation in coming attractions trailers might increase their effectiveness by making them available to the public outside the theatre, as well as in it.

Suggests Cabinet Out Front

Myers points out that if a merchant decided to invest in billboard advertising, he would choose a location on a much-frequented highway for it, rather than inside his store. Accordingly, he continues, "it seems that some way could be devised for running trailers outside the theatre, . . .

The whole works could probably be housed in a modest sized structure to be placed in front of the theatre, in the outer lobby or in an adjacent store window, Perhaps it could operate mechanically and be screened to round out the front of the theatre. . . . the trailers would then begin to do a man's job for the exhibitors, reaching a vast potential audience and not merely a limited number of loyal theatre-goers."

REVIEW:

The Last Days of Pompeii

Cineproduzioni-Procusa-Transocean Prod.—United Artists

There is scarcely a feat of physical prowess known to man that Steve ("Hercules") Reeves is not called upon to perform at one point or another in "The Last Days of Pompeii." This is the latest in a seemingly endless series of spectacles made in Italy by the former Mr. America that have been picked up by several American companies. United Artists is distributing this one, which was produced by Paolo Moffa for the three-titled production outfit listed above. It has been adequately dubbed into English for release here.

Cast as a Roman centurion who returns to Pompeii in 79 A.D. to find his father brutally slaughtered, Reeves spends the rest of the picture seeking out the unknown assassins to give them their just desserts. A formidable array of contestants is put in his path in the process, but he merrily bests them all. Twenty hooded and muscular brutes rush him, but he slays every one with an occasional assist from a javelin. Most of the time, however, he uses his fists.

He stops a pair of runaway horses to rescue a lovely damsel in distress without batting an eyelash. Reeves remains equally redoubtable in an underwater battle with a crocodile, and he rushes headlong into the arena (where his Christian girl friend is about to be made a martyr) to destroy a ravenous lion.

At the climax of the film he survives the destruction of Pompeii by earthquake and hot lava. For an encore, he swims through a sea of fire. When it is all over, a thoroughly exhausted spectator can only murmur an admiring "Wow!"

Made in the tradition of the Italian spectacle, "The Last Days of Pompeii" has all the essentials—massive mob scenes, a torture sequence, gimmicks seen from the lions, sexy and treacherous women, and an exciting ending which shows the destruction of Pompeii in terms of crumbling buildings, pink smoke and dead bodies all over the place—recorded in Eastman Color and Super-Technicolor. Although there are several sub-plots, the story line, which it took four writers (Ennio De Concini, Sergio Leone, Duccio Tessari, and Sergio Corbucci) to contrive, is simple enough for children to follow. Everything is accomplished in broad strokes, from the direction of Mario Bonnard to the performances of Annamaria Baumann as an evil countess and Cristina Kauffman as the lovely and pure heroine.

For all its spectacular mob scenes and religious overtones, however, "The Last Days of Pompeii" was designed primarily as showcase for its athletic star, who flexes his muscles with pride in an impressive display of the benefits of physical culture. Let the other fellows vie for the "Oscars." In his field he is undisputed champ. Running time, 103 minutes. Release, in July.

Richard Geffner

Elect Chandi

(Continued from page 1)

guild's board of directors in 1948, he was elected treasurer, and has been re-elected ever since.

Annes One of the Founder

Annes is one of a small group who founded the guild in 1941. He has served either as an officer, member of its board of directors continuously since 1945, including as president in 1957-1958.

New Firm to Devise Special Effects Set

From THE DAILY Bureaus

HOLLYWOOD, June 12 — experts in the field of motion picture special effects have announced formation of Cinegraphics. Arts, which will devise and execute special effects for independent producing organizations. Fresh Kellogg, for many years a special effects man for Paramount and Century-Fox, Vice presidents in Rabin and Irving Block, both of whom have worked for any of the studio and independent film houses.

"Alamo" TV Drive

United Artists and the Birdwell Organization in conjunction with the Popsicle Compaq launching a national television satellite program which will be announced for John Wayne's coming production, "The Alamo" television saturation program, hitting every major market of the country virtually every local TV station, is a key element in concentrated tie-in will sicken. More than 250,000 retails are participating in the promotion.

Study Guide for "5"

Special study guides are being available to students and teachers in association with William Goetz's "Psycho." The story of the Liszt. The 16-page booklet, photo by Photoplay Studies, uses stills from the motion picture which was released by Columbia Pictures. The booklet includes a foreword by Joseph Mersand, chairman English Department of James B. School, a biography of composer pianist Liszt, and a synopsis film.

"Psycho," Jewel Tie

Commencing this month, Hitchcock's "Psycho" will be featured in a national prize drive conducted by Hobe Jewelry over 5,000 retail outlets to sell the theme of a historical, once-a-year, mystery story. The first, "Psycho," now in a $1,000,000 prize tie in three-color, consisting of the first prize of a $1,000,000 cash, second prize of a $100,000 cash, and third prize of a $1,000,000 cash, was released by Columbia Pictures. The story is based on the novel by Robert Bloch, and is a suspense film.
Bar Patrons After Start of 'Psycho'

By SAUL OSTROVE

No theatre patrons will be seated after the start of "Psycho," Alfred Hitchcock's latest production for Paramount. This policy is the promotional key for the film which opens this Thursday at the DeMille and Barone theatres in Boston, Chicago and Philadelphia next week. General release will be late next month.

Radio spots, theatre lobby recordings and a five-minute trailer all narrated by Hitchcock.

Ask Children's Films; Enforcing of Code

From THE DAILY Bureau

WASHINGTON, June 13. - The 1960 White House Conference on Children and Youth, held at the end of March, has published its recommendations with the section on films headed by a request that the motion pictures industry produce and distribute appropriate pictures for children and youth.

Conference also urges the industry to set up reevaluation, strengthen, and (Continued on page 5)

Scripting Resumes as Strike Ends; More Vigor, Enthusiasm Is Reported

SAMUEL D. BERNs

HOLLYWOOD, June 13.—The all-clear signal to revive production activity in Hollywood sounded loud and clear today, as overwhelming approval was voiced last night by more than 200 members of the screen branch of the Writers Guild of America to end the writers' strike and accept the new theatrical contract drawn by negotiators for WGA and the association of Motion Picture Producers.

The recall of writers whose projects were halted by the strike and others to script new projects on the agenda were put into effect immediately by most of the studios. The concensus of opinion today indicated fresh vigor and enthusiasm will be displayed within the next few weeks on the production horizon. Many of the proposed films that have been held up will now be governed by casting and availability of star names. Re-hires of labor and studio personnel will (Continued on page 4)

Explanations Are Withheld

20th-Fox Gives Notice Of MPAA Withdrawal

Skouras Issues Statement Voicing 'Deep Regret;' Luanda, John, Code

Twenty-First Century-Fox has given the required six months notice of withdrawal from the Motion Picture Association of America, Spyros P. Skouras announced yesterday.

Although the 20th-Fox president's statement said he made the announcement "with deep regret," it gave no reason for the company's action, nor was any forthcoming from MPAA, which also issued a statement voicing its regret at the 20th-Fox action.

Despite the avoidance of an explanation for the action, usually well-informed trade circles said the immediate occasion was consumption by M-G-M recently of a deal to handle the distribution of Samuel Bronston's production, "The King of Kings," now nearing completion in Spain. Twenty-First-Fox officials regarded the deal as a serious impingement on its forth- (Continued on page 4)

Lopert to Release 9 More Films This Year

Lopert Films, Inc., intends this year to release nine more pictures, among them two European film festival prizewinners, an English ballet film in Eastman color, a new American production, and featuring in the group such performers as Alec Guinness, Jean Gabin, Silvana Mangano and Danielle Darrieux.

This ambitious schedule was announced here yesterday by Ilya Lopert, president of the company, who said his organization would promote the pictures themselves, and not rely on United Artists, of which Lopert is a subsidiary.

"Rue De Paris," starring Gabin, will (Continued on page 5)
Miss. TOA

(Continued from page 1)

tor problems of the moment are the threat of pay television and the Federal wages and hours legislation, although he noted that the latter promises to become less serious since both Senate and House committees have approved exemptions for theatres in the proposed legislation.

Roscot told the convention of current efforts by organized exhibition to ease the product shortage by raising funds with which to finance new production. He said that “if this plan does not get going quickly, the impetus must come from the smaller theatre operators and circuits.”

Warms of Pay-TV

Of pay-TV, Roscoe said “a strong operation anywhere in the country would quickly put many of us out of business, and if it spread nationally it could wipe out the entire motion picture theatre business.” He urged the exhibitors to contribute to the war chest being established by the Joint Committee Against Toll-TV to finance the campaign to assist in obtaining the passage of Federal legislation barring all forms of pay-TV.

PERSONAL MENTION

SPYROS P. SKOUBAS, president of 20th Century-Fox, will leave here on June 23 for London. He will be preceded by Charles Einfeld, vice-president, who will depart on the 21st.

MO ROTHMAN, executive vice-president of Columbia Pictures International, left here yesterday for a tour of the company’s European offices.

REV. D. TERENCE NEETER, S.J., will be ordained to the priesthood by the Most Rev. Paul Rusch, Apostolic Administrator of Innsbruck, Austria, on July 26 in the Church of the Holy Trinity there. REV. NEETER is the son of Leon D. Neeter, former president of Florida State Theatres, and a brother of Douglas Neeter, of Samuel Goldwyn Products here.

Paul Bethell-Fox, branch supervisor for J. Arthur Rank Overseas Film Distributors, London, has left here for a marketing survey of the Near and Middle East.

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JOSEPH M. SUGAR, vice-president and general sales manager of Magna Theatre Corp., will leave New York today for Boston.

HARRY GOLDSTONE, Astor Pictures general sales manager, left here yesterday for Los Angeles, Dallas and Chicago.

Edward Solomon, Embassy Pictures vice-president in charge of advertising, and Emil Feldman, director of publicity, have returned to New York, the former from Toronto, the latter from Hollywood.

At Oreal, president of Tele Features, Inc., will leave here today for Cincinnati.

Bosley Crowther, film commentator of the New York Times, and Miss Crowther, will be in New York today aboard the "Queen Mary" from Europe.

Edward J. McGuire, son of the United Artists sales executive, will graduate cum laude on Thursday from Harvard, with a Bachelor of Arts degree in government.

Jan. 1 Is Effective Date For Minimum Pay Bill

From THE DAILY Formus

WASHINGTON, June 13. The Senate Labor Committee changed the effective date of its proposed minimum wage law to Jan. 1, 1961, and eliminated some more employees from coverage. As the committee's recess-meeting of the Senate Labor Committee has ended, Sen. John Kennedy (D., Mass.) stated that he hoped the group would finish work on the measure this week. Minority leader Dirksen (R., Ill.) has publicized that the Senate has "progress" has been made, and said he hoped the committee's deliberations would soon finish.

Both House and Senate labor committees will work on the minimum wage bill on Tuesday and Wednesday. Indications are that the Senate committee is progressing more rapidly than the House.

Rites for Miss Kilburn

Funeral services will be held today at Haves Funeral Home, Yonkers, for Justine Kilburn, a secretary with Allied Artists International Corp., who died on Sunday following a protracted illness. She is survived by her parents and a sister, Mrs. Robert Rossen.

IN A HURRY FOR SPECIAL TRAILERS?

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and featuring HAYLEY MILLS
Distributed by DGA and SDIC
ON THE GREAT STAGE.
"DGA and SDIC"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sterling Knox, Editor; James D. Terry, Managing Editor; Richard Gerster, News Editor; Herbert Advertising Manager; Gus H. Bannister, Production Manager; TELEVISION TODAY, Charles S. Anderson, Editorial Director; Pinky Herman, Eastern Editor, Hollywood Publishing Co., New York, N. Y., publisher. Washington Office: 2113 Fifteenth Street, N.W.; Chicago Office: 350 North LaSalle, Chicago, III. Entered as second class matter Sept. 21, 1936, at the Post Office at New York, N. Y., under the act of March 3, 1979. Subscriptions rates per year, $6 in the Americas and $12 foreign. Single copy

DGAandSD

(Continued from page 1)

of Local 161, and Shephard of the SDIC, which noted that the "years" during which the mergers were carried on DG never had confirmation. SDIC would be willing to have members comply with their contracts and by-laws by signing such affidavits.

The letter also notes that repudiated merger proposals at by its former president, who has to Congress resolutions at last February, and "engaged in acts" during DGA's current against National Telefilm Assn. and picketed New York films in the company's entries pursuant to DGA contracts.

Crapo's letter states that DC times "to believe that all D and assistant directors belong united guild" but that SDIC "have made this objective im- to achieve" and consequently "toger negotiations have been ef-}
DeMille and Baronet Theatres, open New York, June 16th. Their pre-release engagements start June 22nd at Paramount, Boston... Arcadia, Philadelphia... Woods, Chicago.
Coast Writers

(Continued from page 1)

return to normal and will be propelled
with the start of new productions.

Universal-International and United
Artists producers, who signed pacts
with the writers guild earlier this year,
are reported reviewing the present
agreement made with AMP in order to
take advantage of their "favorable
nations" clause. It is expected the 2
per cent that was to have been paid
by the guild by UA and U-1 on all post-
'48 films sold to TV after 40 per cent
deduction to cover distribution, will
now be replaced by a lump sum pay-
ment into WGA's pension and health
and welfare funds.

14 Returning to Fox

Reported activity at some of the
studios affected by the strike included
20th-Century-Fox's putting 14 writers
to work today, with eight to 10 more
expected to be hired within next 10
days to two weeks, according to 20th's
executive producer Buddy Adler.

At Columbia new writers are being
sought for four new films, while 10
other features were put into work at
once.

Six writers returned to MGM and
went to work immediately on six fea-
tures. Two more features are slated
to go before the cameras at MGM before
the end of the month.

Teams Back at Paramount

Writers who returned to Paramount,
most of whom also in the producer-
and-writer class, including Henry and
Phoebe Ephron, Maurice Richlin and
Ed Belkin, Mel Shavelson and Jack
Rose, and Edward Anhalt.

David Swift, who wrote "Pollyan-
a" for Disney, has been engaged to
write another for that studio, still
untitled, which will star Hayley Mills.
A writer will be assigned to screen-
play "Gold" at the Disney studio.

Rites for Mrs. Watkins

WATERLILY, N. Y., June 13. -
Funeral services of the Presbyterian
Church will be held here tomorrow
for Mrs. Claude E. Watkins, wife of the
long-time chief projectionist for the
Stanley Warner Stand Theatre.
Mrs. Watkins died Saturday following
a short illness.

No Film Sales to TV,
Satinsky Tells Harling

A producer and distributor of motion
pictures has come out flatly in
support of exhibition in its fight
against Pay-TV. Philip F. Harling,
chairman of Theatres Owners of
America's Anti-Pay-TV Committee
and the industry Joint Committee
Against Toll-TV, disclosed here yester-
day. Harling said he had received a
telegram from Joseph Satinsky, of
Relaying Corporation of Independent
Producers of New York and Holly-
wood, declaring:
"I feel distributors whose very ex-
istence stems from theatrical exhibi-
tion, cannot morally or economically
join forces with the opposition. I shall
not sell our product to pay-TV, no
matter how altering the price."

Harling declared that to his knowl-
edge this is the first instance of a pro-
ducer-distributor coming out against
pay-TV, and declared he believed
others would soon be taking the same
stand as Satinsky.

15% of MPI Assets

(Continued from page 1)
vide prints and handle distribution.
The MPI, under the proposal, would
provide promotion and advertising,
with net profits after expenses for dis-
tribution and other tasks, to be shared
equally by MPI and the distributors.
A proposal to increase membership
of the board from 15 to 21 persons
was approved but only three new
members were added at the meeting.
The three new directors named are
Harry Brandt, president of Brandt Theatres,
New York; Jack Kirsch, president of
Allied Theatre Owners of Illinois, and
Theodore G. Solomon, president of
Gulf States Theatre Corporation.

A committee also was named and
given a budget for promotion under
a proposal that would be made to mo-
tion picture companies in connection
with the acquisition of post-1948 films
for reissue to theatres. The three com-
mittee members are Ben Marcus, Mil-
waukee, chairman, and Beverly Miller
and Richard Orec, both of Kansas
City.

Cooperation and participation of
MPI also was requested by S. H. Fab-
hian, chairman of the American Con-
gress of Exhibitors, in a plan that ACE
has been working out in connection
with industry problems.

20th-MPAA

(Continued from page 1)
coming production of "The Greatest
Story Ever Told," and they are said
to feel that MPAA could have inter-
vened to avoid or alleviate the sup-
posed conflict, much as it does in the
instance of conflicting title claims.

Twentieth-Fox officials reportedly
expressed these views after a recent
meeting of the MPAA board, and
were told by their M-G-M counter-
parts that they regarded the Brunson
picture distribution deal exactly as
they would one for any other picture
and that some other company would
have stepped in and made the deal
if M-G-M had not.

No Reflection, Says Skouras

In making the resignation public,
Skouras declared that the withdrawal
was "in no way a reflection on the
Association or its dedicated staff but
rather reflected a difference of opinion
within the organization."

Skouras went on to praise MPAA
president Eric Johnston whom he
called a "distinguished leader and a
progressive force within the industry."
In addition, Skouras said he had high
praise for the Motion Picture Produc-
tion Code which he characterized as
a "vital organ of the American indus-
try."

Skouras also paid special tribute to
the Code's conscientious administrato-
rs.

Apprised in Washington of Skour-
as's statement, Johnston issued the
following statement:

Statement by Johnston

"I speak not alone for myself but
for all members of the Association in
expressing the deepest regret that Mr.
Skouras has decided to resign from
the Association, effective in one year.
"He is one of the genuinely great
leaders in American motion pictures.
For him we have . . . all of us . .
the warmest affection and the highest
admiration."

"This industry is passing through
times which require more and not less
cooperation among all individuals and
groups; more understanding and not
less among us all; and a keener feel-
ing for the welfare of the industry as
a whole."

"Mr. Skouras has always put the
industry's interest foremost. No in-
dividual has done more to de-
velop and follow through ac-
cts to benefit the common we-
alth. This industry needs his in-
spiration and his tireless work to
make this a better and more
profitable business."

"If he should decide to ret-
ire, I am sure I am one of the hearty
wishes. Our door is always wide
open and to Twentieth Century-Fox."

Some trade reports, immi-
discerning in informed circles,
the 20th-Fox action with dis-
ment over the Production Code's
reservation to issue a Co-
cept the British "Oscar Wilde" pro-
duction which 20th-Fox had acqui-
distribution here. It relinquishes
picture when the Code se-
denied.

Observers pointed out that
Fox had an "escape" in that
the event the picture could not be
a Code seal, hence it was not
evident grave enough to preclude
withdrawal action from MPAA.
Plan for 'Psycho'
(Continued from page 1)
cock, will also allure patrons to the "No one will be seated, etc." policy
Paramount intends to use in first-run
and playoffs here and abroad.
The campaign was outlined at the
Paramount home office here yesterday
by Hitchcock and Jerome Pickman,
vice-president and director of adver-
sising and publicity for the company.
Starting times of performances will
be listed in newspaper advertising and
broadcasts as a supplement to the
special radio spots narrated by Hitch-
cock. Although tickets will continue
to be sold after the start of "Psycho"
performances, Pinkerton guards will
see to it that patrons stop short of
the auditoriums. The public is also
being urged not to reveal the pic-
ture's ending.

Ads Show Only the Players
Teaser newspapers ads gave way
here today to the direct sell. How-
ever, stills used with promotional
copy do not show scenes from the
picture, but only personalities.

Dept. Film Unit
(Continued from page 1)
Academy would have to be volun-
theo that it would not constitute
eg body. He likened the
group to the arrangement
U.S.A. consults with Ameri-
cymakers on pictures to be
uch areas as Poland, Tur-
olia and Viet Nam, under
ial Media Guaranty Program.
also urged that public support
in the U.S.A., budget so-
gress will not cut it back and
pair "its vital film pro-
eo also suggested that a U.S.
film industry advisory board
be established to
the production of films for
on to foreign audiences, par-
the less-developed areas.
that U.S.A. now has a
of about 1,100 films, and that
ess votes the funds it will
.7 million in the coming
er to produce another 20.
ren's Films
(Continued from page 1)
the Motion Picture Produc-
e and Advertising Code.
recommendations are that
cooperate with countries
to reestablish and
Motion Picture Associa-
library;
hibit subjects such as nar-
sexual perversion in enter-
films (Vote: 131-23);
de their estimate of average
ceptivity and offer more
ful, and artistic presenta-
t to portray American life
 to avoid distorting our
 at home and our image
 control the export of films
represent American life

Rank Equipment Co.
Profit $1,999,244
From THE DAILY Bureau
LONDON, June 15.—Rank Preci-
sion Industries, Ltd., the equipment
sulary of the Rank Organization,
ports a trading profit of £714,016
($1,999,244) for 1959, which is
£62,123 ($173,041) up on the pre-
vious year's results.
The dividend of five per cent pay-
able on the company's ordinary stock
ains the same as for the 1958 fiscal

International
Film Festival
Berlin
June 24 – July 5, 1960

BERLIN AND ITS FILM FESTIVAL
ARE WELL WORTH THE TRIP
HARD-TOP OR NO-TOP...
HERE'S THE SEASON'S HOTTEST
HOT-WEATHER SHOW!

THE RANK ORGANIZATION presents A MARCEL HELLMAN PRODUCTION

FLAME OVER INDIA

Sizzling with adventure and action... from Kalipur to Calcutta! Adventure for everyone from eight to eighty-one.

starring LAUREN BACALL • KENNETH MORE • HERBERT LOM

also starring WILFRID HYDE WHITE • I. S. JOHAR

Cinemascope • Color by DeLuxe

Get it while it's hot.... from 20¢
MOTION PICTURE DAILY

NEW YORK, U.S.A., WEDNESDAY, JUNE 15, 1960

TV

Classification

Sure to Be Introduced

Glove’s Victory in

Try Assures Reelection

Special to THE DAILY

NY, June 14. — The victory last week by Joseph R. Young-

republican assemblyman from

in the three-way contest

Republican Fulton and

in two counties, not only virtually

his reelection but also the re-

tion of his film classification

the next session of the legis-

ature.

Glove’s bill, which failed in

the last session, would

the State Education De-

’s Motion Picture Division to

(Continued on page 3)

Magna Having

Best Year Yet

Theatre Corp.’s profit this

be the highest in company’s

ceeding last year’s net of

George P. Skouras, presi-

date company, predicted yester-

day that he expected to show a net

(Continued on page 6)

States Unit Formed

Industry Museum

From THE DAILY Bureau

LYWOOD, June 14. — Organ-

of Hollywood Museum Asso-

ciation, to be a non-profit, tax-

ation to promote the ad Motion Picture and Tele-

vision Association, was announced to

Sid Lesser, chairman of Los

(Continued on page 3)

TelePrompTer to Demonstrate New
Subscription TV System Here Today

A new subscription television system has been developed by TelePrompTer
Corp., and will be demonstrated publicly for the first time by the company at
a press luncheon at 21 Club here today.

TelePrompTer is a producer of
large screen closed circuit TV pro-
grams, and has the TV rights to next
Monday night’s heavyweight cham-

ship fight at the Polo Grounds

here.

International Telemeter’s Ethelboke
Out., pay-TV operation is reported to
be close to signing an agreement with
TelePrompTer under which the tele-
cast of the fight will be made available

Telemeter subscribers there.

According to reports, Telemeter

(Continued on page 7)

‘U’ 26-Week Net

Is $3,695,194

Universal Pictures yesterday report-

ed consolidated net earnings of $3,695,194 for the 26 weeks ended April
30, after a provision of $3,975,000 for federal taxes on income.

After dividends on preferred stock, such consolidated net earnings amounted
to $4.04 per share on 802,190 shares of common stock outstanding, excluding
shares in the treasury of the company, as of April 30.

For the 26 weeks ended May 2,

(Continued on page 6)

REVIEW:

Ice Palace

Warner Bros.

Alaska is a big country, as everyone knows, and so it is appropriate that

stories about it should be big, too. In “Ice Palace” Edna Ferber wrote a

huge novel covering three generations of characters against the back-

ground of the development of the great northern wilderness from the
end of World War I to the time it became the 49th state—a span of 40-

odd years.

Now Warner Bros. has brought the popular book to the screen almost

intact in a mammoth, big-budgeted picture that runs for two hours and

(Continued on page 6)

Annual Meet

U. A. Will Sell
To Pay-TV; No
PlantoOperate

Stockholders Told Further
Progress Can Be Expected

United Artists does not plan to op-

erate a pay-TV system but will be a

supplier of films to the new medium if
and when it becomes a commercial
reality, Robert Benjamin, U.A. board
chairman, told company stockholders at
their annual meeting in the Astor
Theatre here yesterday.

Benjamin, who was replying to a

N. J. Allied to Air
Ad, Space Complaints

Sidney Stern, president of Allied
Theatre Owners of New Jersey, was
delegated by members at a meeting
here yesterday to visit editors of vari-
ous New Jersey newspapers that have
refused to run film ads in a number of
recent instances.

Stern, who will endeavor to reach

(Continued on page 6)

TELEVISION TODAY—page 7
PERSONAL MENTION

W. WARD MARSH, film commen-
tator of the Cleveland Plain
Dealer, has been discharged from
Akron City Hospital and is completing
his convalescence with relatives in
 Erie, Pa.

BLANCHE LIVINGSTON, in charge
of publicity for the out-of-town RKO
Theatres, will sail from New York to-
wards her husband, Albert Lewi,
for a vacation in Spain and Por-
tugal.

Mrs. Thelma Johnson, secretary
to James Horne, branch manager
for Allied Artists in Atlanta, has returned
there from Greenville, S. C.

ARTHUR SULZBERGER, publisher of
the New York Times, Mrs. Sulz-
benger and their grand-daughter,
will leave here tomorrow via B.O.A.C.
for London.

Irwin Allen, producer-director of
"The Lost World," will arrive here
next week from Hollywood.

GEORGE Tzavallos, writer-director
of "Antigone" for Norma Films, and
James E. Paris, producer, have re-
turned to Greece from Hartford,
where they had conferred on plans for
the film with Sperie Perakos, execu-
tive producer, and general manager
of Perakos Theatre Associates.

SUSAN J. FINCH, daughter of
EMANUEL FISCH, treasurer of
Raritan Amusement Corp., was mar-
rried here this week to Roger F. Bloom,
attorney with Goldstein, Goldbaker
and Burell.

Mrs. Ben Grant has given birth
to a daughter, Lisa Ellen. Fa-
ther is with Columbia International.

Harry Berg, former Warner public-
ity manager, is a former employee of the
company.

JUDGING TODAY

(Continued from page 1)

vidual theatre management will make
up the panel of judges of the can-
paigns, which are divided into three
separate categories according to the
small, situations, and overseas. The
latter classification has attracted en-
tries from such far-off situations as
Australia, Hong Kong, India and Sp incago
in evaluating the quality of the showmanship
do their counterparts in the United
States.

Campaigns included in the large
situation represent, in most part, the
promotion of circuit advertising pub-
icity-exploitation men, with those in
the small situations showing what can
be accomplished within small-budget
limitations.

Top Officials Participating

The judges for this year's competi-
tion include: Edward L. Hyman,
vice-president, American Broadcast-
ing-Paramount Theatres; Joseph Sei-
der, president, Associated Prudential
Theatres; John E. Davies, executive
producer, Pick Fair, president, Leon L.
Friedman, chairman of the board, Ernest Emer-
ling, vice-president and director of
advertising and publicity, and James Shuman,
assistant director of the advertis-
ing and publicity, all of Loew's Theatres;
Russell V. Downing, presi-
dent and managing director, Fred
Lynch, direct of general promotion,
and Charles Hacker, as-
sistant to the president, of RKO's Radio
City Music Hall; Emanuel Frisch,
treasurer, Roadshow Amuse-
ment Corp., Walter Beadle, jr., presi-
dent, Walter Reade Theatres; Harry
Mandel, national director of adver-
sising and publicity, RKO Theatres;
Robert K. Shapley, managing director,
Paramount theatre, New York; Gerald J.
Shea, president and general man-
ger, Shea Enterprises, Inc.; Samuel
Rosen, vice-president, and Harry Gold-
berg, director of advertising and pub-
icity, of Stanley Warner Management
Corp.; and Herman Robbins, presi-
dent, National Screen Service.

HERCULES' BILLBOARD

LOS ANGELES, June 14—A large
24-sheet campaign is currently blank-
etting the Greater Los Angeles area
preparatory to the mass saturation
opening of Joseph E. Levine's "Her-

sues Unchained." The campaign has
placed full-color 24 sheets in every
major attention-getting point through-
out the city.

"Can-Can" at $500,000

"Can-Can," 20th-Fox release in
Todd-AO, passed the $500,000 mark
in ticket sales at the Rivoli Theatre
here yesterday. The film bowed on
March 9 on a reserved seat policy.

MOTION PICTURE DAILY Wednesday, June 15

Survey Sho

(Continued from page 1)
sales tax, but does levy a tax
missions over $1,05. In
addition, five states, Alaska,
Delaware, North and Caro-
nlina, are exempt from the
motion picture taxes. Films are
subject to the sales tax in New
York while imposing a 2-cent tax
on admission of 20 cents and a
tax of 2% of lineal foot or fraction
on film.

New Tax Includes Theatres

Although Michigan's state tax of 3 per cent does not apply to motion picture admissions, July 1, 1939, an additional 2c tax on tickets of 75 mills was
which does apply to gross re-

motion picture theatres. For
past year Arizona increased
tax from 2 to 3 per cent and the
state sales tax was increased
from 2 to 2 1/2 per cent in nine
years at 2 1/2 per cent rate being
made the other 20 counties. Kent
sales tax per cent, which is up
to motion picture admission com-

pany of July 1, 1939.

A petition has been filed
raska which proposed that a

situations tax be levied on admission of a general sales tax
with a maximum rate of 2c aga
and a graduated income tax
of 4 per cent. Sponsor
must obtain $42,100 from July 7, in order to

proposed amendment on the

November election.

The states' total revenue in
admissions and state
faxes, with reports from half
states unavailable, are running
$7,500,000 a

aircraft: COMET
flight: MONAE
(fare $5)

frequent: NIGHT

Oceanic New York or
LONDON

reservations through your Travel
BRITISH OVERSEAS AIRWAYS

flight: 13 homes, New York, Boston
Denver, San Francisco, Montreal.
in Atlanta, Dallas, Los Angeles,
A. adaline, Pittsburgh, Washington,

mackinac, Toronto, Montreal.
Coast Museum Plans Told

(Continued from page 1)

Angeles county-sponsored Hollywood Museum Commission, at a rally of theatre stars and executives that screen the Directors Guild Theatre.

At the same time, the first full-scale "preview" of plans and exhibits of the museum to be built under county auspices on Highland Avenue opposite the Hollywood Bowl, was given.

Now 'Reality,' Says Lesser

In disclosing the plan for Museum Associates, Lesser, who pointed out the museum is now a "reality," named following as organizers:


Among purposes of the organization, according to Lesser, are to "promote the interests of the museum, support its activities, foster awareness throughout the world of significant achievements of American motion picture pictures, and television, and arrange for individual social affairs and any other activities connected with the museum."

Plans Presented

William L. Pereira, whose planning and architectural firm has been commissioned to develop the schematic study of the museum, presented plans and sketches of a large rectangular structure, more than 50 feet high and 450 feet long, inside which a series of floating platforms, connected by ramps and escalators, will provide an open and completely flexible exhibition area for both temporary and permanent displays.

Part of the central building, will be devoted to the demonstration of motion picture and television production, including a modern soundstage, TV studio and exhibits of animation, editing, lighting, cinematography, and other professional techniques. A completely equipped theatre will allow presentation of famous films, special concerts of motion picture music, and lectures on subjects related to films and TV.

Classrooms Provided

An adjoining office tower will provide space of administrative offices, library facilities and classroom and workshops for students.

Other features of the museum include a restaurant and a group of shops and concessions.

Provision will be made to make changes and additions as the history of films and TV changes, Pereira said, order to make the museum "not a repository for dusty relics but a dynamic exposition of a creative and exciting art form and industry."

Sidney F. Solomon, chairman of the archives committee disclosed that the work of acquiring historic American films is already under way, and that among the first few of complete cooperatives have been received from the Academy of Motion Picture Arts and Sciences, the Academy of Television Arts and Sciences, the Museum of Modern Art, Eastman House, Cinematheque Francaise and the Library of Congress.

During the showing of clips from historic motion pictures and television kinescopes, a demonstration of videotape recording, latest in electronic processes, was given by Art Linkletter.

George Murphy was master of ceremonies for the program, which preceded a reception.

Exhibits placed in the theatre's foyer, as examples of what the museum might contain, included was figures of Greta Garbo, Jean Harlow, Rudolph Valentino and Will Rogers, all created by Katherine Stiburger; artworks and letters from the collections of Sol Lesser and the late C. B. DeMille; holograms created by Richard Whorf; and the latest in motion picture and color television cameras.

5 Signed to Exploit 'Hereules Unchained'

Five veteran exploitation specialists have been employed by Embassy Pictures to augment the Warner Brothers field force in the regional saturations of Joseph E. Levine's "Hereules Unchained," it was announced by Embassy vice-president Eddie Solomon.

The exploitation specialists include Harry Freeman, Philadelphia; Ralph Jaffe, working under the direction of Warner Brothers Max Bercutt, Los Angeles and the surrounding territories; Willard Cogilan, Seattle; Jack Weddell, Denver; and Paul Montagne, Chicago.

Silver Rites Tomorrow

Funeral services will be held at noon tomorrow at Universal Funeral Chapel, Levington Avenue and 62nd Street, for Frank Silver, 58, composer and conductor, who died yesterday in Brooklyn Jewish Hospital following a cerebral hemorrhage. His best known song probably was "Yes, We Have No Bananas," widely popular in the twenties. He had directed his own reviews on the Loew's, Keith and Orpheum circuits. Silver is survived by his wife, Vicky, and two sons by a previous marriage.

'Alamo' 3 Hrs., 20 Min.

John Wayne's "The Alamo," in Todd-AO and Technicolor, will run for three hours and 20 minutes. Scoring of the film by Dimitri Tiomkin has been completed, and a first order of 20 prints, to cost $200,000, has been placed by Wayne. "The Alamo" will be presented on a roadshow basis throughout the world as a United Artists release.

Urges Worldwide Industry Campaign

By SAMUEL D. BERNES

HOLLYWOOD, June 14. - An enormous campaign is needed to rebuild Hollywood's motion picture industry in countries around the world, said Robson, producer-director of 20th Century-Fox's soon-to-be-released "From the Terrace," stressed in an interview Wednesday, on his return from a six-week global trip.

Robson, visiting Japan, Hong Kong, Thailand, India, Burma, Cambodia, Israel, France and England, reported a loss of prestige of American films, with critics jumping on our films, countries imposing greater license restrictions and failure of star impact to lend importance. Roberting all film producing countries have produced their own stars to compete with ours.

Sees Realism Wanted

The need for product is worldwide, but the foreign exhibitor will not hesitate to play films on American stars in preference to one from Hollywood if the film offers a more realistic projection of life, Robson said.

Robson proposed that the industry get together as a whole and sponsor actors, writers, directors, producers, publicity men and others who can act as goodwill ambassadors to go to far off places, meet the people, the critics and men of influence. This, he said, would afford them a feeling of what the world wants.

Calls U.S. Films 'Too Slick'

Robson also pointed out that the world wants films with a strong personal point of view, films that have content and action that any country can understand. "We here have a tendency to make them slick. Everything is the same, the sterile sets, clothes, regardless of a character's income, look too beautiful," he said, and added:

"We minimize festivals. We need to make a greater showing at each festival with films entered that have not been shown here, so they can be 'discovered' by the festival judges. Films that become the target of pressure groups in the U.S. are more apt to be regarded as important abroad. However, films that are good for the foreign market are bound to be good for domestic market."

Will Tour for 'Terrace'

Robson, who directed "Peyton Place" and is ready to make a three-week trip around the country to build interest in his latest, "From the Terrace," cited the fact that these are two salacious novels, said that he was only interested in lifting the story material, which was most interesting, and doing it with good taste for the screen.

Questioned on whether he would like to make a film abroad Robson concluded "Hollywood is still the best place to make a picture."
Watch for M-G-M's TREMENDOUS TV, RADIO, NEWSPAPER CAMPAIGN!

IT WILL ORBIT "THE TIME MACHINE" ACROSS THE NATION!
W BOOKING LIKE WILD FIRE!

The Machine" goes into high gear as saturation screenings are set across the nation. High-powered M showmanship swings into action with triple runs backed by newspapers, TV and radio in all top markets.

TRIPLE TERRIFIC!

1. All the fascination of science-fiction at its GREATEST!
2. All the chill-thrills of a masterpiece of horror!
3. Not since H. G. Well's "War of the Worlds" (also a George Pal Creation) has the screen seen anything like it!

METRO-GOLDWYN-MAYER presents
A GEORGE PAL PRODUCTION
STARRING
ROD TAYLOR
ALAN YOUNG
YVETTE MIMIEUX
SEBASTIAN CABOT
TOM HELMORE

Screen Play by DAVID DUNCAN
Based on the Novel by H. G. WELLS

METROCOLOR
Directed by GEORGE PAL
Magna's Year

(Continued from page 1)

profit of at least $500,000 for the first six months of the present fiscal year, ending July 31, as compared with a net loss of more than $100,000 for the same period last year.

The profit will be derived exclusively from the $1,500,000 profit the Todd-AO Corp. makes on “South Pacific,” it is expected to net. Magna’s share of that sum will be one-third, and the rest will be divided among United Artists Theatre Circuit, Inc., Rodgers and Hammerstein, 20th Century-Fox, according to A. E. Bollenger, Magna vice-president and treasurer.

“Pacific” at $19,600,000

Skouros reported that gross film rentals from “South Pacific” reached $19,600,000 on June 1.

The extraordinary length of Todd-AO runs abroad,” he said, “has meant that, as yet, the 35mm CinemaScope version of the picture has not been released in the overseas territory. On the domestic front, a very large number of potential engagements for the 35mm version remain to be played.”

The president said that “ Oklahoma,” also in its Todd-AO version, was released in the United Kingdom with “gratifying” results, although it played there four years ago in 35mm.

The same plan is to be used in the U.S., he added.

Todd-AO Corp. has progressed to the point where it is able to pay interest on its loans, Skouros said, and stated that subsequent to “Can-Can” and “The Best of Youth,” the company will be able to make payments on the principal of these loans.

Film on Constantine Planned

He said the company has been working for the past two years on a picture based on the life and times of Constantine. A screen play has been written, director and cast are now being engaged and the production is expected to begin late this summer.

The film now derives about $60,000 a month from its Sound Services, Inc., it was reported. That company, acquired from the Westrex Corp., processes 35mm and 16mm, in addition to Todd-AO 70mm, and also provides recording services for the radio, phonograph and TV industries.

In answer to a stockholders question, it was said that Magna might be in a position to declare a dividend on its common stock during the next three years.

Sees Toll-TV Unwanted

Skouros reassure shareholders on the outlook for toll-TV. He estimated that it will lose less than $50,000 for the next five years, largely because the public does not want it.

Re-elected as directors of the company were Skouros, Bollenger, Mac- Murrill Birnbaum, Irving Cohen, Oscar Hammerstein II, Herbert F. Jacoby, James M. Lundis, R. A. Naify and Joseph M. Sugar. Bollenger was elected a director to represent preferred stockholders.

Ice Palace

(Continued from page 1)

23 minutes. Starring Richard Burton, Robert Ryan, Carolyn Jones, and Martha Hyer, it is true to the spirit as well as the length of the original.

As a novelist Miss Ferber has always been long on plot and short on characterization. Such was the case with “Ice Palace,” which overcame lukewarm book reviews to hit the best-seller lists for 22 weeks. It was also serialized in the Ladies Home Journal, which is a tip-off to the nature of the audience appeal the film will have. This is a “woman’s picture”—if ever there was one.

Stripped down to its essentials—not an easy thing to do with such an involved plot—“Ice Palace” is the story of a family in “Ice Palace,” which overcame lukewarm book reviews to hit the best-seller lists for 22 weeks. It was also serialized in the Ladies Home Journal, which is a tip-off to the nature of the audience appeal the film will have. This is a “woman’s picture”—if ever there was one.

At the end the two protagonists become grudging friends again when the opportunist rescues the idealist after his plane crashes in a snow storm.

Sound complicated? You bet it is, but Miss Ferber is a skillful (if superficial) story-teller who knows how to keep a plot spinning through numerous strands and subplots. She moves and manipulates events so quickly and glibly it is enough to set the head of the average spectator swimming. It is also enough to keep that ordinary viewer from noticing gaps in logic or from minding abrupt transitions in time.

What is more, Vincent Sherman is a motion picture director who can match the slickness of Miss Ferber in his field. He sets a smooth and steady pace throughout and gets from his cast performances perfectly attuned to the story-book manner—Burton as the opportunist; Ryan, the idealist; Miss Jones, the woman he loves; Miss Hyer, the rich girl wed for her money by Burton; and a large, large supporting cast. He has also used some fine location photography in Technicolor to indicate the beauty and vastness of that land to the north. Henry Blanke produced the film.

In adhering to the simplicity and directness of the Ferber original in his script it is especially notable that writer Harry Kuenler has made no exception in the treatment of sex. Miss Ferber has always been most discreet in handling it; for instance, when the “Ice Palace” heroine thinks the opportunist is proposing that she become his mistress, she recoils in horror. What a refreshing change in these days of “adult” films!

Running time, 143 minutes. Release, in July.

Richard Gottfried

U’ Handling ‘Pharoah’

Universal Pictures has concluded a deal with Giorgio Venturini, representing Vanguard Films of Rome, to handle the worldwide distribution of “Pharoah’s Woman.” The picture has just gone into production in Rome in wide screen and color. The film stars Linda Christal and John Drew Barrymore.

Handley Services Held

DALLAS, June 14.—Funeral services have been held here for Lee O. Handley, 68, owner of the Arcadia Theatre and a member of the Variety Club of Dallas. He is survived by his wife and four sons.

New Buying Firm

Adolph Herman, operator of the Jewel Theatre in Brooklyn; the Fine Arts Theatre, Hemisfair; and the Far Hills Theatre, Dayton, Ohio, has formed Theatre Bookers, Inc., a film booking and buying organization to sell theatre services locally and nationally in the art theatre field. Sidney Klein, formerly of the Island Theatre Circuit, has been appointed general manager and head film buyer of the new organization.

Bells’ Opens June 23

“Bells Are Ringing.” Metro-Goldwyn-Mayer release starring Judy Holiday and Dean Martin, will have its world premiere at the Radio City Music Hall on Thursday, June 23.

TENT TAIL

Variety Club News

DETROIT — Plans for the Variety Club of the Children’s Hospitl have been advanced at a meeting to be held by Tent No. 20.

The next day the Barkettes will brunch at the Town Pump House, according to Mrs. Carl Buermec.

The Tent No. 5 annual gold outing party will take place at 7:30 at the Tom O’Nolan’s Club.

N. J. Allied

(Continued from page 1)

an understanding with editors who made the specific cut for the exhibitors affected, as report the complaints of Jersey members of instances of new court of film and theatre and publicity, while an unacre space allocated to television and was noted.

Jersey exhibitors complained meeting that several newspapers refused to run the standard ad for “Suddenly Last Summer,” because of anything in the ad itself, and said, because newspaper inserted complaints about the picture. The papers concerned, never offered to run an ad in type, rejecting the mat, it was stated.

Production Company Appro

The plan for a new exhibitor sored film production company discussed and, Stern said, "I will willing to help in any way we can."

The product shortage is our mor problem. Television cannot do nothing more of us, if ever can, and we can do it ourselves," the meeting commended Corp. Its work to date on obtaining both freedom from the new F- minimum wage legislation, all curred were prv-television development proposal for selling tickets to Corp. performance at other time for a 20 per cent commission, o bias it's policy, with respect to tele trailers, and late availability of this for Jersey theatres.

‘U’ 26-Week Net

(Continued from page 1)

1959, the company sustained sold out loss of $533,266 after year income tax benefit of $365,000 ordinary operations. This, after the firm preferred stock was annuated to 68c per share on 254 shares of common stock out at May 2, 1959. This loss of $1,067,387, taxes, resulting from the sale studio.

Consolidated net earnings for first quarter ended Jan. 30, 1960, were $1,578,039 after provision of $1,000 for taxes.
O NE of the busiest men in TV, Bud Collier decided (his-medico insisted) to take a well-deserved vacation for a week and Sonny Fox will sub for Bud all this week on "Beat the ABC Clock." Carl Wachtler, the new NBC director of continuity, started as a page back in May, 1938. . . . The Vince Vincent Co., one of the radio pioneers (Pepper Young's Family, Life Can Be Beautiful, The Shadow) has merged with Faillace Prod., with Chuck becoming vice-president in charge of programs and productions. . . . When Maestro Paul Taubman will baton his NBC Orchestra at Los Angeles on July 4 and will feature Andy Kirk's stirring new patriotic hymn, "My Favorite Initials Are U.S.A." . . . Lo, the poor songwriter at election time, Tunester Henry (Miss You) Tobias writes us from the Fontainebleau in Miami that he's in a bit of a quandary: "Being a registered Democrat," sez Henry, "I naturally wrote a theme song for Kennedy called, 'The Remedy Is Kennedy,'" (cleffed with Ira Callman) "But," he adds, "The other side rates equal consideration, so, in collaboration with George Solitaire, I also composed 'We're Fixin' A Date With Nixon.'" Now support someday for nominated—by ray, are we out on a limb?" (Perhaps the better word is limbo—of the lost.) . . . ABC-TV has what it believes will prove to be another "77 Sunset Strip" in "Surfside Six," a multi-sponsored full-hour adventure series to be filmed in Miami regions and skedded for Mondays (8:30-9:30 P.M.) starting Oct. 3. . . .

Betsy Cox, featured on the "Lentenz-Walk Show" and more recently on the "Breakfast ARClub" series, flew home to Denver last week for a well-deserved vacation. That's howcome she was booked for a month into Denver's famous Hennitzes' Bistro. Her guitarist, none other than Jimmy Atkins, former ace side man with Fred Waring, . . . J. F. Film Service signed to furnish original music and editing chores for Heritage Productions' new sports series, "Magic Moments" featuring TV stars of pro ball. . . . Pulitzer prize-winner ("The Shrike") Joseph Kramm has signed Dane Clark to star in "Giants, Son of Giants" when it opens on Broadway early next year. Kramm directed Clark when the latter starred in the west coast version of "The Shrike." . . . Irving Mansfield last week and Peter Carlin planned out one of tele's most intriguing series, in a search for new faces and talent for their forthcoming "Talent CBScouts" series which bows in Aug. 1 at 9 P.M. (EDT). Producers Mansfield and Arnell will cover, San Francisco, Los Angeles and Las Vegas, . . . MGM-TVveep Bob Weitman has named Norman Felton, director of programs, starting July 1, Felton will leave his post with CBS-TV (west coast) where he compiled an enviable reputation as producer-director of "Studio One" and winner of "The Christopher" and "Sylvania" Awards.

House, Senate to Meet
On Foreign Tax Credit

WASHINGTON, June 14 - The House and Senate have agreed to hold a conference on the bill to permit tax-exempt payers to elect an overall limitation to the foreign tax credit. The measure was passed in differing form by each body.

Benjamin told the stockholders that the company's major activity will continue to be production of films for the theatrical market. The directors who were recalled in addition to Krin and Benjamin, are: Seward L. Benjamin, Robert F. Blumoff, Robert W. Dowling, Joseph Endor, Leon Goldberg, Herbert L. Golden, William J. Heineman, Seymour M. Peyser, Arnold M. Picker and Max E. Youngstein.

Jackson Release Follows
Pattern for 'Mouse'

The Boulding Brothers' "I'm All Right Jack," a Columbia Pictures release, will follow a release pattern similar to the one established for "The Mouse That Roared," previous Peter Sellers starer released by Columbia, it was announced by Rube Jacker, vice-president and general sales manager.

Jacker said that the comedy, which has been playing to near-capacity audiences at the Guild Theatre in New York, has been booked into the MacArthur Theatre in Washington, D.C. for a July opening. "The Mouse That Roared" had its American premiere at the MacArthur last October and opened at the Guild shortly thereafter. The general sales manager stated that it was likely that "I'm All Right Jack" would play many of the same theatres.

TelePrompTer

will charge its maximum price of $2, the most its coin deposit attachments can accept for a single program, but International Telemeter will pay TelePrompTer a premium for up part of the difference between the pay-TV price and that charged for the large screen, closed circuit telecast of the fight at a local theatre and the Toronto ball park; those charges average about $3.

Telemeter reportedly is anxious to offer the title fight to help foster the idea that pay TV events held at pay-TV, but TelePrompTer has been seeking a formula to obtain a subscriber fee in excess of Telemeter's $2 minimum fees to gain potential damage to the "gate" at the two Toronto large screen locations.

Title Fight Set for
12 CATV Systems

Twelve community antenna television systems, serving a total of 22,250 homes, will carry the telecast of the July 14 heavyweight championship fight next Monday night. It will be the first major sporting event to be made available over community antenna systems.

Irving B. Kahn, president of TelePrompTer, which owns the TV rights to the fight, said the telecast would be carried by the companies which own our community systems and eight others at a $2 per set premium. Community antenna systems normally receive network programs from distant cities and amplify them for transmission by cable or microwave relay to individual TV sets in the community served. Subscribers pay an initial connection charge and a monthly service fee.

The decision to make the pay telecast available was based on a test of the public's willingness to pay for witnessing special events by cable. Kahn said. Subscribers were asked to authorize voluntarily an additional charge of $2 on their monthly bill, and response was excellent, he said.

TelePrompTer's community antenna systems are located in Liberal, Kansas; Farmington, New Mexico; and Raynolds, Wyo. The telecast also will be carried by Harbor TV, Aber-
deen, Wash., one of the largest sys-
tems in the country, and by seven community systems in Arizona, all owned by Arizona Antenna.

Previously set to take the fight tele-
cast were about 250 locations with over 700,000 seats, of which almost half are theatres and the remainder, arenas, ball parks and auditoriums. Kahn said. The like, which will charge an average of $5 per seat.
A record turnout of over 250 assorted golfers, "goobers," and gin runny players and "kibitzers" in all three classifications are expected at the Ryewood Country Club at Rye, New York, tomorrow for the ninth annual running of the film industry golf tournament and fastest sponsored by New York's Cinema Lodge of B'nai B'rith as a means of bringing entertainers and industry types all together for a day of sport, fun and good cheer.

With rain predicted for today, exhibitors were planning percentages instead of paying them that tomorrow will be a sunny day since three out of the past four have been rainy. Cinema Lodge president Abe Dickstein was playing it safe in announcing that participants could call the club at Thine B'nos 5-1400 if the weather is doubtful tomorrow and the operator will provide information regarding conditions on the course.

Scores Requested by 5 P.M.

Tournament chairman Martin Levine and co-chairman Marvin Kirsch announced that all scores will have to be turned in before 5 P.M. for participants to qualify for the foursome winner; foursome runner-up, low net, low gross, driving, putting and other prizes. A record 40 foursomes are expected to tee off during the day and their names will be posted by the large contingent expected for the banquet in the evening at which mere presence is almost sufficient to guarantee the winning of one of the many door prizes made possible by the donations of more than 50 industry organizations including film companies, circuits and vendors. William J. Cermak has again donated the prizes for the foursome winners, and National Screen Service for the foursome runners-up.

Three on Working Committee

The working committee at the tournament tomorrow will consist of Herb Berg, Cy Symon and Mrs. Tesse Lin, secretary of Cinema Lodge, Milt Livingston of Universal, who has been publicity chairman of the tournament, paid tribute to the industry's trio for their prompt in helping to turn out the record crowd which is anticipated.

Levine stressed that there is still time for anyone in the industry or their families to enter the tournament by calling the Cinema Lodge Office today before 4 P.M.

Md. Drive-In Joins TOA

Richard B. Young of the Crystal Theatre Corp., Cumberland, Md., has enrolled his Crystal Drive-In, Cumberland, in both Theatre Owners of America and Maryland affiliate. Maryland TOA, it was announced by Albert M. Pickus, TOA president, and John G. Broumas, president of the Maryland unit.

LOCATION FILMING IN AFRICA, the use of Technicolor and a substantial staff played out by good-looking women and the action and the sort of men make "Tarzan the Magnificent" a picture superior to most of those made previously about Edgar Rice Burroughs' heroic ape man.

Gordon Scott plays the jungle landlord and John Carradine his most grizzly foe. Carradine's four sons are also murderers and plunderers, so it is Tarzan's duty to bring them to justice, or what few of them are alive at the end. With the eldest son, big Jack Mahoney, as his prisoner, Tarzan is joined on the trip through tribal country and quicksand by sultry Betta St. John and her cowardly husband, Lionel Jeffries; and by a younger pair, Alexandra Stewart and the man she comes to love in the steamy brush, Charles Tingwell.

Tarzan kills snakes, frightens tigers, plugs the criminals with bow and arrow and converses in jungle-ese with ease. Most of his companions are brought to safety but not Miss St. John. She helps Mahoney escape and when he deserts her she is advanced upon by a lion. Later, the audience sees only her bloody scarf. Mahoney kills Carradine when he means to kill Tarzan and this is a crusader. Tarzan turns him over to police and returns to his marvelous jungle.

A Sy Weintraub-Harvey Hayutin production for Paramount, "Tarzan the Magnificent" was directed by Robert Day from Berne Giler's succint screenplay, Most of the picture was filmed in Kenya, East Africa. This, the second Tarzan picture made by Weintraub and Hayutin is important. Its expense is evident. Running time, 88 minutes. Release: July 11. Saul Ostrogo

Four Harris Theatres Taken Over by Stern

Special to THE DAILY

PITTSBURGH: Ernest Stern's Associated Theatres took over the four Pittsburgh houses owned by the Harris Amusement Corp., at the weekend, finalizing the off-rumored sale of the four houses, the J. P. Harris, the Liberty, the Denin and the South Hills.

James Balmer, secretary of the Harris Amusement Corp. and George W. Eby, treasurer, signed over the ownership papers for John H. Harris, president, who now lives on the West Coast. He is the "Ice Capades" producer.

The sale of the four houses leaves the Harris chain owning only two theatres in one in St. Mary's, and the other in Huntington, Pa. At one time there were 40 houses in the chain.

The Harris Amusement Co. office building on Bigelow Blvd. was not included in the transaction, according to Balmer.

The Stern group now owns eight indoor theatres and 12 drive-ins in the Tri-State area. Stern said that he would continue the first-run policy at the J. P. Harris Downtown and a double feature operation at the three neighborhood houses. Tony Cottumobis continues as manager of the J. P. Harris.

Palace' to Palace

"Ice Palace," a Warner Bros. release, will have its New York premiere at the RKO Palace Theatre this summer.

Md. TOA to Hear Talk Against Toll Video

Special to THE DAILY

BALTIMORE, June 14—Philip F. Harling, chairman of Theatre Owners of America's Anti-Pay-TV Committee, and the industry Joint Committee Against Toll-TV, will carry his campaign against toll television to Maryland on June 20, it was announced by John G. Broumas, president of the TOA-affiliated Maryland Theatre Owners Association.

Broumas said that Harling will join the list of speakers at the annual meeting of the Maryland unit at the George Washington Hotel in Ocean City, June 28-30. Others at the convention will be the National M. Redstone of Boston, the key-note; Albert M. Pickus, national TOA president; S. H. Fabian, treasurer of TOA and chairman of ACE; A. Julian Byleski, president of the Washington, D. C. unit of TOA; Mrs. Margaret Twymen of MPAA; and Roger H. Lewis of United Artists.

'Ten' Big in Re-Runs

Cecil B. DeMille's "The Ten Commandments," which returned to Loew's and other neighborhood theatres in the greater New York-New Jersey area last Wednesday, has turned a neighborhood gross in the first five days ending Sunday, theatre reports disclosed. At 26 Loew's houses, the picture grossed $191,705 Wednesday through Sunday, with a tremendous $225,000 anticipated for the week. The current engagement of "The Ten Commandments" marks the second time the Paramount production has played the entire Loew's circuit.

Guarantees for '11 Over $1,000,000

"Oceans 11," made by Frank Sinatra's Productions for MGM, has broken the $1,000,000 advance guarantee made in only 17 bookings, even though exhibitors have yet seen it. It has set a new sales mark for an advance guarantee of its kind.

Boasberg pointed out that another picture has ever received "Oceans 11's" advance guarantee. It will play in more than 300 bookings during August and 124 bookings have already been confirmed.

Plane and showroom promotion have raised its world premiere at Las Vegas on Aug. 5.
TOA Head Holds Theatre Divorcement Responsible for Production Cutbacks

HOLLYWOOD, June 15.—Theatre divorcement from the major production-distribution companies, which was brought about by independent exhibitors, receives the blame for the product shortage afflicting all of exhibition today in an article written for the current issue of The Journal of the Screen Producers Guild by Albert M. Pickus, a Connecticut independent exhibitor, who is president of the Theatre Owners of America.

Quigley Awards Judging Is Held

Top executives of national and metropolitan independent circuits participated in the annual judging yesterday of promotional campaigns submitted by theatre men from all over the world in the 26th in the series of Quigley Grand Awards for Showmanship.

Medical Men to Join Industry Hospital Tour

Members of the medical and scientific advisory board will be among the nearly 100 entertainment industry executives making the annual junket to Will Rogers Hospital and Research Laboratories at Saranac Lake, New York, which leaves here next Thursday and will return on June 25.

House Group to Vote Today on Wage Bill

WASHINGTON, June 15.—The House labor committee is expected to vote tomorrow to send a new minimum wage bill to the floor. It will provide for covering an additional 4.1 million workers and hike the minimum wage floor to $1.25 hourly in

Cleveland Theatre Manager Fined $2,500 For Showing ‘Lovers'; New Trial Denied

CLEVELAND, O., June 15.—Nico Jacobellis, 37, manager of the Heights Art Theatre, was fined $2,500 by three common pleas judges, William J. McDermott, Roy F. McMahon, John Pincura, following conviction of possessing and exhibiting the French film "The Lovers," which they labeled "obscene, lewd and lascivious."

After two weeks' open court trial, Jacobellis was released from jail where he had been held for six days following the judges' verdict and pending a probation report. Defense attorneys, who filed a motion of appeal, were denied the request for a new trial and for a change of charges under the obscenity law from felony to misdemeanor so as not to jeopardize Jacobellis' hope of acquiring citizenship in 1961.

A native of Bari, Italy, he served with U.S. forces in Italy during World War II and came to Cleveland twelve years ago to attend Western Reserve University under a student visa.
**PERSONAL MENTION**

EDWARD SOLOMON, vice-president of Embassy Pictures, will leave New York today for Dallas.

R. J. "Hap" Barnes, president of ABC Theatrical Enterprises, Atlanta, has left there for a Florida vacation.

Joe Pasternak, producer, returned to Hollywood yesterday from New York.

Albert Doren, of the Warner Brothers Chicago office, has returned from Atlanta.

Panoro S. Berman, producer, has returned to the Coast from New York.

John Haff, assistant to J. H. Karse, general manager of Willy-Kinney Theatres, Atlanta, has returned from a vacation.

John W. Gassman, Sr., owner of the Glen Drive-In Theatre, Glenn Falls, N. Y., has become a grandfather with the birth of a daughter to his daughter-in-law, Mrs. John W. Gassen, Jr., who is related to his father in the operation of the theatre.

Ground-Breaking Tues. For Loew's New Hotel

Mayor Robert F. Wagner will officiate at ground-breaking ceremonies next Tuesday for the American of New York, the first new hotel to be erected in Manhattan since 1931, when the Waldorf-Astoria opened its doors. The 21-story American, which will rise on the site of Loew's Lexington Theatre at 51st Street and Lexington Avenue, is being built by Loew's Theatres, Inc., and will be operated as a Loew's Theatres enterprise, with R. C. Taney's first major diversification project.

Scheduled to assist in the ceremonies are Dr. Joseph A. Morz, president of the Pan-American Union, representatives of the 21 American republics; Eugene Picker, president of Loew's Theatres; Laurence Tisch, chairman of the executive committee of Loew's Theatres, and his brother, Preston R. Tisch, president of the Americano Hotel of Miami Beach and a director of Loew's.

Jerry Lewis is expected to attend in the ground-breaking ceremonies.

Paris Books 'Wilde'

"The Trials of Oscar Wilde," a Warner Films release in Technicolor and Technisonic, will open at the Paris Theatre here on Monday, June 27.

**Quigley AwardsJudging Held**

(Continued from page 1)

head of Walter Reade Enterprises; Patricia Lindsley, of the Screen Lawyers Association; and Miss Shubert, of the Shubert Organization.

The ceremony was to the executive dining room of the Esso Building at Charles M. Revson Center, where the judging took place, by Martin Quigley. Judges were thanked for taking time out of their busy executive day to devote to inspection of the many entries and their judging.

"We know you realize," Quigley told them, "what effect your verdict can have on the life and future of the people whose work you are judging.

The reference was to the past winner of the Pabbie Quigley Award whose recognition led to new positions of increased responsibility and opportunity in the industry.

There are three categories for the campaign judged yesterday—large situations, small towns and overseas. Judges included Walter Reade, Jr.,

of the Radio City Music Hall; Russell Downing, Fred V. Lynch and Charles Hacker of Radio City Music Hall; Eugene Pick- er, president; Leopold Friedman, radio executive; James Shahan of Loew's Theatres; Ned E. Depinet; Emanual Frisch, Radio City Music Hall; E. R. Winter, of the General Music Hall, executive vice-president, Stanley Warner Corp.; Harry Goldberg, publicist director of Stanley Warner; Morris Morenz, advertising and publicity director of Loew's; William G. Berman, advertising and publicity director of the Schine Circuit; and James E. Berman, advertising and publicity director of Loew's Theatres.

GA&F an Item Today

At Senate Unit Meet

WASHINGTON, June 15 — The Senate subcommittee on the Trading with-the-Enemy Act is considering the act's validity and whether to return to it. The Senate has its own secretaries, but would not confer any power (or funs) to pay such claims.

Dodd Amendment Offered

One of the items scheduled for consideration is an amendment by Sen. Dodd, chairman of the Finance Committee. The amendment would provide reimbursement to motion picture firms that incurred losses as a result of enemy activity.

Tour for Hitchcock

Alfred Hitchcock, currently in New York for conferences with Paramount on the opening of "Psycho" at the De-Mille and Baronet Theatres today, will also visit three other key cities within the next two weeks to meet with exhibitors, press and radio-TV representatives. Hitchcock's itinerary is as follows: Philadelphia, June 15; Bos- ton, June 17, and Chicago, June 20 and 21. "Psycho" debuts in all three cities on June 22. The Arcadia The- atre, Philadelphia, the Paramount, Boston, and the Woods, Chicago.

**Univ. Theatres Corp Suit Settled for Sun**

Special to the DAILY

BOSTON, June 15.—A suit five years ago in Suffolk Su Court here by Stanley Summer against Univ. Theatres Corp. of a New York bridge, headed by Lindsey II, has been settled out of court undisclosed sum of money, report to be high in five figures.

Sumner, for 27 years the general a of the University Theatre bridge, opened the theatre in Oc. 5, and remained there until J 1550. He was for leave for corporate reasons.

The suit started with a bill in which Summer alleged wronged version of funds by Hooper of each year of the operation of the there were wrongful payne houses paid to Hooper; that I wronged or taken in sums of from the theatre into investors' speculative oil and gas land that Hosey borrowed $35,000 theatre's money, purported to used by the securities of per cent per annum, and interest, negotiable securities, Hooper ured the loan with stocks of the universi theatre.

Sold University Stock

At the time of the settlement, sold out his holdings of sec- of stock in the University the, but he is still a consultant in the management theatre.

Int'l. Film Producer To Meet at Berlin

The International Associates Film Producers will hold its first conference, June 2 at the international Berlin film festival representatives of film organization all over the world are expect attend in the face of pub- film association also be represented at the Festival.

Explored from the U.S. and Johnaton, president of the Filmification of America, Munio Podhizer, representing, Independent Film Importers At- tributes of America.

Other Awards Scheduled

The International Association Filer in the World (ZIPRESCH) and International Catholic Film (OCIC) will again award prizes to the films screened in the International Film Committee Education and Culture (CICDA) also be represented at the Berlin Festival.
Any assignment can start out routine—then suddenly, without warning, turn into the photographic adventure of a lifetime!

**Answer:** Be ready for the unusual and the usual will take care of itself. In other words, always load with Eastman Film, black-and-white or color.

For example, Eastman Tri-X Film has truly tremendous reserves of speed. It stops motion, gives added depth, offers acceptable grain . . . and is always dependable.

Greatly appreciated, too, is the advice and cooperation of the Eastman Technical Service for Motion Picture Film devoted solely for the service of the industry. It is available everywhere.

For more information, write Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

For the purchase of film:

W. J. German, Inc. Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.
Hartenbower Expects TV Code Link With All the Major Film Producers

WASHINGTON, June 15—"Prospects are excellent" for the recruiting of the major film production companies that are not yet affiliate subscribers to the Television Code, E. K. Hartenbower, chairman of the TV Code Review Board, has told the semi-annual meeting of the television board of directors of the National Association of Broadcasters that the association will increase its Hollywood staff when these companies join.

Hartenbower said that sex and violence in programming is "the industry's most vulnerable point and one on which we will face certain challenges within the next several months." He noted that since last August its Hollywood staff "has reviewed and edited 209 television scripts and 74 syndicated films other than those handled by the networks." When NAB opens its New York office, this script editing service will be expanded.

Station-Break Rule Changed

The Television Code was amended to decrease from 130 seconds per station break to 70 seconds the maxi- mum length of time which will be given to station announcements in peak evening time. This becomes effective Oct. 30.

To Co-Produce 260 'Cat' Cartoons for TV

Tele Features, Inc., and Trans Artists Productions, Inc., have finalized a contract calling for co-production of 260 "Gargantuan Cat" animated cartoon telefilms. President Al Odel of Tele Features said his firm will finance "over a million dollars" for the series, already in production, at Trans Artists Productions' Hollywood Studio. Tele Features will distribute the series with several major markets already sold.

Odel also announced that Tele Features will distribute a new cartoon series, "Magic Cat Theatre," produced by Lou Bunin. Other properties of Tel-Fe Features include "Coney Island Carnival," which has just been sold in Chicago and Detroit, as well as other major markets, and "Paw-Wow."
Pickus Blames Divorce (Continued from page 1)

in pre-divorce 1941, or 411 exactly a decade ago, Pickus asks, "What caused the full-off?"

Answering his own question, he points out in an exhibit that the basic cause lies in the gov-
ernment consent decrees, which forced the film companies to divest themselves of their theatres. If the 20th Century-Fox, for example, had several hundred of its own thea-
tres to supply, we feel certain its 1959 releases would have totally much better than the 33 turned out in 1959.

"Or if Paramount had to keep 400 of its own theatres operating, its 1959 release total of 17 would have been much higher. By 30 of 1945, or 31 of 1944. The same can be said of the other major companies divorced of their theatres.

Lost Financial Cushion

"Not only were the film companies relieved of the necessity of supplying their own outlets, but they also lost the financial cushion they needed to play off in their own theatres. Yet, naturally there were abuses in the old system under vertical integration which demanded correction. But the cure, in this in-
stance, has proven worse than the illness.

"Television's competition has been a factor, too, in the product decline," Pickus continues. "It now requires somewhere different to view the movie theatres to take people away from the ordinary, though voluminous, free fare available to them in their living rooms. But again it is doubtful if the film companies would have sold their pre-1948 libraries so readily to television if they had had their own theatre properties to protect from this nundulous box office competition.

"Theatre divortion had another depressing effect upon the quantity of production. Film companies became wholly dependent upon the competi-
tive market to recoup their production costs-let alone make a profit. The pressure was prone to gamble and more conservative in their com-
nitment of funds to a picture. Unless a picture's ingredients--its star values, its story, its intrinsic appeal--showed a real potential, the picture just wasn't made.

Monetary Risk Increased

"And, as certain stars, directors, writers, producers proved they could deliver these ingredients, their money stake in the production increased, making each picture that much more of a financial risk for the film com-
panies. The evolution of the independ-
ent producers and their package deals, and the soaring production costs were natural results of this condition. No one person, nor group, should be blamed.

"It followed naturally that when the film companies lost one of their pri-
mary reasons (aside from the basic profit motive) for making a lot of pictures, that of maintaining their own theatre interests profitably--they cut back their production schedules."

People

Morton Lightstone, formerly of the Island Theatre Circuit, has joined Fugoff & Becker Theatres here. He will be in charge of buying and pro-
gramming for all the circuit's out of-
town houses.

John E. Daly, who has been head of the MGM home office telegro-
raph room for the past 36 years, will retire from the company on Friday.

J. Franklin Teegardin, assistant man-
ger of the public relations department at Eastman Kodak Co., has been named assistant director of public rela-
tions, it has been announced by Thomas F. Robertson, director of pub-
lic relations, who also disclosed that Eugene B. Richner has been named manager of news services in the pub-
lic relations department. Richner has been manager of technical and scienti-
cific information.

R. E. Turner has taken over the Woodberry Theatre, Woodbury, Ga., from Martha Reeves.

James Biondo, veteran industry publicist who has served at various times with most of the major dis-

distributors, has joined the publicity staff at 20th Century-Fox International.

Mrs. Juanita Elwell, booker for Bailey Theatres, Atlanta, has been named "Woman of the Year" by the Atlanta chapter, Women of the Mo-
tion Picture Industry.

Vale to Do Screenplay For 'Glorious Physician'

From THE DAILY Boston

HOLLYWOOD, June 15.—Eugene Vale has been signed by Paramount to write the screenplay of Henry Blanke's "Dear and Glorious Physi-

cian," Jack Karp, studio head an-

nounced today. Vale will start work immediately on screen version of Tav-

lor Caldwell's novel of the life and times of St. Luke, which Paramount has announced will be filmed in Technicolor, with scope and spectacle of "The Ten Commandments." Vale is author of "The Thirteenth Apostle," which won a Christopher Award, Rupert Hughes Award and the Annual Book Award of the Secondary Board of Education.

Add Final Two Films to Festival at Stratford

The roster of feature pictures to be shown at the first Stratford interna-
tional film festival at the Stratford Theatre in Stratford, Conn., was com-
pleted with the announce-
ment by Albert M. Pickus, festival


"The Throne of Blood" is a Tolo


The Festival, which will run from Wednesday, July 15, through Tues-
day, July 19, will present a different film each of the seven evenings, with attendance limited to a 750-seat ca-
pacity of the Stratford Theatre, Pickus said. Prize-winning short sub-
jects will supplement each evening's presentation.

George Sweeney Dies

ROSLINDALE, Mass., June 15.— George Sweeney, 49, manager of the Rialto Theatre, a unit of American Theatres Corp., died suddenly here following a heart attack. He had been with the company for 30 years.

House Group to Vote

(Continued from page 1)

1962. Newly covered workers would be rated to $1 and progress to $1.25 hour over three years.

The Senate labor committee would extend coverage to 5.1 million em-

ployees and provide similar minimum pay rules. The committee tied 7 to 7--

and hence defeated--a proposal by minority leader Dirksen (R., Ill.) to exempt from overtime pay rules the employees of broadcasters in towns with populations of 100,000 or less.

Young, Daff Plan Film

On The Life of Ghandi

From THE DAILY Boston

HOLLYWOOD, June 15.— Lloyd Young has secured the exclusive mo-
tion picture rights to "The Life of Mahatma Ghandi," which his company will produce the winter. The deal was concluded between Young and his associates and the Navajivan Trust, a semi-public corporation es-

tablished by the late Mahatma Ghandi through Moraji Desai, chairman of the trust and also Minister of Finance of India.

AL Daff, formerly executive vice-

president of the Universal-International, will be associated with Young in the production as executive producer. Negotiations are underway for a major release.

In a Hurry for Special Trailers?

Let Filmac make them!

You'll be glad you did! We'll give you fresh, new, eye-catching quality... the finest quality!
HOLLYWOOD, June 15—The box office is due for a big surprise with this Rank Organisation comedy presentation if backed up with a deserving exploitation campaign. American audiences will love its highly entertaining, compatible humor, its colorful setting, and its delightful cast. It has the semblance of a musical without music. Nearly all of the action takes place aboard a luxury liner, with all of the fun motivated by the captain's unwitting relationship with his new crew, some of whom have bandied into a private racket of stealing the ship's supplies; and his attempt to maintain his dignity and position among an assortment of passengers, including two beautiful women, one of whom tries to get him into a compromising situation.

Most of the fun is adult in treatment, with some risque double entendre jokes, and bikini bathing suit contests adding sex and humor to the situations. One scene, however, dealing with a children's party aboard ship, reaches absolutely hilarity as the captain finds himself drawn into a slapstick pie, ice cream and cake-throwing melee to get even with a brat. John Gregson, who might be termed England's answer to Jimmy Stewart, delivers a most enjoyable delineation of the title role, as the captain entrusted to command a passenger liner after spending years of service with his company in charge of cargo vessels. Donald Sinden portrays his new first officer, whose main interest appears to be in conquering all of the females aboard, an irritant to Gregson until he finds himself involved "in cruise capers."

RICHARD WATTS, as the conniving chief purser, and Reginald Beckwith, as Gregson's personal steward, among others in the male list of characters are noteworthy contributors to the fun piece. On the distaff side, in co-starring spots are attractive Peggy Cummins and Nadia Gray, who vie for the captain's attentions, with Miss Cummins winning out in the end. Joseph Jann's production, and Jack Lee's deft direction make capital of the screenplay by John Whiting, Bryan Forbes, and Nicholas Plimpton, which was drafted from the novel by Richard Gordon. The film, building laughter from its opening scenes, rolls with continuous chuckles from its early moments when Gregson, in an ill-fitting uniform, is introduced to his first group of dinner guests at his table on the first night of his command of the passenger ship.

All of the situations that follow involve his appeasement of Maurice Denham, a large shareholder of the shipping line who tries to throw his weight around; watching the maneuvers of the ship's purser; keeping his first officer in line; playing guardian angel to a young overly-romantic female; keeping a happy drunk and his boisterous wife in tow; and trying to wear a "life preserver" that will keep him out of the sea of matrimony, among an endless list of situations that one is apt to encounter on a pleasure cruise.

Running time, 90 minutes. Release, in June.

SAMUEL D. BEINS

CASTLES SLATES TWO

HOLLYWOOD, June 15—Produced-director William Castle has scheduled "The Haunted" and "Ghost Train" as the next two features on his independent production program at Columbia.

Bobbi White, who has been associated with Castle on his earlier films, will write the screenplays for the two projects.

OHIO HOUSE REOPENING

NILES, O., June 15—The Robbins Theatre here, a unit of Robbins Amusement Co., will be reopened on Thursday following the fire of last November which virtually destroyed the lobby, foyer and front. The house has been completely remodeled and re-decorated.

SAMUEL D. BEINS
First Picture Story of Telemeter Operation
In Etobicoke, Ont., in This Week's M. P. Herald

The first detailed pictorial story of the operation of Telemeter, the pay-TV system at Etobicoke, Ont., is featured in this week's issue of "Motion Picture Herald," out tomorrow. The three-page, 17-picture story by Martin Quigley, Jr., "Herald" editor, is a thorough account of the Telemeter system, from an illustration of its studio and sales office through to its projection and statistical equipment.

The reader will learn why "the whole world is watching Etobicoke," why 5,000 homeowners already have subscribed, and how the box-office-in-the-home system operates.

TESMA-TEDA Meetings
In Los Angeles, Sept. 10

On the heels of an announcement this week that the Theatre Equipment & Supply Manufacturers Association and the Theatre Equipment Dealers Association had joined with Theatre Owners of America in jointly sponsoring the Motion Picture Industry Trade Show at the Hotel Ambassador, Los Angeles, this coming September, TESMA and TEDA announced yesterday that each of their associations will hold its annual convention immediately preceding the trade show. The two conventions will be held Sept. 10, 11 and 12, also at the Ambassador.

Conventions of the two associations (Continued on page 6)

IATSE Local Contributes
To Anti-Pay TV Drive

The first non-exhibitor contribution to exhibition's drive to outlaw pay-tv has been received by the Joint Committee Against Toll-TV from the Motion Picture Machine Operators Local 599, IATSE, of Fresno, Calif., Philip F. Harling, committee chairman, reported yesterday. A check from the Local was forwarded by Edward C. Irwin, president, and William Vogel, financial secretary.

Harling, who is also chairman of Theatre Owners of America's Anti-Pay-TV Committee, disclosed he expects the projectionist's local check to be the forerunner of contributions (Continued on page 2)

REVIEW:
Psycho
Paramount—Hitchcock

A real chiller to freeze summer audiences, this latest Alfred Hitchcock production is full of the touches of the old master. Mainly they are the touches which brought him fame as an expert in suspense and horror, with less of the outright spoofing which marked his more recent efforts.

It has also to a greater degree than is usual for the master a quality of performance and a tempo of rising suspense that puts it far above the ordinary mystery or horror story. Most notable in this area are the performances by Anthony Perkins and Janet Leigh, Perkins, especially, in a most difficult role which requires him to conceal the key to the mystery until almost the end of the picture reveals depths of ability beyond (Continued on page 6)

No Senate Action
House Labor Unit Approves
New Wage Bill

By E. H. KAHN
WASHINGTON, June 16.—The House Labor Committee today formally approved a minimum wage bill in which the exception of motion picture theatres is continued.

The bill is expected to go to the Rules Committee early next week and to the House shortly thereafter. There is a possibility that it may be passed before the Senate acts on its own minimum wage bill. It is still uncertain when the Senate Labor Committee will take up that measure, which also continues the exemption of theatres.

The House measure raises the pay (Continued on page 2)

Golden Resigns As W.B.
National Ad Manager

E. Gilbert Golden yesterday announced his resignation, effective immediately, as national advertising manager for Warner Bros. Pictures.

Golden was with the company for 35 years and in his present position for more than 20 years, having started as an office boy at the age of 14.

Benj. Kalmenson, Warners exec. (Continued on page 2)

NT&T 26-Week Loss
Reported as $835,981

From THE DAILY Bureau
HOLLYWOOD, June 16.—National Theatres & Television, Inc., and its voting-controlled subsidiaries, reported a consolidated net loss of $835,981 or 30 cents per share for the 26 weeks (Continued on page 6)
‘Psycho’ Plan
(Continued from page 1)

PHILIP GERARD, Universal Pictures Eastern advertising publicity manager, has returned to New York from London and Rome.

Dena Hefler, secretary to Harry Goldsmith, of the United Artists foreign department here, has become engaged to Phil Carstens. A summer wedding is planned.

Dr. Werner von Braun, German rocket scientist now a resident of Huntsville, Ala., will be in Washington Tuesday for the post at the Army at the Stars,” Columbia release which depicts his life story.

Jerry Lewis will arrive in New York on Monday from Hollywood.

Edward Legewie, production assistant to Darryl F. Zanuck, has been married in Paris to Helene de Beauchesne.

Al Lowe, Latin American supervisor for Universal-International, has arrived in New York from Brazil.

House Group
(Continued from page 1)

floor gradually to $1.25 hourly and covers about 4.1 million new workers, the committee’s vote today, 19 to 9, did not quite follow party lines. Two Republicans (Holt of California and Wainwright of New York) joined 17 Democrats in favoring the bill. It was opposed by eight Republicans and Rep. Londrum (D., Ga.).

The Senate Labor Committee was unable to meet today when Sen. Dirksen (R., Ill.) objected on the ground that its meeting would conflict with an early Senate session.

Rep. James Roosevelt (D., Calif.), sponsor of the broader wage bill which the committee whittled down to a measure which might pass and might not be vetted, hopes that the House will consider the bill next week and that it will come to a vote in the following week.

Buy Fight Radio ‘Spots’

Columbia Pictures has purchased key segments around the broadcast of the world’s heavyweight championship fight Monday night to plug Hall Bartlett’s “All the Young Men,” in which defending titleholder Ingemar Johansson makes his motion picture debut.

Reels Stolen, But the Show

(Continued from page 1)

West Pen

REAL WEST PENNSYLVANIA

(Continued from page 1)

One-page Picture Assn., general sales committee, and the MPAA sales and publicity directors committee have preliminarily endorsed acceptance May 26 at a meeting Western Pennsylvania exhibitors. James Vele of United Artists; Ferguson, and Charles Simonelli of Universal attended last month’s most pleased distributor cooperation and had a strong showing of Universal’s cooperation for the sales managers committee, and all and Ferguson for the cooperating men.

Ben Marcus of the Compo vire, who organized the idea, used it with great success in their territory, explained the operation at the May meeting and hoped to set the plan in operation the Pittsburgh area within a few weeks. The test will be conducted for a minimum of six months.

Each other test will be held in the other exchange area to see if both tests are successful it is put into the promotion into national operation, an exchange area at

LATSE Local
(Continued from page 1)

from other non-exhibitor organization and the public. He has appointed all exhibitors for contributions from the smallest community theatre and drive-in, to $25 biggest theatres and drive-in for security to funds to hire local relations economic and engineering help for the grass roots against pay-tax.

Goal of the drive, which will support the public, educators, veterans, chamber of commerce and interested groups, Harland said, will be a passing message in the next session of the house joint resolution on the pay-tax bill, both introduced by Rep. Oren Harris, chairman house interstate and foreign committee, which would legally ban pay-tax by cable or broadcast transmission, as not being public interest.

NEW YORK THEA

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gerrier, News Editor; Herbert Advertisements, Manager; Gus H. Fauss, Production Manager, TELEVISION TODAY, Cheryl S. Argusson, Editorial Director; Pinky Herman, Eastern Editor; Hollywood Crimson, Pictures Publishing Company, Inc., 1270 Ninth Avenue, Rockefeller Center, New York. Distributed by ROYCO, Columbia, Better Theatres and Better Refreshment Merchandising, each published 12 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame, Entered a class matter Sept. 21, 1898, 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 42 foreign. Single...
**West German Attendance Off 12.4% in '59: Attributed to Television Growth**

From THE DAILY Evening

WASHINGTON, June 16.—A drop of 12.4 per cent in attendance at West German (including West Berlin) motion picture theatres took place in 1959, according to Nathan D. Golden, director, Motion Picture and Photographic Film Division, Department of Commerce. The Association for the German Movie Industry (SPIO) reports that admissions in 1959 were approximately 600 million, compared to an estimated 680 million in 1958. The volume of 35mm projectors dropped from 926 in 1958 to 625 in 1959. A significant increase was reported in output of 16mm projectors for commercial and industrial use.

In the first three months of 1960, imports of motion picture cameras from all sources increased to $8,872,472 from the first quarter of 1959, with a value of 13,384 valued at $820,202. During January-March, 1959 imports of motion picture cameras were valued at $5,116,060. In the first quarter of 1960, the value was only $560,023. Imports of motion picture film less than 1 inch wide went from $1,647,925 in January-March 1959 to $122,650 in the first period of this year.

**Levine Sets Lucullan Feasts for 'Hercules'**

Embassy Pictures president Joseph E. Levine will stage two mammoth "Night with the Gods" celebrations in Beverly Hills and New York, with more than 700 members of the press, diplomatic corps and entertainment notables, as the opening day of Samuel Goldwyn's major "Hercules." The feature will be shown at the Roxy Theatre in New York on June 21, and on June 22 at the Forum in Beverly Hills, and at the Roxy in the projection of Levine's "Hercules Unchained."

Levine flies to Los Angeles over the weekend accompanied by Embas- sy Pictures director Ed Feldman, to supervise the Beverly Hills affair. The "Night with the Gods" festival will be held at the Beverly Hills Hotel, with velvet seaters and pillows around the hotel pool on which the guests can recline.

On June 26, Levine will stage his New York soiree at the elegant Forum of the Twelve Caesars in a midnight Greco-Roman air of revelry. Restau- ration Associates, Inc., operators of the Forum, report that the affair will be the most lavish party ever held in New York with the rarest of foods and wines being flown in from the far corners of the earth especially for the event.

In addition, Levine is having the Forum build a replica of the "Foun- tain of Forgetfulness," as depicted in "Hercules Unchained," from which champagne will flow continuously throughout the party.

**Lockwood & Gordon in Deal for N.E.T. House**

Special to THE DAILY

BOSTON, June 16.—Lockwood & Gordon, real estate brokers, has taken over the balance of the lease on the Haines Theatre, Waterville, Maine, from New England Theatres, Inc., which had operated the 700-seat house for 20 years. The Haines is the fourth theatre under the L&G banner in that city.

This is the second time that N.E.T. has given up a theatre in the past year. A deal was recently signed for the Central Square Theatre, Cambridge, to be leased to another party to be converted into a bowling alley. This transaction becomes final in September of this year.

**Changes Times Empty Film Bldg.**

Special to THE DAILY

DETROIT, June 16.—Not too long ago, every distributor here was housed in the Film Exchange Building. Aside from convenience, it was constructed to store films in the days when pictures were inflammable.

Today the building is in receivership, almost empty.

There remains, however, only Columbia, M-G-M and Warner Brothers.

First to move out some years ago were 20th Century-Fox to its leased build- ing and Paramount. Universal erected a new structure several years ago.

Now moved or moving to the Fox Building, which houses the vast the- atre of the same name, are Allied Artists, Allied Pictures, Buena Vista, Paramount and United Artists.

In addition, other Fox tenants in the industry include Cooperative Theatres (Michigan), Continental exhibitors Wisper & Wetsman, Sol Korman, Schulte Theatres, and Allied Theatres of Michigan, Inc. Complete the roster are entertain- ment attorneys Joseph P. Urick and David Newman, and movie public- ity and advertising offices of Fred Yaffe and Arthur Herzog, Jr. Five film trade papers have correspondents in the building.

The trek Foxwood has filled the block-long structure which, to make room for expected remaining distribu- tors, is contemplating turning store space into offices.

Finally, it is expected the former screening room in the Film Exchange Building will also be moved to the Fox, which already has another used by the theatre.

**Personnel Changes at U.A. Albany Exchange**

Special to THE DAILY

ALBANY, N.Y., June 16.—Cilton G. Levins, salesmen for United Artists here since 1935 and prior to that time employed by Warner Bros. and Columbia as a booker, has resigned, ef- fective tomorrow, to accept a sales position outside the industry, Levins, who came to Albany after employ- ment with Warners in Jacksonville, Fl., re- ceived notice of his appointment by Leon Weston. Weston, one-time salesman for Na- tional Screen Service in the Albany and New Haven, Conn., territories has been the sales manager for United Artists in the Syracuse area. That district is being divided, Weston handling one half, and Walter McPherson, of Buf- falo, the other.

Mrs. Marcia M. McLean, U.A. booker-office manager for about four years, will retire July 10, due to rea- sons of health.

L. M. Stockton Dies

HAWKSVILLE, Ga., June 16.—L. M. Stockton, general manager of Martin and Thompson Theatres in Georgia, died in his office here follow- ing a heart attack.
Production is now under way

ROCK HUDSON

starring

CO-STARRING

DOROTHY MALON

CAROL LYNNE

Directed by Robert Aldrich • Produced by

Music composed and conducted by

GUARANTEED
PRE- SELL
OFFER

...from the beginning
Mexico:

KIRK DOUGLAS

“DAY OF THE GUN”
In Eastman Color

JOSEPH COTTEN
FEVILLE BRAND

Eugene Frenke and Edward Lewis

Smkin · A Brynaprod, S.A. Production

A Universal-International release
Golf Tourney

(Continued from page 1)
golf tournament sponsored by New York's Cinema Lodge of Film and Faith at the Ryerson Country Club at Rye, New York. By evening their number was swelled to a capacity crowd of 250 to make this year's tournament one of the biggest and best. If anybody shows up with a good sunburn today and says they were out selling or buying film you can believe them. But the truth is that the rain put them. It was not on 44th Street or Ninth Avenue but on Rye greens and fairways, since everybody who was anybody was there.

Dickstein Ledns Chairmen
Presiding at the banquet which followed the day of just plain fun and good sport, Dickstein paid tribute to tournament chairman Martin Levine, creator and producer, Martin Kisch, publicity chairman Milton Livingston, and the working committee yesterday which included Herb Berg, Cey Seymour, Jack Hoffberg, Don Messerian and Mrs. Tressie Linn, Cinema secretary, for the success of the event.

Edward L. Fabian took the Film Daily Trophy for having achieved the low net while Arkie Tento won the Cinema Lodge Trophy for low gross.

The Joe Horatian Trophy went to Arthur Doyle as low net runner-up, while Aquila Giles, low gross runner-up, took the Jack Alcote Trophy.

The putting contest resulted in the following: among Martin Strassberg, Jack Curtin and A. G. Smith, Percy Furber hit the longest drive, with his nearest competitors in that category being Steve Trilling and Bill Cosby, in that order.

First, second and third place for the Hole-in-One effort went to, respectively, Sidney Stern, Earl Revoir and Jack Schaefer.

Journeyc Winners

Sahal Hassanein was held to be the best Dressed Golfer, while the accolade of Worst Golfer was bestowed on Alex Leslie.

First to arrive on the field of action was George Hornstein.

He who came the longest distance for the festivities was held to be Joe Satinsky, from Hollywood.

Psycho

(Continued from page 1)
anything he has shown. Miss Leigh, as the erring girl who steals for her lover, regrets it, and is murdered before she can make restitution, portraits nuances of character and interior motivation by facial expression and gesture to an extent worthy of an Academy Award.

Bucking back these two in lesser roles but just as effective are Vera Miles as Miss Light's sister who almost meets the same fate while tracing her sister's steps; John Gavin as Miss Leigh's lover; Martin Balsam as the private investigator who in a typical Hitchcock twist is murdered instead of finding the murderer; John McIntire as the country sheriff who first reveals the depth of the mystery; and Simon Oakland as a psychiatrist who in somewhat extended epilogue explains how it all happened.

Most effective in furthering the suspense and in pacing the rhythm of the picture is the photography by John L. Russell. Many of the shots, including extreme close-ups and traveling boom shots are pure Hitchcock but some of the more bizarre sequences would seem to be the work of Saul Bass who is given credit as pictorial designer.

Contributing also to the horror atmosphere are the settings. Most of the action occurs at a dingy motel on a back road near a moldy Victorian mansion where the proprietor lives and a good deal of it at night or in the rain.

Sex is not the primary manifestation of the psychosis with which the plot is concerned but the picture opens nevertheless with a long and embarrassingly frank bedroom scene at mid-day in a dingy hotel where Miss Leigh and Gavin, her lover, discuss the impossibility of marriage after a lunch-hour meeting. This, two touches of voyeurism, and two startling scenes of murders by stabbing as seen with the eyes of the murderer, mark the picture as definitely not for the young. The policy, set by Hitchcock, of not allowing patrons to enter after the main title was enforced at the Broadway opening at the DeMille theatre and would seem to have definite exploitation advantages.

Running time, 109 minutes. August release.

James D. Ivers

S.O.S. Pacific

Sidney Box—Universal

A PASSAGERS PLANE WAY OUT over the Pacific in bad weather suddenly gets in trouble: the control panel catches fire and an engine concuts. This is the suspense-laden situation that has been developed to a fare-thee-well in "S.O.S. Pacific," a Sidney Box Associates film which Universal is releasing in the U.S.

Granted it is hardly a new predication into which the characters in this melodrama have initially been placed. There is still plenty of life and excitement in the idea, however, provided the writing, direction, and acting are all as uniformly good as they are here.

The screenplay of Robert Weston is written tersely and with humor, and Guy Green has directed with a mounting sense of tension as well as with an appreciation for the nuances of character. The characters in the story may be "types," but excellent actors endow them with real personalities.

There is the surly pilot, an alcoholic, played by John Gregson; the pretty and courageous stewardess, represented by Pier Angeli; the American man of mystery, Eddie Constantine, being taken by a police officer, Clifford Evans, to stand trial for smuggling; the seedy derelict, Richard Attenborough; the prim Englishwoman, Jean Anderson; and a self-styled "half-breed tart," engagingly played by Eva Bartok, among other passengers.

Under the strain of the frightening plight in which they find themselves, these characters all react either with courage or fear. When the plane crashes, they are suddenly confronted with a new crisis supplied in the script as an unexpected "twist." They discover that the island on which they have landed is about to be blown up in a hydrogen bomb test!

How the characters eventually extricate themselves from this new situation forms the rest of the film. Nothing that happens after the crash is particularly plausible, but will have the action fans chewing on their nails just like the first part.

Running time, 92 minutes. Release, in July.

Richard Gertner.
‘Story of Ruth’ Makes Glittering N.Y. Debut!

Broadway was host to the most exciting and glamorous Paramount Theatre here in recent times as the benefit debut of “The Story of Ruth” brought hundreds of celebrities and industry notables to the showcase. Thousands of ticketholders fought police to catch a glimpse of the event. Here 20th-Fox president Spyros P. Skouras and Mrs. Skouras (right) greet lovely Peggy Wood, one of the stars of “Ruth.”

Thirteen vice-president Charles Einfeld and Mrs. Einfeld (left) greet Israeli ambassador to the U. N., Arich Eshel and Mrs. Eshel.

A triumphant hug is given new-star from the Land Elana Eden by famous Peggy Wood, also stars in the Samuel Engel production.

Some of the thousands who jammed Times Square for the Musicians Aid Society bow. Mishel Piazzro, internationally-known conductor, is president of the Society.

Twentieth general sales manager C. Glenn Norris (right), assistant general sales manager Martin Moscowitz (left) and ABC-Paramount Theatres vice-president Edward L. Hyman form a happy industry trio.

Peter Falk, who co-stars in 20th’s “Murder, Inc.”, opening June 28 at New York’s Victoria Theatre, is interviewed by NBC’s Monitor.

Mr. and Mrs. Victor Borge (he’s the chairman of the Musicians Aid Society benefit and the well-known pianist and entertainer) say hello to Paramount Theatre managing director Robert K. Shapiro.
THE STORY OF RUTH is a BLOCKBUSTER!

* Call Dick Beck at the Oriental Theatre, Chicago, for the good news! Call 20th!
Expect Theatre TV of Tonight's Bout
To Beat Old $1.4 Million Gross Record

A new record gross for large screen, closed circuit TV of a championship fight is expected to be set tonight, barring any wide-spread inclement weather that would keep large numbers away from the more than 200 theatres, arenas, ball parks, etc. in 60 cities which will show the Johansson-Patterson heavyweight championship bout at the Polo Grounds here. The previous record of $1,400,000 was set with the second Robinson-Basilo go in 1938.

There will be 200,000 closed circuit TV seats available at an advance cost to the public of $4 to $5. About half the locations and seats are theatres. Conservative estimates of grossing probabilities for tonight's large screen telecast, granting favorable weather conditions, are from $1,500,000 to $1,600,000. The advance sale, according to spot checks, is running better.

Johansson Signed by Bartlett for Film Role

From THE DAILY Bureau

HOLLYWOOD, June 19.—Heavyweight champion Ingemar Johansson has signed with producer Hal Bartlett to star in the latter's independent production, "The Big Man." Johansson recently made his American film debut in a top role in the Bartlett production for Columbia release "All the Young Men.

Allied Takes New Crack at Roadshowing Films

From THE DAILY Bureau

WASHINGTON, June 19.—Continuing its campaign to move up the 35mm release of M-G-M's "Ben-Hur," the emergency defense committee of Allied States Ass'n. at the weekend issued a bulletin asserting that exhibitors "resent" the practice of "discrimination" in favor of 70mm theatres. This reaction has spread to theatre patrons, EDC claims, and quotes from.
PERSONAL MENTION

WILLIAM G. REICH, American International Pictures vice-president in charge of foreign distribution, has left here for Los Angeles where he will join JAMES H. NICHOLSON, president of Samuel Z. Arkoff for a world tour.

HARRY M. KALMINE, vice-president of the Stanley Wamsor Corp., became a grandfather late last week with the birth of a daughter, NICKY, to Mrs. PAUL LAZEY, the former JANET KALMINE.

WILLIAM CASTLE, producer-director, has arrived in Detroit from Hollywood.

MARVIN LEVY, of the M-G-M home office advertising-publicity department, has returned from Hollywood following a three-week tour in behalf of "The Adventures of Huckeberry Finn."

ROY WINKLER, free-lance artist, has returned to New York from Hollywood and San Francisco.

SUSAN SCHAEFER, daughter of SIDNEY SCHAEFER, Columbia Pictures director of media and printed advertising, was married here yesterday to ARNOLD I. LEVY.

Columbia Duo Strong

William Goetz’ “The Mountain Road” and Louis de Rochemont’s “Man in a String” grossed $2,900 on the opening day of the dual bill at the Abele Theatre in Brooklyn, it was disclosed last week by Columbia Pictures, distributor of both films, which have been booked to play the complete RKO circuit beginning June 29.

Ycheck with national screen service for the best in SPECIAL TRAILERS

Motion Picture Daily, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Fiers, Managing Editor; Richard Gertinger, News Editor; Herbert V. Advertisers; Manager, Gus H. Fangel, Production Manager; TELEVISION TODAY, Charles S. Arrington, Editorial Director; Pinky Herman, Eastern Editor; Hollywood 6-9-25; Yucca-Wins Building, Samuel D. Berns, Managing Editor; téléphone Hollywood 3-4424; Washington, D.C., 6-7-95; Bear St., Cincinnati, 6-9-9; Hope, 6-9-25; Martin Quigley, President; Martin Quigley, Jr., Vice-President; Leo J. Brady, Secretary. Other Cities. 13 times a week as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fama. Entered as second-class matter Sept. 21, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879, Satisfaction rates per year, $6 in the Americas and $12 foreign. Single copy...

MP1 Pledge

*Continued from page 1*

sire the present status and its plans of the exhibitor-sponsored collective to a board at any point here last week.

The same meeting voted to reject a restriction that limited MP1 in any one production to 15 cents a cent. MP1’s assets, however, the limit was raised to 20 percent, although this could not be confirmed immediately.

MP1 is understood to have r

Theatre TV of Bout

*Continued from page 1*

than for any previous fight. How experience has shown that the...}

Order 1,000 Prints

*Continued from page 1*

pany history for a boxing even far exceeds the number of print...}

Einfeld to Europe

*Continued from page 1*

field will attend the world premiere Jerry Wald’s “B Brunson and Hitchcock’s “Psycho” in its joint New York premiere debut last week. Combining the re...
BRIDES of DRACULA

IS GROSSING 31%
BETTER THAN HORROR
OF DRACULA IN ITS
EARLY OPENINGS!

It’s a HONEYMOON for “Brides” in

ATLANTA, Paramount
SAN ANTONIO, Texas
DETROIT, Palms
BAY CITY, Washington
FLINT, Palace
SAGINAW, Franklin

MILWAUKEE, Towne
NEW ORLEANS, Joy
GRAND RAPIDS, Regent
BATTLE CREEK, Michigan
JACKSON, Capitol
MUSKEGON, Michigan

BRIDES of DRACULA

Technicolor®

Starring PETER CUSHING - FREDA JACKSON - MARTITA HUNT
YVONNE MONLAUR • Screenplay by JIMMY SANGSTER, PETER BRYAN and EDWARD PERCY • Directed by TERENCE FISHER • Produced by ANTHONY HINDS • Executive Producer MICHAEL CARRERAS

A Hammer Film Production • A Universal-International Picture
**REVIEW:**

*The Subterraneans*

**M-G-M—CinemaScope**

Some sharp and scintillating dialogue contributes verbal excitement to "The Subterraneans," but it doesn’t help to explain the "beatnicks" of the present better than have previous films on the subject. At least, however, this picture treats the new Bohemians seriously and with some sympathy instead of exploiting them for farce or melodrama as in the past.

Exhibitors thus can promote "The Subterraneans" (so-called because they spend most of their lives in underground habitats—cellars, attics, and basements) as a "beatnick" film with a difference. On the one hand, with the "beat" generation not so much in the limelight recent showmen might do better to concentrate on selling this picture romance, played out in an attractive manner by two of the most gratifying young players on the screen today—Leslie Caron and George Peppard.

Miss Caron, of course, was "Gigi," and she gives further evidence of her talent here through a touching depiction of a young woman seeking to escape reality among the pleasure-seeking "beatnicks." Peppard, the actor who stole "Home from the Hill" from veteran stars and another pair of newcomers, shows his work in the picture was no flash-in-the-pan. He gives another vigorous and intelligent performance as a young writer looking for "kicks" among the Bohemian crowd and finding real love instead with Miss Caron.

The affair between these two is the heart of "The Subterraneans" and it runs a rocky path of hot lovemaking, bitter bickering, and eventual reconciliations. For all the unconventionality of the romance, however, it has a respectable conclusion: Miss Caron becomes pregnant, and Peppard does the right thing by her—offers to marry her and is accepted. Neither of these leading characters is adequately explained in the screenplay of Robert Thom, but the actors bring such vitality to their performances that the average spectator is hardly likely to notice.

In the meantime some fascinating glimpses of life among the "beatnicks" are supplied, particularly in an early scene in which a host of them gathers in a basement for a weird ritual which seems akin to the professional at a revival meeting. The lights are dimmed and a spot turned on the faces of one of the participants who then rises and addresses the audience about his philosophy of life.

Here, as throughout the film, the dialogue is exciting and original with the "beatnicks" all talking like characters in a stage play—a particularly brilliant comedy of manners. Sample: "Life is one long party and all the people in the world are party-crashers." Or the hero trying to explain himself: "I go through men like most men go through money. I wish I could hoard one man just once."

"The Subterraneans" comes from a book by Jack Kerouac, the priest of the "beat" novelists, with the most considerable change being that the Caron character was a Negress in the original. Arthur Peppard has given the film an expensive look with CinemaScope and Metrocolor and Ranald McDougal directed with skill, having some effortful dialogue spoken with glibness, not only by the leads but much superior talent. Roddy McDowall and Janice Rule, as two other disturbed "beatnicks" is only the picture told us clearly what they’re troubled about or what they stand for, if anything.

Running time, 89 minutes. Release, not set.

**Richard Gertr**

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**To Honor O’Donnell**

(Continued from page 1)

O’Donnell’s honor, and to the Dallas Bliad Children’s Services.

Seats will be $30 each in the 1500-seat house for that evening’s performance. Leading government officials, dignitaries, social leaders and Wayne himself will attend the charity showings.

Spearheading the drive is Phil Isley, owner of a large chain of Texas theatres. Assisting him is Gordon B. McLendon and other Texas businessmen.

**Re-Decorate S-W Ho**

WASHINGTON, June 19,--Redecoration of the Stanley W. Takoma Theatre has been completed. Scheduled are improved projection, new seating, new carpeting for the auditorium, new wall covering, a screen and a new traveler. Planning is refurbishing of the lounge and recreation for the lobby. The theatre will remain open while these improvements are being made since the work will be conducted during non-business hours.

**Richard Gertr**
**DAMN HIM!**

...Three women damned his soul!

---

**Burt Lancaster and Jean Simmons in Sinclar Lewis' Elmer Gantry**

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**DAMN HIM!**

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**REVIEW:**

**12 To The Moon**

**Columbia**

"12 to the Moon" (10 men and two women) is a science fiction picture unusual only in its political ramifications. The crew of the first manned rocket ship to the moon is composed of scientists from countries all over the world, including a Negro from Nigeria and a Polish Jew from Israel. America is represented by Ken Clark, the captain, and Bob Montgomery, Jr., a mathematician genius barely out of his teens. Francis X. Bushman does not make the journey but is a guest star in the picture.

Two of the voyageurs, Anna-Lisa, a Swedish blonde, and Tema Bey, a Turkish biologist, fall in love and once on the moon are captured by beings there who live underground. Another of the dozen, Phillip Baird, British geophysicist, dies in lunar quicksand.

A Russian, Tora Conway, and a German, John Wengraf, exchange unpleasantities all the way through, and Richard Weber, the Israeli, gives both of them a going over. But the authentic villain of this piece is Roger Til, a French communist who plots to keep North America in a frozen state after it is ice-covered by those moon fellows who want to teach earthlings a lesson. Finally, when they see that humans do possess redemptive qualities, the moon crews turn on the heat and defrost the U.S., Canada and Mexico. The rocket party lands safely, their journey a success.

The story by Fred Gehrhardt, who also produced, was adapted from a screen by DeWitt Bodeen and directed by David Bradley. Patrons who enjoy outer space films will be satisfied with this one.

Running time, 74 minutes. Release, in June.

Saul Ostrrof

**Flinn to Mexico City**

**Hollywood, June 19.** — John Flinn, Columbia Pictures studio director of publicity and advertising, left over the weekend for 10 days in Mexico City, accompanying George Sidney and his "Pepe" company for additional filming.

**Cinestage to Reopen**

**Chicago, June 19.** — The Cinestage here will reopen on July 1 with "Pay or Die" at popular prices and on a continuous performance basis.

not to perform services for the Alliance in the writing of scripts for pay-TV.

(6) Improvements in installment payments to writers.

(7) Improvement in relation to credits and in provisions covering speculative writing.

It was pointed out that the guild's royalty concept will open new and heretofore unattainable domestic markets because the financial obligations imposed by residuals will not be removed.

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**Strike Settled**

*(Continued from page 1)*

Ten WGA and the networks. The last had been holding private meetings with AMPP during its course of negotiations with WGA.

The agreement on terms which will end a strike by the guild against major production firms of the Alliance was announced by WGA-West Curtis Kenyon, and Alliance West Richard Jencks.

A memorandum of agreement was signed by Jencks, Kenyon and Evelyn By, executive director of DGA.

Agreement will be passed on to the guild council at once for submission to the general membership.

**Provisions Outlined**

Principal provisions of terms are: Contract to be for six years from date on which the strike is terminated against the Alliance. Minimum salary scale to be 10 per cent the first two years of the contract plus an additional per cent compound interest over the two years of contract.

Establishment of a joint fact-finding commission to determine a formula whereby writers will receive their original salary for the runs only and thereafter receive a minimum of 4 per cent of the gross all re-runs, domestic and foreign in perpetuity. The commission will use writers' television per annum payments over the past five years as a basis on which to determine the royalty percentages, with 4 per cent of the world gross as a floor.

**Alliance Permitted Rejection**

The Alliance reserves the right to the commission's recommendations at the end of the two years of contract. In this event, the two years of the contract will be reduced to the existing percentage of minimum residual formula. Coverage will extend to the second two years of the current guild and the Alliance accept the commission's findings, this contract is nullified and replaced with an agreement whereby writers will receive their original salary for the runs only and thereafter receive a minimum of 4 per cent of the gross all re-runs, domestic and foreign in perpetuity. The commission will use writers' television per annum payments over the past five years as a basis on which to determine the royalty percentages, with 4 per cent of the world gross as a floor.

**Regarding Pay-TV**

Provisions covering television for pay-TV as follows: Alliance is that it will, before releasing a television film to pay-TV, negotiate an agreement for such use of V. If no agreement is reached, guild may cancel its free television arrangements. The Alliance will not engage any writer to write films intended primarily for pay-TV. The guild of its intentions agreement is reached, the guild be free to instruct its members
A BRIGHT and sunny day plus a capacity turnout of 250 combined to make the ninth annual film industry golf tournament sponsored by New York's Cinema Lodge of B'nai B'rith at the Ryewood Country Club at Rye, N.Y. last Thursday one of the biggest and best yet.

Everybody showed up, with the Rye greens and fairways bustling with industry figures. Presiding at the banquet which followed the day of fun and sport, which involved, in addition to the golfing aficionados, pinochle and gin rummy players both of the expert and inexpert varieties, was Abe Dickstein, of Twentieth Century-Fox, new president of Cinema Lodge. He paid tribute to tournament chairman Martin Levine, co-chairman Marvin Kirsch, publicity chairman Milton Livingston, and the working committee which included among its members Herb Berg, Cy Seymour, Jack Hoffberg, Don Mersereau and Mrs. Tessie Linn, Cinema Lodge secretary, for the success of the event. Edward L. Fabian took the Film Daily trophy for having achieved the low net, while to Arkie Trento went the Cinema Lodge trophy for low gross. The Joe Hornstein trophy went to Arthur Doyle as low net runner-up, while Aquila Giles, low gross runner-up, took the Jack Alicoate trophy.

At the presentation of top prizes. From left: Joseph Rosen, Abe Dickstein, Fabian, low net winner; Marty Levine, Arkie Trento, low gross winner; Mar Kirsch.

Putting Contest. Jack Hoffberg, Lou Golding, George Trilling, Ben Gladstone and Steve Trilling, on the practice green at Ryewood.

Driving Off. From left to right: Percy Burber, A. C. Giles, Bingo Brandt and Richard Brandt.

Milt Newell, George Dembow, George Aaron and Sam Wiener, as they prepare to tee off.

Photos by Edward Kir.
ANNOUNCING A SPECIAL ISSUE OF MOTION PICTURE HERALD

MOTION PICTURE HERALD of July 2nd will be a special issue celebrating Martin Quigley’s 45 years of service to the industry. Beginning as the industry was just sighting the new era that followed the nickelodeon, his career reaches its 45th year as the industry enters a new decade of brighter, broader prospect after one of unprecedented challenge. The fateful '50s are behind us and again new horizons appear. Among features observing Martin Quigley’s 45th year, Motion Picture Herald of July 2nd will offer facts and appraisals which are shaping the motion picture industry for these new times.
I may not know everything but I'm sure of this. The theatre that shows trailers regularly gets more traffic, sells more candy and does a bigger gross. I ought to know. I do the cleaning regularly...and this theatre uses trailers with every show.
TOA Hails Plan for Exhibitor-Backed Production Firm; Eager to Participate

Theatre Owners of America hails the proposed exhibitor-sponsored film production company in its current bulletin and declares that TOA stands "impatiently eager to help and participate in it."

"It is our hope the new company can be activated quickly and if it is, TOA will be foremost among its enthusiastic supporters," the bulletin declares. Members are told, "We urge you again to be ready with your financial support to get the show on the road as quickly as possible."

The project, initiated by the American Congress of Exhibitors, is described on page 4.

Cinerama Sets Four New Films; Single Lens

Large Loan Will Finance Research and Production

Cinerama, Inc., will use $9,000,000 borrowed from the Prudential Insurance Co. to finance research and development of a single lens photographic system and to finance four new Cinerama pictures, stockholders are told in the annual report of the film company issued yesterday.

Terms of the deal with Prudential are spelled out in notes to the financial report for fiscal 1959, which shows a net loss of $108,672 as compared to a net loss of $94,194 for 1958. Operating income for 1959 was $2,505,251 against $1,773,460 for the previous year.

In the agreement with Prudential, which was made in May of 1959, Cinerama can borrow series A notes up to $1,500,000 for development of Unicolor, the single lens system, and

Quigley to Moderate Ohio ITO Sessions

Special to THE DAILY
COLUMBUS, O., June 20—Martin Quigley, Jr., editor of Motion Picture Herald, will act as moderator and master of ceremonies at morning and afternoon sessions Thursday, Oct. 13, of the convention of the Independent Theatre Owners of Ohio in Columbus, it was announced by Ken Prickett, executive secretary.

"These meetings will be a great success of operation of United Artists As-

Re-Name 4 International Variety Clubs Officers

Special to THE DAILY
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George Hoover of Miami was re-

TOLD IN ANNUAL REPORT

EXHIBITOR-BACKED PRODUCTION FIRM

DAILY

MOTION PICTURE

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PLANT VARIETY CLUB DRIVE: Joseph Levine (left), chairman of the membership committee of New York Variety Club No. 35, and Harold Zeltner, Metropolitan district manager for MGM, who has been appointed associate chairman, map plans for a membership drive. Levine's goal is to make Teni No. 35 the biggest in the world.

Erickson, Sales Veteran, Plans to Retire Sept. 1

SAN FRANCISCO, June 20—Jack Erickson, San Francisco branch manager for 20th Century-Fox, today announced his retirement, effective Sept. 1. He will be replaced by Reville Knuffin, now branch manager of the Denver exchange.

Erickson has been in the industry for 40 years. He moved to San Francisco from New York in 1920 as a salesman for Pathe. Later he went to work for Universal as a salesman, then Gaumont-British. In 1937 he started with 20th-Fox. He was made San Francisco branch manager in 1951. Knuffin worked as assistant sales manager to Erickson several years ago. Later he went to Los Angeles as branch sales manager and was made assistant division sales manager to Herman Wehrle, now retired. In March, 1959, Knuffin was made branch sales manager in Denver.

Senate Minimum Wage Group Meet Delayed

WASHINGTON, June 20.—The Senate labor committee was unable to continue work on its minimum wage proposal today when minority leader Dirksen (R., Ill.) objected to a meeting that conflicted with a Senate session.

Majority leader Lyndon Johnson (D., Tex.) expects to have the Senate convene at noon Tuesday so that the committee will be able to meet.

at the fancied Mission Inn in Riverside.
Mark Damon and Myrna Falkey, co-stars of the picture, headed the celebrity contingent.

'U' Mid-Summer Sales Meet in San Francisco

Universal Pictures will hold a four-day mid-summer sales executives conference at the Hotel Fairmont in San Francisco starting next Monday, to be attended by the company's executives from New York and California and its regional sales managers, it was announced by Henry H. "H." Martin, vice-president and general sales manager. Martin will preside.

Milton R. Rackmich, president of Universal, and Edward Mulh, vice-president in charge of production, will participate as will David A. Lipton, vice-president in charge of advertising and publicity.

Attending from New York besides Martin will be F. J. A. McCarthy, assistant general sales manager; James J. Jordan, circuit sales manager and Jeff Livingston, executive coordinator of sales and advertising.

Regional sales managers participating will be Barney Rose, who heads up the West Coast; Joseph B. Rosen, who headquartered in New York; P. F. Rosian from Cleveland and R. N. Wilkinson from Dallas.

Mid-South Allied Meet In Memphis, July 11

LAKE PARK, La., June 20.—Allied Independent Theatre Owners of the mid-South will meet at the Hotel Gayoso, Memphis, Thursday, July 11, Al Myrick, president of national Allied States, announced.

Myrick and Truman Renabauck, chairman of Allied's emergency defense committee, have been scheduled as speakers for the meeting.
100 THEATRE SATURATION
SMASH OPENINGS TO ALL-TIME HIGHS. BOXOFFICE RECORDS KNOCKED OVER LIKE TEN PINS!

READ what the Exhibitors say:

"Absolute all-time record."
"Opening surpassed anything we have ever had."
"Best Wednesday in 10 years."
"Opening day a new house record - 4th day broke that.
"Ladies a big part of audience and loved it - holding over."

"Color gorgeous. Excellent comments."
"Audiences really enjoying it. Television campaign was great."
"Midweek business topped best week-end."
"Great holding power. Turnaway business every night."
"Average week's business on opening day."
"Drive-In traffic backed up 5 miles. Turned away more than we kept."

BOXOFFICE RECORDS WERE MADE TO BE BROKEN BY THUNDER IN CAROLINA IN COLOR

FILMED ON THE SPOT AT THE GREAT "SOUTHERN 500"

DORY CALHOUN
CO-STARRING ALAN HALE - CONNIE HINES - JOHN GENTRY
WIDE SCREEN

Flash!
"This picture has put us back in business, thanks to Howco. Original booking 7 days, will hold second week sure, and then continue indefinitely."
— H. F. McManus
Greer Drive-In Theatre Greer, S. C.

NATIONAL RELEASE JULY 15
Cinerama Sets

(Continued from page 1)

series B notes up to $1,500,000 and Series C notes up to $6,000,000 to finance 75 per cent of the cost of production of four new Cinerama films. The remaining 25 per cent of the cost, to a maximum of $7,500,000 per picture, is to be invested for an equity in the pictures by Robin International, a corporation owned by Nicholas Resini, now chief executive officer of Cinerama, Inc. (Robin Int'l is licensed to exhibit Cinerama pictures in foreign countries.)

All loans under the agreement bear interest at 6 per cent and are secured by the pledge of the capital stock of all present and future subsidiaries and by liens or rights to obtain liens on substantially all of the assets now owned or subsequently acquired by Cinerama and throughout the 20-year continuance of the agreement.

 Provision for Prudential

Prudential will also receive the following interests in consideration of the May, 1959, agreement:

Five per cent of the gross box office receipts from exhibition of four new Cinerama pictures during a six-month period following their release by Cinerama, Inc., of the gross production costs.

Commencing April 1, 1974, a 15 per cent interest in film rentals realized by Cinerama from the exhibition of each of the four new pictures.

For the period April 1, 1959, to April 1, 1974, a 15 per cent interest in the total consolidated cumulative

IN A HURRY FOR SPECIAL TRAILERS?

Let Filmac make them!

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

FILMAC CHICAGO, IIL.

Thursday, June 21, 1956

T.O.A. Hai

(Continued from page 1)

signed to introduce a new pre-source capable of supplying 12 features annually to help relieve product shortage. The five largest suits were pledged $400,000 to get the company started and ported $1,500,000 has been pled by large independent circuits and other sources.

No general appeal to exhibitor financial backing has been made nor has the exhibitor associa been called upon for help.

Hyman Resigns

(Continued from page 1)

sociated, Inc., not only in your gitative direction of sales and prin but also in the administrate the entire operation. . . . We look forward to further association be you and our company in the circle of independent ventures similar arrangements which we enjoyed past and which are continuing our association with Seven Arts Prinfs."

Meanwhile it was reported on coast that the group was seeking to own some 100 post-1948 pictures

Warner Bros. Previous effort

Morrow Picture Daily to check ports that Warner's planning pictures from its post-1948 deal have been unsuccessful.

Hyman has been president of since the fall of 1958, when the studio was organized with Bob Benjamin as chairman, to take and distribute the film library of Associated Artists Prod
corporated, founded by Hyman in 1950.

U.K. Attendance

(Continued from page 1)

dances averages 10.1 million takings £1.25 ($3,500,000) weekly.

The April figure, however, was 1.9 million below the weekly attendance during April last year. The average admissions for the whole of 1959 were 11.6 million gross box-office takings were £1.33 million weekly ($6,724,000).

Report Attendance

In Drop for May

Motion picture theatre attend during May was almost 13 per less than that reported same month year ago, according to Snillov Company's "motion picture act report for the last week in May major drop off (24 per cent) on the "hardtop" theatres, for the attendance was up about 3 per over the same period last year.

Thai King at Studio

HOLLYWOOD, June 20 -- Bhumibol Adulyadej of Thailand held a press conference on Thursday following a luncheon arranged the Association of Motion Picture Ducer.
The Emmy Award Winners

The following personalities and programs were the winners of the annual Emmy Awards of the Academy of Television Arts and Sciences.

Outstanding Single Performance by an Actor

Outstanding Single Performance by an Actress

Outstanding Program Achievement in the Field of Humor

Outstanding Performance in a Variety or Musical Program or Series

Outstanding Achievement in the Field of Music
Leonard Bernstein and the N. Y. Philharmonic series, CBS.

Outstanding Performance by an Actor in a Series
Robert Stack, "The Untouchables," ABC.

Outstanding Performance by an Actress in a Series
Jane Wyatt, "Father Knows Best," CBS.

Outstanding Program Achievement in the Field of Children's Programming
"Huckleberry Hound" (Series) Syndication.

Outstanding Program Achievement in the Field of Public Affairs and Education
"Twentieth Century" (Series) CBS.

Outstanding Writing Achievement in Drama
Rod Serling, "Twilight Zone," CBS.

Outstanding Writing Achievement in Comedy
Al Gordon and Hal Goldman, "Jack Benny Show," CBS.

CBS Scores

(Continued from page 1)

the host station, and two for ABC.

led by Stack, "The Untouchables" won four awards, two for its original presentation last year on CBS' "Westinghouse-Desilu Playhouse" and two as a regular ABC series.

Dr. Frank Stanton, president of CBS, won the Trustees' Award. Hosts for the 90-minute program were Arthur Godfrey here and Fred Astaire in Hollywood. For the first time, scaled envelopes containing winners' names were discarded in favor of a small hand-operated screen, which was similar to television prompting equipment. The screen contained names of all nominees and winners in each category.

Despite mechanical difficulties, occasional missed cues and the visual overdose of commercials, the program moved smoothly, thanks largely to Astaire's brightness and some clever comedy spots by Bob Newhart and Joe Flynn.

Business Brisk

(Continued from page 1)

turns are in from the 230 outlets in 160 cities in the U. S. and Canada which offered the large screen TV of the fight, but spokesman for TelePrompTer, which handled the ancillary rights, said they expected the former gross record of $1,400,000 to be bettered.

The 230 outlets were a new record for locations offering large screen TV of a heavyweight championship fight. About half the outlets were theatres, the remainder being ball parks, auditoriums and arenas. They provided 700,000 seats, with indications last night that more than half had been sold at prices averaging $4 to $5.

The New York area was blacked out for theatre television for an area of 75 miles, the nearest localities carrying it being New Haven, Conn., and Asbury Park, N. J. There was no home television but American Broadcasting carried the radio broadcast nationally.

United Artists, which has the motion picture rights, will have a record total of 1,000 prints in theatres starting late this afternoon in New York and nearby areas. They will be flown to the company's exchanges around the country as quickly as possible.

On Canada Pay-TV Thursday
In Etobicoke, Ont., the Teleneter pay-TV system will show the film of the fight starting Thursday, day and date with 10 other Famous Players Canadian theatres in the Toronto area. It will be offered to over 1,000 subscribers with "Our Man in Havana" at the regular program charge of $1, Teleneter said.

Teleneter negotiated for the closed circuit TV of the fight but the deal was not concluded because TelePrompTer held out for a price in excess of the maximum $2 that the Teleneter attachment can collect for a single program.

Community Antennas Used
The fight also was carried on 12 community antenna TV systems in the west at a voluntary premium of $2 above the established service charge.
Arthur B. Krin, president of United Artists, is presented as one of New York’s “decisive dozen” cultural leaders in an article in the July issue of Esquire Magazine. Another of the 12 is Robert W. Sarnoff, chairman of the board, National Broadcasting Co.

Tony Masella, for 10 years manager of the Palace Theatre, Meriden, Conn., received a letter of commendation from the Loew’s circuit for 20 years of service. He joined the sales staff of John Hancock Life Insurance Co., Hartford.

Sharon Silverthorne, daughter of Jack Silverthorne, manager of the Hippodrome, Cleveland, has joined the office staff of Columbia Pictures there.

Sidney Meyer, co-founder and one-time chairman of board of Wometco Enterprises, Miami, Fla., and Charles Goldstein, Roy Schechter and C. J. Achee, former officers of Wometco, have formed KarLand, a new Miami business venture built around the current craze for “go-karting,” wizzing around a small track in a tiny automobile.

Mrs. Irene Managhan has been named “Woman of the Year” by the Charlotte chapter, Women of the Motion Picture Industry, at their annual installation meeting of the organization. Mrs. Billie Harris won the Charlotte News Showmanship Award, which was presented by Emery Wister. Officers installed were: Mrs. Rebecca Hunter, president; Mrs. Blanche Carr and Mrs. Ruby Brooks, vice-presidents; Barbara Stupson, recording secretary; Mrs. Amalie Gantt, corresponding secretary, and Mrs. Thelma Culp, treasurer.

Dr. Ned Brainard, professor of physical chemistry at Medfield College of Technology, has joined the Walt Disney studio as a consultant in exotic research. As his first assignment, he will create special effects for “The Absent Mind Professor.”

Beverine Carnes, owner of the Midway Drive-in Theatre, Ascuneys, Vt., has been elected an alternate delegate to the Democratic National convention in Los Angeles.

Installing 70MM.

BOSTON, June 20.—The Arcade Theatre, Springfield, Mass., is being equipped with 70mm equipment by Massachusetts Theatre Equipment Company of Boston, headed by P. Edward Copley. Operated by B&O Associates and managed by Arthur Darley, the Arcade will show 20th-Fox’s “Can Can” on July 7 as the first large screen production on a reserved seat basis, to be followed in mid-October by MGM’s “Ben-Hur.”

Rank Will Conduct Playdate Experiment

From THE DAILY BUREAU

LONDON, June 17 (By Air Mail)—The Rank Organisation is to introduce a Monday to Sunday playdate experiment at nine of its suburban theatres next month.

“The change in policy,” said a Rank spokesman, “although purely experimental, recognizes the importance of word-of-mouth in attracting patronage by giving filmgoers an extra day at the end of playweek in which to catch up on a recommended attraction.”

At present all but one of the nine theatres play their programmes from Sunday to Saturday, the ninth runs a separate Sunday programme. Results and reactions will be closely studied and, if popular, the idea will be extended to other situations. In any event, it is added, Rank will continue to extend the flexibility of its booking policy in the interests of filmgoers.

The Rank Organisation has acquired the 1,100-seater Oxford Cinema in Manchester—its third theatre in the city centre. The policy will be to operate on a specialised booking system as at Rank’s Cannont, Manchester.

On June 11, “South Pacific” concluded a run of two years and six weeks at the Cannont and was replaced by “Solomon and Sheba,” also set for an indefinite run on road show basis.

300 Book ‘Unchained’ In Mass Theatre Dates

Joseph E. Levine’s “Heracles Unchained” has been booked into 300 theatres in a three-region mass saturation opening beginning Wednesday, June 20, The Warner Bros. release, which will also open the Fabian Fox Theatre the same day prior to its mass New York metropolitan area debut, will bow in Los Angeles and the Southern California territory, and also in Boston and the entire New England region.

Completing the three-region opening, the picture will debut in Milwaukee and the Wisconsin territory before openings throughout all territories in the United States and Canada. A total of 212 major television outlets are now or will soon begin a series of spot announcements heralding the spectacle.

E. B. Pierce Dies

MIAMI, June 20.—Funeral services have been held here at St. Stephen’s Episcopal Church for Edgar Brown Pierce, 54, former manager of the Plaza Theatre, Miami Beach, and past president of the Miami Beach Lumber Club, who died on Tuesday. He is survived by his wife, a son, a daughter and two sisters.

Dual Box for ‘Terrace’

“From the Terrace” will open in a dual engagement at the Paramount Theatre on Broadway and the Murray Hill Theatre on the East Side in mid-July, according to 20th Century-Fox.

PITTSBURGH—Variety Club, Tent Number One, will hold its annual golf tournament and dinner on June 26 at the Green Oaks Country Club. James H. Nash is chairman, with John A. Marasco and Perry Nathan as co-chairmen.

Citizens for Freedom
To Meet in Cleveland

Special to THE DAILY

CLEVELAND, June 20—The newly formed Cleveland Citizens for Freedom of the Mind has announced it will hold its first meeting, open to the public, at 8 P.M. Wednesday in the Frank Wiley Junior High School auditorium. The citizens group grew out of the prosecution of local resident Nico Jacobellis, manager of the Heights Art Theatre for “knowingly possessing and knowingly exhibiting” the French film “The Lovers,” adjudged “obscene, lewd and lascivious” by three Common Pleas judges.

Declared principles of the group are: “that every free American has the right to read, hear and speak and think for himself without censorship or coercion by church or state; that without this right the United States becomes a totalitarian state such as Communist Russia or Fascist Spain; the purpose of this organization is that we are dedicated to the preservation of these truths guaranteed by the First Amendment to the Constitution of the United States.”

Alied Artists, Rank
In New Agreement

Alied Artists International Corp. has signed a new distribution agreement with the J. Arthur Rank Overseas Film Distributors, Ltd., covering the distribution of Allied Artists films in Germany, Austria, Holland and Sweden, Norton V. Ritchey, president of Alied Artists Inc., announced here.

The pact is an extension of the distribution arrangements made between the two companies some years ago to cover the release by Rank of certain Allied Artists pictures in Germany and Austria. Films to be handled by Rank under the terms of the new deal for Sweden, Germany, and Austria include, “Peg or Di,” “Blue Beard’s Ten Honeymooners,” and “The Purple Gang.” In addition Rank will also distribute “The Bat” in Holland.

Schnee on Shaw Story

HOLLYWOOD, June 20.—Charles Schnee, on the return from a two-month trip abroad, was signed by MGM to write the screenplay for Irving Shaw’s novel, “Two Weeks in Another Town.” Schnee has completed four scripts within a year, including “Butterfield 8,” “By Love Possessed,” “Crowded Sky” and “The Mauraders.”

TV System

(Continued from page 1)

at a press house near a New York week is controlled from a key that fits into the palm of the hand and gives the home viewer a chance to “answer back.”

Key TV will be tested in operations this summer in La. Kans., and Farmington, N. M., of four cities where TelePrompTer operates a community antenna system.

Irvin B. Kahn, TelePrompTer, president, said Key TV will become a most important factor in TelePrompTer’s earnings and growth.

The Key TV box is the only i

Columbia Officials to D. C. Preview of ’St.

Columbia Pictures executives leave here today with a press trip to Washington, D.C. to attend a special Congressional preview of C. H. Schnee’s “Street,” at the Starll

story of rocket scientist Werner Bra

Governments who will tend the screening, which will be housed in the Lister Hill-John Sparksman of Alabama at the Senate Office Building.

Leaving from New York are A

tage, Columbia Pictures executive vice-president; Rube Jackter, president and general sales man Paul N. Lazarus, Jr., vice-president; Jonas Rosenfeld, Jr., executive chairman of advertising and publicity; and Robert S. Ferguson, nationa
tor of advertising, publicity, exploitation. Also making the trip are New York television trade editors, syndicated column

elevision and television commercials.

In addition to the screening along with U.S.

tors, Congressmen, representatives of the Pentago, White House aids and the Washington press corps.

Hooper Services

BOSTON, June 20.—Funeral services were held here today for Mrs. Leopold, 78, lessees of the Unit Theatre, Cambridge, and presi
dent of Hooper-Kimball, Inc., a Boston moving picture company.
Amer. Legion Opens Drive to 'Inform' Public on Films with Suspect Writers

Special to THE DAILY

INDIANAPOLIS, June 21.—What patently appeared to be the start of a new national American Legion campaign against current and future motion pictures to which unjumped Communists have contributed has been made by national headquarters of the American Legion.

Martin B. McKneally, national commander of the Legion, has sent a letter to the 17,000 post commanders throughout the country citing the forthcoming films, "Spartacus," "Exodus," and "Inherit the Wind," and the

(Continued on page 5)

Lederer Named Warner Adv., Pub. Director

The appointment of Richard Lederer as Warner Bros. Pictures' director of advertising and publicity was announced yesterday by Benj. Kalmerson, the company's executive vice-president. Lederer will make his headquarters in New York.

Lederer has been in the industry for 15 years and with Warner Bros. for the past ten years. During the past nine months, he has served as a staff producer at the company's Burbank studio.

(Continued on page 4)

U.K. Production Levy Is Raised by $290,000

By WILLIAM PAY

LONDON, June 21.—Orders providing for an increase in the government's production levy on exhibitors were sent to both houses of Parliament today by the Board of Trade. The rise in the levy rate, when taken in conjunction with wider provisions for exhibitor exemption adopted since the

(Continued on page 4)

Amendment Approved

Senate Dislike For Wage Bill Seen Growing

Threat to Business Noted; May File a New Measure

By E. H. KAHN

WASHINGTON, June 21.—Members of the Senate Labor Committee predicted today that they will finish work on a new minimum wage bill tomorrow. The committee has approved further modifications to the bill bringing its provisions closer in line with the measure endorsed by a majority of the House Labor Committee.

Opposition in the Senate is starting to be organized. Sen. Stevens (D., Miss.) said he is organizing opponents "because it threatens the very existence" of small businesses of many kinds. He predicted that a minimum wage which is applied only to a part of the economy by the government "will promote unemployment and create unjust hardships on many of its citizens."

The House Labor Committee has

(Continued on page 5)

Title Fight Film Tops For Action, Clarity

By SAUL OSTROVE

United Artists has perhaps the best motion picture ever made of a heavyweight title fight in its current release of Monday night's knockout of Ingemar Johansson by Floyd Patterson at the Polo Grounds.

The film is a complete record of the fight. Since the match was actionful from the starting gong to the fifth

(Continued on page 4)

Fight Sets Record for Closed-Circuit Television

By SAUL OSTROVE

The quickest way to fill a theatre in America Monday night was to show the heavyweight championship fight on closed-circuit TV. Statistics received here yesterday bore this fact out dramatically. Estimating its gross TV take for the

(Continued on page 4)

Levine Home Base To Be Hollywood

By SAMUEL D. BERN

HOLLYWOOD, June 21.—Joe Levine, the industry's newest power, said here yesterday as press attended the official launching of Charles Schneer's "Star at the Stars" here tonight at a gala Congressional preview at the Senate Office Building. Also on

(Continued on page 2)

REVIEW:

Song Without End

William Goetz Prod.—Columbia—CinemaScope

"Song Without End" is one of the most luxurious pictures to come from Hollywood in a long time. In terms of its locations, sets, costumes and period authenticity, the viewer will be amazed, in scene after scene, for each fragment of the whole is crystallized to the zenith of opulence. The scheme of this William Goetz production is clear at once, and it is as big as it is long, deliberate and painstaking.

"Song Without End" is the story (adapted more freely than literally) of 20 cosmic years in the life of Franz Liszt, beginning in 1843 when he was Europe's finest concert pianist and only 26. But genius demands he compose and create. His dream is frustrated by Genevieve Page, his mistress and mother of his two children. To flee Miss Page and because he adores the adulation of his audiences—he is a demi-god wherever he

(Continued on page 5)
PERSONAL MENTION

PHILIP GERARD, Universal Pictures Eastern advertising-publicity director, will leave New York today for Chicago.

Harold Rand, Paramount publicity manager, is in Philadelphia today from New York.

R. A. Edmondson, vice-president of Dixie Drive-in Theatres, and Eucene Skinner, buyer and booker, have returned to their Atlanta headquarters from Virginia and North Carolina.

Clark Ramsay, M-G-M studio advertising manager, has arrived in New York from Hollywood.


William Andrews, booker agent in Atlanta, has returned there with his family from a vacation in Florida.

Levine's Home Base

(Continued from page 1)

he used to, since the box office effects of his merchandising campaigns have become known abroad.

The little dynamo, here to drum the opening of "Hercules Unchained" with a lavish glamour-styled scuffle which will take place poolside at the hotel tomorrow night, paid tribute to Charles Boesberg and his Warner Brothers sales staff for setting up an unprecedented 6,000 playdates for the first 60 days of the film's release.

Levine disclosed plans to put "Where the Hot Wind Blows," formerly titled "The Law," co-starring Gina Lollobrigida and Yves Montand, into 100 first-run situations in October. M-G-M is distributing the film for Levine in United States and Canada.

Looking over a print of Charles H. Schneer's "I Aim at the Stars," the story of rocket scientist Wernher von Braun prior to a special Congressional preview of the Columbia Pictures release. The preview was held at the Capitol Office Building in Washington, D. C., last night. Shown (left to right) are: T. Keith Glennan, director of National Aeronautics and Space Administration; Sen. Lister Hill of Alabama, Dr. von Braun and Sen. John Sparkman of Alabama.

The two Senators were hosts at the screening attended by Government officials, members of Congress and leading press representatives.

Report S-W in Deal for Albany Shopping Center

Special to THE DAILY

ALBANY, N.Y., June 21. - The Times-Union front-paged today a story that "negotiations are under way for the sale of the Latham Corners Shopping Center" and that "S. H. Fabian, president of the Stanley Warner Corporation, repeatedly is one firm a report, cited by several industrymen attending Monday's telecast in Fabian's Palace, the Patterson-Johnson heavyweight championship fight, that Stanley Warner is negotiating for purchase of the center, and has acquired distribution rights for itself in rest of world.

Levine made reference to results of "Jack the Ripper," saying it could have been a "loser" if he had not backed it up with a big ad campaign.

The showman spoke of the new concept, that of delivering a package to a major, consisting of a completed film, prints and a special advertising and promotion organization. He said that he had received cash advances from his distributors, but nothing commensurate with what he had to lay out. Results of cooperation received from major distribution has altered his interest in setting up in his own distribution, he said.

Levine pointed out he will have spent $5,000,000 on advertising and promotion from June, 1959 through October, 1960.

Foreign Claims Bill Passes Senate Group

WASHUINGTON, June 21. - The Senate subcommittee on the "trading-with-the-enemy" act has taken action looking toward eventual settlement of the American war damage claims. It approved the bill passed by the House, but struck out any provision for paying such claims.

The group rejected the proposal to use the proceeds of vested assets for the payment of claims and provided that actual payment be provided in subsequent legislation. The bill was amended to provide for consideration of claims by the motion picture industry for its losses in the Philippines. This is not in the House-passed bill.

One property currently held by the Government is General Annuity & Film. The subcommittee reported—without recommendation—to the full committee that the President (R.-D.) permit the sale of GAF to American investors. Proceeds would be impounded pending the outcome of litigation concerning the ownership of shares in the firm.

Legion Says 'Wasted' Not Classified by It

The National Legion of Decency announced yesterday that the representation of the K. Gordon Murray release "Wasted Lives and the Birth of Twins" (formerly entitled "Children of Love") as bearing a "B" (morally objectionable in part for all) classification from that rating office is without foundation. The picture has never been classified by the National Legion of Decency. Any claim to the contrary is completely false, the Legion declared.

Stars' Show

(Continued from page 1)

and was Dr. Wernher von B., rocket scientist, whose life story is pictured in the film.

The preview, hosted by Sen. Lister Hill and John Sparkman, Alabama, home state of the Red, Arsenal at Huntsville and the admirals of Dr. von Braun, was followed by a reception in honor of the Columbia Pictures release.

Top Officials Attend

Representing Columbia here were: A. Montague, executive vice-president; Rube Jacker, vice-president and general sales manager; Paul N. Lacy, Jr., vice-president; Jonas Rosen Jr., executive in charge of advertising and publicity; and Robert S. Ferguson, national director of advertising, publicity and exploitation.

The festivities drew an exceptionally fine turnout of the many celebrities. In addition to U.S. Senators and Congressmen, there were representatives of the Pent House White House aides, top political military writers, the motion picture trade press, key radio and television commentators and syndicated columnists.

News Value Stressing

Major reason offered for the hit in the press was the fact that a deal with a man and events appear in newspaper headlines daily.

John B. Harvard Di

WARNER ROBINS, Ga., June 20—John B. Harvard, 50, for many years city manager for Martin & Tumblr Theatres, died at his home here.

The finest carbons ever made...

PROJECTION CARBONS
PITTSBURGH, June 21—Western Pennsylvania area exhibitors, who re-
dicted overwhelmingly to con-
the Compo merchandising plan
area, and a committee to supervise its operation.
The committee consists of Henry
ner of Stanley Warner, George
ie of Associated Theatres, Frank
is of Blatt Brothers, Joe Bugala
His and George Tice of Western Penn-
Allied.
Branch managers of the Pittsburgh
area met here today with 16
representing the Central com-
come, and Alex Moss of Compo, and
brought up to date on campaign
They were asked to submit a
list of pictures available for the start
campaign, tentatively scheduled
early August.
Continuity Assured
Assurance of continuity of the plan,
central operating committee has
three suitable pictures must be
available before the plan begins,
assurance that sufficient prints
be provided and that the neces-
vertising materials of the specific
be available three or four weeks in
adv of playdates.
The branch manager whose picture
selected will automatically become
member of the central committee
the picture is being played. The
al committee will screen and
the films available and decide
their playing sequence.
The Pittsburgh area, it was re-
ed, will be divided into 10 zones,
an exhibitor manager named for
omies in each zone have
selected, their names will be
as soon as their accept-
are received.

Major's Officials Attend
Branch managers who attended the
meeting were David S. Silver-
of Associated Artists, Frank Silver-
f Columbia, Ralph Pieloe of
's, Don Hicks of Paramount,
A. Blumenthal of Screen Guild,
C. Rosen of 20th Century-Fox,
A. Zornick of United Artists, A.
Bialto of Universal, and Jack
son of Warner Brothers. Others
ng were Harry Hendel, Irving
os, National Screen branch man-
and Alex Moss of Compo, who
the work of the central
committees.

Apartments' Pace Fast
Ill Wilder's "The Apartments"
rooked a big $2,335,631 in just one
in ten regional premieres, ac-
ing to United Artists. The film
ng over for a second week in all
major playdates.

More Join ITOO
LEVELAND, June 21—Twenty-
new members have been added to
r of Independent Theatre
ers of Ohio, it has been disclosed
Marshall Fine, president of the

Senate Dislike
(Continued from page 1)
not yet finished work on its major-
report. This will be completed in a
day or two. The minority views are in
draft form. Meantime, Rep. Ayres
(B., Ind.) and others are believed
planning to introduce a more mod-
rate minimum wage measure than
that approved by the committee.
It would, for example, provide for
ension to a new minimum of $1.15
hourly instead of the committee-ap-
proved $1.25. It will also bring fewer
new workers—about 1.5 million—un-
der the provisions.
This measure is expected to come
 sooner to the recommendations or-
ally made by the Administration.
Thus, it could count on a fair amount
of Republican support as well as
the backing of conservative Democrats.
Since it now looks as though the wage
bill may not come to the floor until
very late in the session, it is conceivable
that passage of a far-reaching law
that time could inspire a pocket
 veto.

Gold Medal Production
Company Formed Here
Gold Medal Studios here has an-
nounced the formation of Gold Medal
Enterprises as its subsidiary, and ac-
quition of film rights to the life of
Johnny Corrigan, one of the most hon-
ored policemen in local history. The
story is being written for book pub-
lication by Tim Taylor and later
be produced by GME.
The new organization, whose pic-
tures will be keyed to a low budget,
has on its agenda "Light the Dark
Street," a New York story: "The Feast
of Blood," a satire on vampire pic-
tures, and "The Incredible Truce," an
original magazine story written by
Evan Heyman. Other films on the
schedule are "The Grand Duke and
Mr. Pimm," from a novel by Lindsay
Hardy, and "Desideria," written by
Bruce Elliott.

AIP Officials Leaving
Tomorrow for Tokyo
From THE DAILY Bureau
HOLLYWOOD, June 21—Amer-
ican International executives, James
Nicholson and Samuel Arkoff, will
leave Thursday for six-week trip to
the Far East and Europe, with the
first stop Tokyo, where they will
spend 15 days discussing co-pro-
duction deals and scout locations for
their forthcoming picture "Ali Baba
and the Seven Wonders of the World."
All heads will hold their first Far
East conference (what that means)
in Tokyo with William P. Reich, vice-
 president of American International
Export Corporation, attending.

Joseph Lieber Dies
MIAMI, June 21—Joseph Lieber,
47, former executive secretary of
the Miami Variety Club, died here early
this week. The body was taken to
Pittsburgh for services and burial.

S.W. Newark Zone Meet
Is Conducted in Albany
Special to THE DAILY
ALBANY, N. Y., June 21—Stanley
Warner executives of the Newark
zone met at Sheraton-Ten Eyck Ho-

tel this afternoon with managers from
Albany, Troy and Utica—to discuss
the operating procedures of that ter-
ritory as they will apply to the three-
city district recently added to New-
ark. It was an "integration and
familiarization" conference.
Smakwitz Presides
Zone manager Charles A. Smakwitz,
one-time zone chief in this section for
the old Warner circuit, and then for
Stanley Warner, presided. Accom-
panying him were: Tony Williams, as-
sistant zone manager; John Mc-
Kenna, booker; Edgar Goth, advert-
ising-publicity director; Louis Dennis,
contact manager, and George Eisen-
berg, real estate manager.
Smakwitz also completed an inspec-
tion of the circuit's houses in this
area.

70 July 4 'Black' Dates
"Portrait in Black" which has its
world premiere at the Roosevelt Thea-
atre in Chicago tomorrow and a
midwest premiere at the Hippodrome-
theatre in Cleveland on Friday,
This is scheduled to open in 70 key
ations for the Fourth of July weekend,
was announced by Henry H. "Hi"
Martin, vice-president and general
sales manager of Universal Pictures.

THE BIG ONES ARE ADVERTISED IN LIFE

THE BIG ONE IN MOVIE SELLING
Fight on TV

(Continued from page 1)
fight to be about $2,000,000, Tele-
PrompTer, Inc. was almost as excited as Floyd Patterson was the night be-
fore when he kayed his opponent in the weigh-in.

Although figures will be incom-
plete for at least another day, Tele-
PrompTer said it hardly was going out as a loser. Butting the big show
would be the most lucrative in closed-circuit history, easily passing the
$1,400,000 spent by 841,876 thea-
tre owners to stage a middle-
weight championship fight in 1958.

Says 500,000 Watched
TelePrompTer said about 500,000
persons paid to see the fight—they
paid from $3 to $10 and an average of
$5 each—in 220 situations in the
U.S. and Canada, in theaters, indoor
arenas and in ball parks.

Foreign and domestic radio, foreign
TV and film distribution rights should
swell TelePrompTer's take by anoth-
er $500,000 or more. Because of the
excitement during the first four
rounds, and the extraordinary knock-
out in the fifth, the company believes
its pictures of the 13-minute-plus
fight will generate unusual interest.
Radio and TV coverage was the most
extensive ever arranged for a compar-
able sporting event.

The argument in the theaters was
a smashing success. A host of theaters
in the East had to turn away custom-
ers, although many patrons stood to
watch the match. Only one transmis-
sion failure, in Yakima, Wash., was
reported. Customers there had their
money refunded.

But, by and large, reports on the
quality of the picture were encour-
aging.

Asbury Park Nearest to N.Y.
The houses nearest here showing the
fight were in Asbury Park, N.J. Ca-
pacity business and then some was
recorded there, with both Walter Reade's theatres showing a combined
take of $16,100.

The Fabian theatre in Harrisburg,
Pa., did turnaway business and up in
Albany, Fabian's 365-seat theatre
sold out and attracted 250 spectators.
The theatre said it could have sold
250 to 300 additional standing, if
permitted. People journeyed to Al-
bany from points in New York and New
England to see the fight.

The three theaters showing the
fight in Boston were completely sold
out the night before the fight started, with hundreds turned away at
the Keith Memorial, the Pilgrim and
Loew's Orpheum.

The 13 Loew's theatres showing the
fight paid up to 88 per cent capacity.
Seven of the 13 houses reportedly
were full.

Arround the TV Circuit

with PINKY HERMAN

W

ABC-TV has just concluded a deal with MGM-TV in which it
acquires a library of 135 MGM fully animated cartoons and
short subjects including several Academy Award winners and scores
of all which will be programmed over Channel 7 during the 1960-61 season.
... Prexy Joe Moss of Mass Associates returned following a 2-
month business trip to Europe where he discussed advertising trends and
... One of the brightest exponents in the NBC chain is Len Weinle, who,
after 3 years as executive producer at WNBC, has been upped to producer-
director at WNBC-TV.
... Monday night to the record press room at the Ziegfeld Theatre, most of
us were amazed to see David Suss-
kind go forward to accept the Emmy for the “Art Carney Special” from
Arthur Godfrey when Art himself, was seated in the special guest section.
And at the Plaza, following the telecast, when the local (New York)
Emmys were awarded, the occasion proved WNTA-rific when Ely Lan-
dan's station copped five of the seven statuettees...
... Bad Prager at Sesar
lined up a nationally-sounding.
... The red-carpet premiere of Billy
Taylor Trio and Lenny Herman Quintet, both of which brings to your
... Our trusty chariot took us out to Merrick, L.I. recently where
we congratulated Walter Higgins on the clever showmanship presenta-
tion at Prudential Theatre's Sky-top Pavilion, located in their all-weather
drive-in located at Copake, L.I. “Thanks, Pinky,” was Walter's happy
rejoinder, "but the credit goes to Harry Binkurick".

For distinguished service in the interpretation of education, the Nat-
ional Education Convention, meeting last March in Los Angeles, presented
its “Bell-Ringer 1960 Award” to the NBCChildren (and adults) series,
“Leave It To Beaver.”... John & Jane Q. Public will get their first
of King & Queen of Thailand on ABC-TV’s “Open Hearing,”
... For his many good deeds for show folk and AGVA, Alan King
will be honored with a cocktail party tomorrow at the Friar's Club.
... Dick AnClark winds up his fifth week on the road July 9 in Hollywood
and his July 16th program will emanate from Gotham... By the use
of small pocket transistor radios tuned to special FCC-approved frequ-
ency, ABC newsmen covering the national conventions, will be in
constant touch with John Daly at the convention nerve center, for instant
descent towards spot checks and coverage of unusual developments, and
by breaking into the frequency with special instructions, Daly will be able
to pick up and telex extra colorful and exciting incidents.

Skouras Denial

(Continued from page 1)
newal later in the present summer.
Skouras was particularly disturbed
by a "hint" in the newspaper story
that non-renewal of the actress’ con-
tact was caused by her personal life.
This is "untrue," Skouras said. Miss
Bett announced her engagement to
Negro entertainer Sammy Davis, Jr., in
London earlier this month.
Skouras also branded "false" a re-
port in the same story that Miss Bett
has been uncooperative in accepting
film assignments. He pointed out she
recently completed a role in “Mur-
der, Inc.” one of the company’s top
summer releases.

Lederer Named

(Continued from page 1)
bank studios, engaged in special
projects for the company’s feature and
television divisions.

Lederer entered the industry with
Columbia in 1946 as an advertising
copy writer, joining Warners in a
similar capacity in 1950.

Boston IATSE to Mark
Golden Jubilee Tonight

Special to THE DAILY

BOSTON, June 21—The “Golden Jubilee” of Local 182, IATSE will be
celebrated tomorrow night by a gala
dinner dance in the grand ballroom of
the Hotel Bradford commemorating
the 50th anniversary of the founding
of the Boston local. The affair will
start at 9 p.m., for cocktails and danc-
ing with dinner served at midnight so
that all motion picture operators can
attend.

General chairman for the event are
two past presidents, Joseph Caplan
and Joseph Nuzzolo, Sr., Co-chairmen
are Jack Rosenberg, president of Local
182 and Ralph S. Frazier, business
representative. The chairman for com-
nittees are Gilbert Cephis, Morris A.
Goldman, Benjamin Bearman, Walter F.
Dich, Thomas Buckley and Alex-
ander Tradd.

Richard F. Walsh, international
president of IATSE, will be here from
New York. An honored guest will be Sir Thomas O'Brien, president of
Theatrical and Kin Employees of
Great Britain.

Film of Fig

(Continued from page 1)
round kayo, the film editing job
simple one. There was prac-
to cut.

The film is as good technically as
it is good visually. The pictures are
brilliant, a fine photographs
and to make things perfectly
cut, fan, Patterson's left hook
hit the bell and knocked John
below for a count of nine, an
knockout left a few seconds
were both delivered right in
the center of the picture. The
knockout and the preliminary
add much to the film's advant-
age.

Theatres should find the fig-
strong a attraction for some th-
next. Not only was there no
TV of the fight but the fig-
was unprecedented as the first in
a former heavyweight champ
ning his title. Those concerned
the fact that the Patterson
turned the fight to An
should make for a strong draw
Film of Fig.

United Artists ordered 1,000
and the first were ready for sale
in midsummer yesterday and in
Broadway theatres for the event.
when fans went to the out-of-town locations by place
special messenger and will be
available today.

U.K. Production Le

(Continued from page 1)
abolition of the entertainment
will yield 100,000 pounds ($250
additional per year to the levy
Producers who have been asking
rise in the levy ever since the
ation of the tax while exhibitors
argued against it. The producers
have paid an annual £12,000,000
in the fund which
hibitors have claimed there is no
ication for a levy in excess of a
minimum figure of 2 million pounds ($8,600,000).

After reviewing the matter
hearing arguments on both side
Board of Trade announced its de
Today the report pointed out it
exhibitors will be called upon to
more into the fund as a result of
new rate than he was formerly
upon to pay with the levy and
annuity duty combined.

In their arguments against a
the levy, exhibitors compared it
dividends of the local producers in recent years, citi-
stics to show while those of
iers "have been rising, those of
ery, declined. In the period
the exhibitors claimed, the
arket earnings of British pro-
ade steadily increased as also,
decreasing American product
the share of the home market.

Exhibitors also cited the close
1,200 cinemas in the
and asserted their share of total
as much as $30 million rupees
or 5 million pounds ($14,000,000).

The producers told the Bo-
Trade that British production
collapsed without an adequate
U.S. Tax Repeal

(Continued from page 1)

would expect to take action to make sure that motion picture theatres are included in the legislation.

Charles McCarthy, Compo executive director, pointed out that the organization has a standing charge from its board to work for the complete removal of the Federal admissions tax. If it is to be removed for the legitimate theatres of New York's Times Square area which charge $8 to $10 per seat, he declared then: no reason why any theatre in the U.S. charging $1.50 or $2 should continue to be subjected to a Federal tax, regardless.

"It is a long time until any action can be taken," McCarthy said, "since Congress will adjourn in a few weeks and when it reconvenes it will deal either with the elections and there will be an entirely new Congress.

"However, if at that time a serious effort is made to have the 10 per cent Federal tax on admissions over $1 removed, we would appreciate hearing from them on plans they may have. Compo members have the national representation, which legitimate theatres do not, that has been so effective in the successful efforts of the past to obtain Federal tax relief," he recalled.

Former Effort Recalled

Others with long memories pointed out that when Compo made its first attempt to get relief from the Federal admissions tax it was opposed by legitimate theatre organizations, but a reduction of the tax from 20 per cent to 10 per cent was won, regardless.

Also, when Compo won the Federal tax exemption for admissions below $1, the legitimate theatre took no part in the campaign. And when metropolitan New York motion picture theatres won a municipal tax reduction several years ago no help was given by the legitimate theatres.

A study of the possibilities of eliminating the city's five per cent ticket tax was promised the legitimate theatre organizations by Mayor Wagner in the course of his recent Actors Equity strike against the League of N. Y. Theatres. A difference of opinion immediately arose among theatre legal minds as to whether removal of the city tax could be restricted to legitimate theatres, some holding it could not and others that "reasonable exemptions" can be made.

Motion picture attorneys, however, seemed agreed that if an exclusive tax exemption was granted by the city, motion picture theatres would have a case worth bringing to court for a test of discriminatory taxation.
THE GREATEST UPSET IN MODERN RING HISTORY!

A UA EXCLUSIVE!

FLOYD PATTERSON
KO's
INGEMAR JOHANSSON

AND BECOMES THE FIRST WORLD HEAVYWEIGHT CHAMP EVER TO REGAIN HIS CROWN!

SEE it all in two reels of action-packed excitement-filled S-L-O-W M-O-T-I-O-N film!

"Floyd Patterson more than avenged his defeat by beating the Swede more decisively than Ingo plastered him last June. In fact, he darned near killed him!"

—JACK DEMPSEY, N.Y. Mirror

Press Sheet and Accessories Available at Your National Screen Exchange

TELEPHONE YOUR UA EXCHANGE IMMEDIATELY!

NORMAL PRINT ORDER DOUBLED TO HANDLE HUGE DEMAND!
application Filed

Pay-TV Plan or Hartford Old to FCC

O General and Zenith Seek 'Class A' Films

By E. H. KAHN

WASHINGTON, June 22 - RKO

Gral and Zenith have formally

n the Federal Communications

ssion for permission to conduct

ear, $10 million pay-TV ex-

nt over WHC-1V, Channel

arford, Conn.

ist reliance will be placed on

A motion pictures in pay-TV

nning, the application says, but

that it has not yet ob-

any "firm commitments" for

by of product. First-run films

ich may have multiple showings)

prise the principal portion of

scription programming. Other

"not regularly available with-

the payment of a fee" will in-

accordance to the application.

(Continued on page 5)

ward Bonds to NCCJ

Y. Drive Winners

twenty-two theatre managers from

ropolitan area were honored at

the at the Astor Hotel here

day for top results in the 1960

ear theatre campaign to aid the

al Conference of Christians and

eld Feb. 15 through March 31.

managers received U.S. Sav-

onds ranging in value from $100

(Continued on page 2)

ine Party Launches 'Erectus' on Coast

From THE DAILY Bourse

OLYMPIA, June 22 - With

hundred members of the Holly-

press and more than 100 celebri-

from moviemont present, Embassy

ies president Joseph E. Levine

ht staged the first of his two

th with the Gods' parties pool-

the Beverly Hills Hotel. The

ted the national launching of

(Continued on page 4)

2 N.Y. Managers, Australian

Win Annual Quigley Awards

By SIDNEY RECHTNIK

A New York City theatre manager, one in Kingston, N.Y., and one in Aus-

tralia were top winners of the 26th annual Quigley Awards for showmanship,

chosen by top executives of national and independent circuits from campaigns

ubmitted by shownmen from all over

orld.

he awards judging was held in

ew York City last week with results

Group Leaves Today on

Rogers Hospital Visit

Approximately 100 members of the board of directors of the Will Rogers

orial Hospital and Research Laboratory and their guests will leave

ere today by chartered bus for their

ial visit to the hospital at Saranac

ke, N. Y., followed by the annual

ting of the board at Herman Rob-}

(Continued on page 3)

Wald Signs with Fox

For 12 More Pictures

Buddy Adler, executive producer of

th Century-Fox, and Jerry Wald and

i Company of Artists, jointly an-

er yesterday the consummation of

ew contract under which Wald

ill remain at 20th-Fox to make 12

ore pictures over a period of years.

ald said he had received offers

several other companies but de-

(Continued on page 4)

Jack Alicoate, Trade Paper Publisher,

Dead; Funeral Services Tomorrow

Funeral services will be held at 10:00 A.M. tomorrow at the Church of St.

Vincent Ferrer, Lexington Ave. and 90th Street, for John Wild "Jack" Alicoate,

isher, of Film Daily and Radio & Television Daily, who died Tuesday

ight at Tenaf-

y, N. J., of a coronary throm-

osis. Burial will be at Gate of Jew-

ery.

viving are his widow, Mrs. Gertrude

oate; two daughters, Mrs. Mary

a, and Mrs. Virginia Colleen McKeen;

brother, Charles A. Alicoate, execu-

tive publisher of Film Daily and of

adio & Television Daily.

orn into a theatrical family in

et, Washington, December 24,

989, while his parents were on tour,

he was the oldest son of James Pat-

ck and Bertha Wild Alicoate, widely

on their day on both the van-

vilie and musical comedy stages.

icoate received his trade and

ondary schooling in Minneapolis,

nd upon graduation from Roosevelt

gh School there went on to George-

town University, Washington, D. C.

he received his law degree in 1912.

ly attracted by the publishing

(Continued on page 6)

Unexpected

Byrne Resigns

Post As MGM Sales Chief

Company Silent on More;

Statement Due Later

John P. Byrne, vice-president of

M-G-M in charge of domestic dis-

bution, has resigned his post, effec-

tive the end of

nth, com-

officials confirmed yester-

No explanation of the un-

action was forthcoming from

pany which said only that a

ement would be is-

within the next few days.

There was no indication, either,

of who might be named to succeed

(Continued on page 6)

Senate Group Reports

Out Minimum Wage Bill

From THE DAILY Bourse

WASHINGTON, June 22 - The

eral minimum wage bill has been

ported out of the Senate Labor

mittee. The bill exempts theatre em-

ves and sets the minimum at

.25.

. Kennedy (D., Mass.), sponsor of

measure, is "confident that the

enate will give speedy approval." "

ers for the Council of Mo-

(Continued on page 4)

Pay TV Urged As CATV

Systems' Future By Kahn

Special to THE DAILY

MIAI BEACH, June 22 - Irving

B. Kahn, president of TelePrompter
Corporation, today that subscription or "participation" TV is inevitable and

ge community antenna system op-

ators to make it a "rallying point"

for their future growth.

Kahn, addressing a luncheon ses-

(Continued on page 4)
Bonds Go to NCCJ Winners

(Continued from page 1)

Sahal Hassanein William Heineman

r, whom he succeeded as president, was elected chairman of the board and will devote most of his time in the future to the Skouras family shipping

interests, with offices downtown. Because of the presence of business Skouras

was unable to attend yesterday's

convention.

Praising the local organization workers, Hassanean reported that $47,-

000 was raised for NCCJ in the New York area, compared to $10,000 for

the rest of the country. The local mark has been rising each year. Last year

$33,000 was raised, the year before $32,000, and in 1957 $25,000.

The $2,500 in bond prizes for the managers was contributed by produc-

ers and distributors.

Disi guests were Ned Depinet, Heineman, Hassanean, Sol Schwartz

and Harry Madel

Bond-Winners Listed

Names of managers who received bonds:

$100 bonds: Irving Gold, BKO 56th Street; Joseph Tolve, Capitol—Skou-

ras; Martin Rocco, BKO Albee, John Stanek, Branford—Stanley Warner.

$50 bonds: Isador Berger, BKO Palace; Fred Smith, BKO Richmond

Hall; Max Cooper, Cove—Skouras; George Kemp, Montauk—Stanley

Warner; Jules Daniels, Stanley—Stanley Warner; John Thomas, BKO Albee;

James Fitzgerald, BKO Mt. Vernon; George Birkan, Fabian—Stanley

Warner; Alfred Barilla, Ritz—Stanley Warner.

$25 bonds: Vincent Lignori, BKO 23rd Street; Al Arnstein, BKO 58th

Street; William Duggan, BKO Alhab-

bra; Richard Clark, BKO Chester; Jack Ries, BKO Colonnade; David

Greenberger, BKO Fordham; Jack Calan, BKO Franklin; Lillian Mann,

BKO Marble Hill; Morris Rochelle, BKO Woodhaven; John E. Feld,

BKO Thyon; Alexander Pluchos, BKO White Plains; Richard Berner,

Interboro — Elmwood; George Lang- 

bart, NBD—Ranfورد; John LaBo-

tera, Maspeth—Randford; Jack Bok-

net, Academy—Skouras.

Also: Spyros Lenas, Plaza—Skouras; John Foy, Central—Stanley Warner; John

seph Marchetti, RKO Regent; Nicola

Constabile, BKO Royal; Beryl War-

ren, BKO Bushwick; Maxwell Levine,

BKO Dyker; Herbert Heintz, BKO

Flying; Frank De La Cava, BKO

Crenpoint; Sam Perstein, BKO Ken-

more; Louis Grossman, BKO Madison; 

Charles Seufertling, BKO Prospect;

Arthur Koch, BKO New Rochelle;

Harold Daly, BKO Yonkers—Proctors;

Harry Padva, Interboro—Park; Mary

Chambers, Walker—Randford; Her-

man Samsel, Manhattan; Mervyn

Evans Thompson, Fox—Skouras;

Augustus Serale, Astoria—Skouras; 

Cene Santerana, State—Skouras; Harry

Klein, Liberty—Skouras; Sam Apt-

man, Grand—Skouras; James Bradley,

Midway—Skouras.

Also: John Endres, Calderon—Ko-

skuras; Edward Melnani, Capitol— 

Stanley Warner; Diana Gordon, Ari-

tani—Stanley Warner; William Miller, 

Sanford — Stanley Warner; Murray

Spector, Fabian — Stanley Warner;

Newark; Robert Phillips, Hollywood— 

Stanley Warner; Norman Greenberg,

Lincoln—Stanley Warner; Harry Wei-

er, Millburn—Stanley Warner; Ger-

ard Savies, Victoria—Skouras; Mir-

yon Streivant, Boulevard—Skouras; Frank

DiGennaro, Merrick; Irving Schatz, 

Riverside—Skouras; John Consalvo— 

Skouras; Otto Schoene, Baker— 

Stanley Warner; Nynan Kessler, De-

Witt—Stanley Warner; Fred DeAnge-

lis, Regent—Stanley Warner; William

Ong, Central—Stanley Warner; John

Couhain, Stanley—Stanley Warner;

Sahle Conti, U.S.—Stanley Warner;

Michael Dunesak, Warner—Stanley

Warner, and Arnold Leppard, Warner —

Stanley Warner.

Columbia Duo Big

Columbia's exploitation package of

"Battle in Outer Space" and "12 to the

Moon" opened to top grosses in its

saturation premiere at six theaters in

Cleveland. The double bill grossed a

huge $131,000 in its first week at the

Shore, Mayland, Ezelia, Lorain Fut-

ure, Medina and Froman, all six City's

three of the houses playing a five-day week.

Stage Theaters Pres: Drive to End Taxes

The League of N.Y. Theatre associations

will map a campaign to obtain elimination

of New York City's five per cent on

admissions, as part of its profes-

sional drive to resolve some of its

most pressing problems. The costs which it fears can no long-

er be solved by higher ticket prices.

On the committee named by A.

Lottol, president of the League of

N.Y. Theatres, are: Richard R.

Oscar Hammerson 2d, Robert

Dowling, Moss Hart, Robert W.

Bennett, Sir Cedric Merrick, Alan Jay

Lansky, John Shulman, Harry S.

Lanzer and Leland Hay.

Within the next few days the

is scheduled to meet with commis

sioners appointed by Actors Equity 

and other theatrical unions to plan a

pall for repeal of the city tax.

Times Square businessmen were

prompted to the blacklist resulting from the

 Equity Strike have offered them to the
campaign.

Some Disagreement Voiced

Show business attorneys have

pressed disagreement over the

taxation of the city being able to legitimate

the exemption by the tax without extending one
to picture theatres and others.

Some say if it is affected, the tax would be

a bad case for the courts to decide whether discriminatory taxation involved.

Meanwhile, New York Senate

Evelyn, starring Frank Sinatra, 

Martin, Sammy Davis 11, Peter, Fred

and Angela Dickinson, will be

in Las Vegas at the Freeman Th-

Aug. 3, it was announced by CI

Beasler, general sales manager

Warner Brothers, which is rele-

the picture.

'Others' to Bow Aug

The world premiere of "Othel-

11" starring Frank Sinatra, 

Martin, Sammy Davis Jr., Peter, Fred

and Angela Dickinson, will be

in Las Vegas at the Freeman Th-

Aug. 3, it was announced by CI

Beasler, general sales manager

Warner Brothers, which is rele-

the picture.

IN A HURRY FOR SPECIAL TRAILERS?
Let Filmack make them!

1315 S. Wabash
FILMACK CHICAGO

You'll be glad you did! We'll give ye fast service and the finest quality!
Festivities Today for  
Premiere of ‘Portrait’

Special to THE DAILY

CHICAGO, June 22. — With producer Ross Hunter and stars John Saxon, Anna May Wong and Virginia Grey on hand, “Portrait in Black,” the Ross Hunter production for Universal-International has its world premiere at the Roosevelt Theatre here tomorrow, launching a series of openings for the Festival of July weekend.

Highlight of the premiere ceremonies will be a parade up State Street at 11 A.M. sponsored by the State Street Council of Chicago with Bob Roberts, director of the Council and representing Mayor Richard J. Daley, presenting the keys to the city to the visiting celebrities. This will be followed by special ceremonies in front of the Roosevelt Theatre which will be carried by Radio Station WCFL and television stations WGN-TV and WBKB-TV.

Promotional Campaign Heady

The premiere will climax a two-month promotional campaign and participation in the final stages include all of Chicago’s major newspapers as well as important department stores and specialty shops. Working with Ed Seguin, advertising and publicity director for Balaban and Katz, Ben Katz, Universal’s mid-west advertising and publicity executive, has developed one of the most comprehensive campaigns ever staged for a Universal-International release. Philip Gerard, Universal’s Eastern advertising and publicity director is on hand for the final stages of the campaign.

Oregon Manager Fined

For ‘Lovers’ Showing

Special to THE DAILY

PORTLAND, Ore., June 22—Circuit Judge Paul Harris has ruled in connection with the showing of “The Lovers” at the Guild Theatre here that Nancy Welch, manager of the house, must pay a fine of $40.

Miss Welch was arrested on April 5 after she refused to delete two sections termed objectionable by the police.

UA Preview Cards Out

United Artists is distributing more than 10,000 exhibitor brochures spotlighting the sneak preview audience acclaim for Stanley Kramer’s “Inherit The Wind.” The four-page publication highlights the reaction registered by patrons of Loew’s 72nd Street, New York, whose comment card reaction was reported as approximately 90 per cent excellent.

“Inherit The Wind” will be shown at the Berlin Film Festival, June 26.

AIP Re-Issue Scores

HOLLYWOOD, June 22. — American International Pictures’ re-issue combination of “Goliath and the Barbarians” and “Sign of the Gladiator” has grossed $19,065 six days at four drive-in theatres in the Kansas City area, AIP.

Schnee Contract with Columbia Is Extended

Columbia Pictures has replaced independent producer Charles H. Schnee’s three-year contract with a new five-year deal, it was announced yesterday by A. Schneider, Columbia president. The decision to enlarge and extend the contract was reached, Schneider said, after Columbia executives had viewed with great enthusiasm Schnee’s latest films, “I Aim at the Stars” and “The 3 Worlds of Gulliver.”

Under the terms of the new deal, Schnee will deliver two films a year to Columbia over the five-year period. The old contract had been in effect only one year.

Fight Films Booked In 7,500 Theatres

A record number of some 7,500 theatres have booked the motion picture of the Patterson-Johnson championship fight, it has been announced by William J. Heineman, vice-president of United Artists. The UA sales chief pointed out that this represents the highest number of theatres ever to play a championship fight film.

The film, running 21 minutes and narrated by Chris Schenkel, shows the full five rounds and includes slow-motion inserts of the knockdowns and the final count-out. The films are now being shipped by air express to all UA exchanges throughout the country.

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J. P. Masters, manager of the Capitol Theatre, Bowing Green, Ky., and a veteran of 52 years in the industry, will retire on July 2. He will be succeeded by Harold L. “Happy” Hardcastle.

Al Hildreth has returned to exhibition to manage the San Marco Theatre, Jacksonville, succeeding Marty Shearn.

R. H. Wooll, who has served National Theatre Supply in the San Francisco area for some 20 years, has been named branch manager for the company in that city.

Floyd Stowe, veteran booker in the Jacksonville area, has moved to Palatka, Fla., to manage the Linda Drive-in Theatre, which he recently acquired from Mrs. Adelaide Gauthier.

‘Apartment’ Sets Mark

Billy Wilder’s “The Apartment” has set a new house record, estimated at $24,500, in its first week at the Plaza Theatre here, it was disclosed yesterday by William J. Heineman, vice-president of United Artists, the distributor.
Pay-TV Urged

(Continued from page 1) of the National Community Television Association convention at the Hotel Fontainebleau here predicted that 20 million American homes will have some form of pay TV within five years. He said that community antenna system operators, who provide some 700,000 cable subscribers with TV programming they could not ordinarily receive effectively, should recognize that "CATV is a natural extension of ordinary television," but "the end of the line, entertainment," he said, "is what is commonly called 'pay TV'-but which I much prefer to call participation TV" because there is so much more to it than just paying for entertainment.

He suggested that the "extra" channel reserved for participation could be used for educational purposes, merchandising, opinion polls, television program ratings and many other purposes in addition to entertainment.

Stresses Education

"From a public service standpoint," he said, "one of the most important surely is education. Great strides have been made in the use of electronic audio-visual devices for education. Most such experiments, unfortunately, involve universities and metropolitan school systems. "Rural and small town Americans are in danger of becoming second class citizens from the standpoint of educational advances.

Kahn pointed out that, as community antenna system operators, "none of us is interested in destroying regular network television." A participation system, he said, must "complement and not supplant" regular TV broadcasting.

TelePrompTer demonstrated a participatory TV system of its own, key TV, to NCTA members here Monday night and also carried the Floyd Patterson-Ingram Johnson fight experimentally on 13 community systems serving 25,000 homes.

Kahn said, however, that his company believes the subscription television market is so vast that no single system can realistically expect to dominate it.

Quigley Awards Announced

(Continued from page 1)ing director of that theatre as well as the State. For small situations: Michael Dono, manager of the Community Theatre, a Walter Reade operation in Kingston, N. Y. For outdoor: Robert W. P. Dono, manager of the Empire Theatre, Toowomba, Queensland.

Entries in all three categories were of such high quality for the first time in the annual Quigley Award judging, it was decided to award honorable mentions to two additional campaigns in each of the three competitions.

Honorables mentioned are as follows: Large situations—in Jos. J. Groeth, manager of Loew's American Theatre, Peckham, New York, and D. F. Flowers, manager of the Loyola Theatre, Los Angeles, Calif., Small situations—Max A. Cooper, manager of the Cove Theatre, Glen Cove, Long Island in New York City, and R. H. Osmond, manager of the Alcazar Theatre in Bell, Calif. Minis—Charles McVay, manager of the Majestic Theatre, in Melbourne, Tasmania, Australia, and F. Budd, manager of the Odean Theatre, Melbourne, Australia.

Brunner received his Grand Award in the "large situation" competition for his comprehensive campaign for Metro-Goldwyn-Mayer's "North by Northwest," which included a variety of attention-getting promotions, all pointing in the direction of his theatre. The campaign which won "small situation" top honors for Dono covered his efforts during a four-week period, and included promotion on such pictures as "The Blue Angel," "Pride and Passion" and "The Devil's Disciple.

Donald began his award winning campaign for "Robberies Under Arms" three weeks in advance of opening, with many of his stunts keyed to the film's title, and "Captain Starlight," the leading character in the film with an Australian bushranger background. Judges in this year's competition included Ned E. Deplan, Russell V. Downing, president, Radio City Music Hall; Emerick, vice-president, Loew's Theatres; Zeolph Friedman, chairman of the board, Loew's Theatres; Samuel Feder, president, Randolf Amusement Corp.; Harry Goldberg, Stanley Warner ad-publicity head; Charles Hacker, assistant to president, Radio City Music Hall; Cy Loundner, Skouras Theatres; Fred Lynch, advertising-publicity director, Radio City Music Hall; Harry Mandel, vice-president, RKO Pictures; James Shaskan, ad-publicity head, Schine Circuit; Eugene Picker, president, Loew's Theatres; Walter Reade, Jr., president, Walter Reade Theatres; Charles M. Beagan, Greater Indianapolis Amusement Corp.; Herman Roland, president, National Screen Service; Samuel Rosen, executive vice-president, RKO Pictures; Lyle Samson, assistant ad-public director, Loew's Theatres; and Robert K. Shapiro, New York Paramount Theatre.

Wald Signs

(Continued from page 1)ecided to continue his association with Fox where he had been producing since August 1956. In that period of time, he made 14 pictures, including "Wald" which is ranked among the biggest grossers of the last decade.

The presence of Jerry Wald, in the past years as a producer at this studio, has been gratifying and of mutual benefit," Adler stated. "Both Spyros Skouras, our president, and I are happy that Wald and his Company of Artists will continue as one of the prominent production factors of the 20th Century-Fox program."
Pay-TV Plan for Hartford Told to FCC

applicants See
0,000 Users
First Year

(Continued from page 1)

bbling the pay-TV signal, would be installed at a cost of $7,50 to $10. There may be a minimum charge, not to exceed 75 cents weekly, to cover maintenance and depreciation (over five years). A decision may be made later, however, to have program costs absorb this.

No Decision on ‘Classes’

The pay-TV applicants “have not determined at this time whether or not they will attempt to divide subscribers into different classes, such as private home users, commercial or semi-public users, etc.” If this is done, different terms and conditions may be imposed without notice to the FCC.

Pay-TV will be on a credit basis. The decoder will make a record of programs viewed, and subscribers will be billed at the end of the month. “Such records are necessary to avoid possible losses suffered by the company.”

Hartford Phonevision, of which RKO General is sole stockholder, holds the pay-TV phone pay-TV franchise for the Hartford area. The city, which has a population of 220,000, is the first area of the state to agree to pay-TV operation. In the event of a delay, the city has reserved the right to terminate the agreement at any time.

RKO to Bear Costs

Although the city has agreed to pay for the installation of the system, RKO will not be required to pay for the entire installation. The company will be reimbursed for its costs on a per-subscriber basis.

RKO will be responsible for the cost of installation and maintenance of the system. The company will also be responsible for the cost of operating the system.

RKO is expected to have the system in place by the end of the year. The city is expected to begin testing the system in the fall.

Wide Range of Prices

According to the application, the cost of installation and maintenance of the system will range from $75 to $1,500, depending on the number of subscribers.
Alcoate Dies

(Continued from page 1)

field. Alcoate while still in college joined the Washington Post after a period with the Washington Herald, as automobile editor, subsequently becoming the paper's first motion picture editor.

The United States' entry into World War I saw Alcoate donning uniform, and he was commissioned in 1917 in the Signal Corps. Returning from the war, Alcoate began his long identification with Film Daily as secretary and, later becoming manager, then publisher.

Became Publisher in 1926

Upon the death of Joseph Dannenberg, then president and editor, in 1926, Alcoate was elected president of the owning corporation, Wd's Films and Film Folk, Inc., and assumed the publisher's title retained until his death. In 1929, Alcoate additionally took over the publication's editorialship and continued until the appointment in 1937 of the present editor, Chester B. Balli.

His organizational interests were many. In 1934, he was elected General of the Order of Kentucky Colonels. He was also a member of the Paris Post of the American Legion, the Overseas Press Club, the Motion Picture Pioneers, AMPA and the Westchester Country Club.

Honor by Treasury Dept.

The Treasury Department in 1946 awarded its silver medal for distinguished war loan service to Alcoate. In the post war period, the Republic of Italy bestowed a decoration upon his efforts in behalf of Italian-American industry.

Atlanta WOMPIs Install

ATLANTA, June 22—Willis Davis of the Wilby-Kiney organization spoke at the installation dinner of the WOMPI club, held at the Variety Club, Jean Mullis, the Service Club took over the helm for another year. Also installed were Nell Middleton, and Juanita Elwell, vice-president; Edythe Bryant, recording secretary; Lois Cine, corresponding secretary, Bernice Hinten, treasurer, and Opal Tate, Pres Brown, Margaret Stover and Tiffie Shapiro, members of the board. Mrs. Christine Gillham, the city's censor, presided.

WOMPI of the Year.

‘Meet’ Preview Today

Home editors of the daily newspapers and the leading wire services and feature syndicates will attend a special press conference today on the $250,000 "Dream House" which was built in conjunction with Columbia's "Strangers When We Meet." Television and radio women's program commentators also will be present for the meeting, which will include a screening of the film.

The conference will take place at the Columbia home office.

Alicoate Dies

(Continued from page 1)

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Reviews

13 Ghosts

Hollywood, June 22

WILLIAM CASTLE must go unchallenged as the most prolific individual producer and director of the kind of horror films that spell box office. His latest effort, designed to have the audience enjoy some screen magic, and be on the alert throughout the entire film, is a gimmick which he calls "Illusion-O.

Each patron on entering the theatre will receive a cardboard frame containing one red and one blue strip of colored gelatin. Castle, appearing on the screen in person, instructs the audience on why and how to use the color strips in order to see the ghosts during several sequences in the film. It all adds up to good family fun—like playing a parlor game while someone tells a ghost story.

Robb White has contrived a screenplay with intermittent instructions to wear the Illusion-O specs superimposed over the action to prepare the audience to see the ghosts. During the sequences in which the ghosts appear the film is processed with a bluish tint, with special effects by Butler-Glommer, Inc., so that the audience can see the ghosts more clearly if viewed through the orange gelatin.

The story introduces Donald Woods as a financially embarrassed museum official who is awarded a furnished house by a rich uncle just in time to answer an immediate housing problem for his wife, Rosemary De Camp, his daughter Jo Morrow, and his precocious 10-year-old son. Charles Herbert in his role as ghost stories and proves his ability to get along with apparitions.

According to the late uncle's lawyer, Martin Milner, and Margaret Hamilton, the housekeeper, who apparently was also willed to the Woods family, there are a number of ghosts being held captive in the house, each one more frightening than the other, allegedly captured by the uncle. The lawyer is also aware that a fortune in cash is hidden in the house and they go to bed that night and uses the Illusion-O specs to check if there are any apparitions visiting.


SAMUEL D. BERNS

Single Show of 'Inherit the Wind' will be shown for one performance only in Dayton, Tenn., on July 21, as part of the ceremonies celebrating the 35th anniversary of the famous Scopes "monkey trial," which inspired the motion picture. The national release of the film will start in November.

Toldeo Drive-in Sold

TOLEDO, June 22.—The Wintner brothers, owners of a circuit of drive-in theatres, have sold their Mauve Drive-in here to Al Boudoniris, who also operates the Miracle Mile and Franklin Auto theatres in the Toledo area.

Vending Co. to Wometco

MIAMI, June 22.—Wometco Enterprises, Inc., has purchased the assets of the Walker Vending Service of Dade County, Florida, a full-line automatic food and beverage vending operation. It will be operated by Wometco Vending of Jacksonville.

Byrnes Resign

(Continued from page 1)

Byrne. The latter could not be read for questioning. It was stated that he is ill at the present time and is recuperating in a local hospital. Director of Pictures, J. H. W. Dvorak, has been with the company's sales department since 1925, when he joined it as a salesman at the Denver exchange. He later worked for the company in New Jersey, New York, New Haven, Boston, and midwest district manager with offices in Denver in 1941. He was appointed general sales manager in Detroit a few years later, and was named eastern sales manager in 1946.

Byrnes has had two assistant sales managers, Albert Bin Jr. and Robert Mochine, the latter to be in charge of the Radio Pictures and of Samuel C. Wyn Pruds., presently is in charge of "Best-Hur" sales.

Next move should be learned by Byrnes in the near future.

A month ago, in a similarly unexpected move, Alex Harrison resigned as head of 20th Century-Fox distribution. He has since retitled a ranch in Southern California apparently interested in horseflesh production.

Sees Influence of U.S. Hurt by Films to Af

From THE DAILY Bureau

WASHINGTON, June 22

Lauanche (D., Ohio) told the Senate today that the Rev. Billy Graham well-known evangelist, had given him a copy of the primitive peoples of Africa film. Sir Graham said "the good which we have done through our financial help has, in fact, all instances, been either killed or destroyed by the char, of moving pictures and litter, which has been sold to the people by mercenaries in the U.S."

Graham, according to Lauanche's report, also raised the question of "paradoxical nature of the grant of freedom of speech which Americans in the possession of sop ing it even when abused.

Lauanche averred that the impact of foreign on their neighbors is "in a stantial degree, related to the fostering of the literature and moving tures we send out."

N.O. WOMPI Install

NEW ORLEANS, June 22.—Local chapter, Women of the Motion Picture Industry, has installed its slate of officers headed by Mrs. John and Mrs. E. S. Hodges thir tly. Other officers are: Mrs. Jean Favre, Paramount, first president; Mrs. Inelde B. Richards, Center, second vice-president; Ida Klos, Paramount Western, third vice-president; Mrs. Th. Reinhardt, MPA, recording secretary; Mrs. T. T. Gilchrist, vice-president; Mrs. P. W. S. Horn, first vice-president; Mrs. J. L. S. Stewart, second vice-president; Mrs. C. A. T. Faust, third vice-president; Mrs. W. A. M. H. McCauley, fourth vice-president; Mrs. J. D. H. Smith, fifth vice-
**MOTION PICTURE DAILY**

**NEW YORK, U.S.A., FRIDAY, JUNE 24, 1960**

**TEN CENTS**

**Appointed by Vogel**

**Name Mochrie**

**MGM General Sales Manager**

**Succeeds Byrne As Head Of Domestic Distribution**

Robert Mochrie yesterday was appointed general sales manager for Metro-Goldwyn-Mayer by Joseph R. Vogel, president. Mochrie, who had been an assistant general sales manager at M-G-M, succeeds Jack Byrne, who resigned recently after many years with the company.

Mochrie has been with M-G-M for the past three years, and for the past year has devoted his time exclusively to the domestic distribution field.

(Continued on page 5)

**Krim Named Head of U.A. Associated**

Arthur B. Krim has been named president of United Artists Associated, filling the post recently vacated by the resignation of Eliot Hyman. Robert S. Benjamins has been chairman of the board of the company since its inception in October, 1955.

Krim said that UAA, a television film distributing affiliate of United Artists Corp., will continue its operations as previously.

The top executive echelon of UAA was also announced today.

(Continued on page 4)

**See MGM's '59-'60 Net Exceeding 88 Millions**

Financial circles expect Metro-Goldwyn-Mayer's net profit for fiscal 1959-60 to exceed $8,000,000 on the basis of results to date. The company is now in the final quarter of its fiscal year.

An M-G-M spokesman recently reported:

(Continued on page 2)

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**Campaign Grows Against Films of 'Lurid' Nature at Buffalo Drive-Ins**

Special to THE DAILY

BUFFALO, June 23.—Snowballing protests from religious and civic groups and from a number of film exhibitors against "lurid" pictures being shown in area drive-ins today threatened to draw a strong battle line between the local groups and certain drive-in theatre operators.

This development was implied this week on the front page of the Buffalo Courier-Express, in a follow-up story on drive-in theatres which specialize in salacious films. The dispute was provoked earlier

(Continued on page 5)

**Move to Force Action On Minimum Wage Bill**

From THE DAILY Forum

WASHINGTON, June 23. — An open fight broke out today in the House Labor Committee on the question of bringing the minimum wage bill to the floor. Eighteen liberal Democrats, alleging that maneuverings by chairman Barden (D., N. C.)

(Continued on page 5)

**Archbishop O'Connor Is Named to Vatican Unit**

Special to THE DAILY

VATICAN CITY, June 23.—A United States prelate, Archbishop Martin J. O'Connor has been chosen by Pope John XXIII to head the secretariat preparing material on communications media for the Second Vatican Coun-

(Continued on page 4)

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**See Review of Elmer Gantry**

Lancaster—Brooks—United Artists

There is going to be plenty of talk about "Elmer Gantry" in the months to come, and it could be the kind to parlay this well-made picture into a box office bonanza for exhibitors.

In the first place the subject matter is going to set plenty of tongues to wagging. Like the celebrated novel by Sinclair Lewis on which it is based, the film is a savage and devastating attack on revivalism as practiced by fundamentalist religious sects back in the 20's and to a lesser extent today. Wherever there is sensitivity about this issue "Elmer Gantry" could start rows similar to the ones that the book kicked up when it was published in 1927.

Nor is such discussion likely to be muted by the fact that the character of Elmer Gantry in the film is not the ordained minister he is in the book. He is still a boozing-guzzling, woman-chasing young punk who discovers

(Continued on page 4)
Pay-TV Break-Even Studied

(Continued from page 1)

ing decoder. Thereafter, it is believed they can be supplied at the rate of 1,000 per week. Operation would be scheduled to begin after 2,000 installations had been completed, at a cost of $75.00 to $80 each.

At this maximum production and installation rate, the 50,000 attachments at the end of the first year would be possible, providing that many Hartford set owners wish to become customers. Therefore an estimated 300,000 TV homes in the area and a minimum expectancy for the first year is that 10,000 would become subscribers. There is a possibility of a 75-cent weekly maintenance and depreciation charge, over five years, and program costs are expected to run from 75 cents to $5.00 per subscription.

Will Avoid Collectors
To avoid the expense of sending collectors to subscribers' homes to pick up tapes showing the programs "bought" during regular intervals of a month or two, and submit statements, it is presently planned to ask subscribers to detach the tape themselves and mail it in with remittances for the indicated sums.

How satisfactorily this system will be successful remains to be seen. There is considerable skepticism over it in the trade at the moment.

The Phonevision system, unlike Paramount's Telemeter, is an over-the-air rather than wired pay-TV operation and cannot accept coins. Its decoder, which unscrambles a teletext program, is a box-like attachment which is placed above the receiving set. When the decoder is operated it replaces the program and its cost on the tape.

Games Played
Zenith reports that the William Morris Agency has suggested a list of Broadway plays which might be available, and their interest being Pay-TV potentials for its talent clients. Producers of the plays have not been lined up yet but many of them feel anything derived from a new source as pay-TV would be so much "velvet.

It was speculated that what might be available to pay-TV while its audience remains limited to secondary test marketing would be the road company performances at the end of their tours. In the meantime, apart from occasional special events, motion pictures would be expected to provide the bulk of the programming.

M-G-M's Net
(Continued from page 1)

ported that the studio was in the black for the third quarter, ended June 30, despite the Screen Actors Guild strike in that period. Profits for the first nine months and for the full year ending Aug. 31 are expected to be well ahead of what $2.81 was earned.

"Ghost's" Makes Bow
DETOIT, June 23—"13 Ghosts," a William Castle production for Columbia Pictures release, was given a red-carpet premiere here at midnight tonight at the Broadway Capitol Theatre. The midnight showing and earlier festivities were all in keeping with the supernatural atmosphere of the film. William Castle, who produced and directed the film, arrived here earlier this week for promotional activities.

"Dinosaurs" Opens
"Dinosaurs," the Jack H. Harris production for Universal-International, has its world premiere at the Joy Theatre in New Orleans today and opens simultaneously at the Grand Theatre in Cincinnati; the Majestic in Providence and in seven other situations as part of a ten-city launching of the film. Harris is participating in the world premiere activities in New Orleans.

Seeking Soviet Entry
For Frisco Festival
Special to THE DAILY
SAN FRANCISCO, June 23—Irving M. Levin, executive director of the San Francisco International Film Festival, has been in Europe on a six-week scouting tour for entries, reported from the Continent today he expects to return July 27, by which time he will have visited nine countries.

Reports by Telephone
In his report via telephone to festival headquarters here, Levin expressed the hope that Russia will send an entry this year for the competition slated Oct. 19 through Nov. 1 at the Metro. He based his optimism on preliminary talks with Soviet film officials whom he will meet again next week.

Levin is now covering the Berlin Festival.

Tri-States Convention
In Memphis Oct. 4-5
Special to THE DAILY
MEMPHIS, June 23—The board of directors of Tri-State Theatre Owners met here today and set Oct. 4 and 5 as the 1960 annual convention dates. President Gordon Huffines, Russellville, Ark., was named as the host town for the Tri-State in Memphis would be the convention site.

New Labor Support
Anti-Pay-TV Campaign
Continued support from labor organizations in the motion picture industry's campaign to outlaw TV, was reported yesterday by F. Harling, chairman of the Committee Against Toll-TV.

Harling, who is also chairman of the Union of America's pay-TV committee, announced he had been advised by the Pennsylvania Labor News, Harrisburg, (Pa.) president of the AFI-union, that the Harrisburg Regional Central Labor Council had adopted a resolution opposing Pay-TV. The resolution proposed to the Central Body in February was passed on by the Motion Picture Projectors Union Local 480 IATSE.

The Region Council asked all members to write their congressmen and senators urging them to send to New York, 1971 6245, now in the House International and Foreign Commerce Committee, to establish all forms of payable, as well as broadcast.

The Harrisburg action follows a few days the receipt of a check from the Motion Picture Theatre Operators Local 599, IA, of Fresno, Calif., for the grass-roots campaign being conducted for the bills.

Dr. Dooley Honored
Sypros P. Skouras, 20th Century Fox president, was honored yesterday as a man of the committee pay TV and to Dr. Tom Dooley, legendary film producer, at a dinner in the Commodore Hotel here, memorializing the doctor's efforts in raising funds to maintain three hospital teams in Laos, Cambodia and Vietnam. The affair was attended by diplomats, American business leaders and New York society.

Compo Ad on Ad Col
Reproducing the stamp used by Advertising Age in approving its picture of the Pitts on the series of Compo ads in Edith Publisher, which will appear in the row, explains the process by which the code is administered. A part of a special campaign to aid the newspaper editors of the country with the functions and purposes of the Code Administration.

Shafton Holds V.C. 1
Edward Shafton will continue chairman of the Humanitarian Affairs Committee of Variety Clubs International, it has been announced by national chairman Dr. Edward E. Burch. The executive vice-president, the National Board of Directors, will serve as the organization's national figure.
THE UNRIVALED HERO OF HEROES NOW READY TO PERFORM HEROIC FEATS AT YOUR BOXOFFICE!

THE NEW, THE SPECTACULAR

TARZAN THE MAGNIFICENT

AUTHENTICALLY, THRILLINGLY FILMED IN THE SAVAGE HEARTLAND OF AFRICA WITH THE COOPERATION OF THE FIERCE MAASAI AND KIKUYU TRIBES!

STARRING GORDON SCOTT • JOCK MAHONEY • BETTA ST. JOHN • GARY COCKRELL

PRODUCED BY SY WEINTRAUB • ROBERT DAY • BERNIE GILER and ROBERT DAY

DIRECTED BY EDGAR RICE BURROUGHS • A SY WEINTRAUB-HARVEY HAYUTIN Presentation • A PARAMOUNT RELEASE

FROM COMING TO YOU IN JULY... PRIME ADVENTURE PLAYING TIME... PARAMOUNT!
Reelect Kahane

(Continued from page 1)

were Valentine Davies, first vice-president; Wendell Corey, second vice-president; Hal Elias, secretary; Hal Vetter, treasurer; Fred Metzler, treasurer, and John Walberg, assistant treasurer.

This will be Kahane's second term as Academy president.

The board of governors consists of 26 elected members, two from each of the Academy's 13 branches.

SAG Board to Meet Monday on ATPF Pact

From THE DAILY Bureau

HOLLYWOOD, June 23.—The negotiating committee of the Screen Actors Guild has called special meeting of the organization's board of directors for Monday night to discuss the state of contract negotiations with the Association of Motion Picture Producers and the Alliance of Televisi-

sion Film Producers, covering actors in television entertainment films. The present contract expires at midnight, June 26.

Charge Producers Lack Sincerity

The guild's negotiating committee said its reason for requesting the special board meeting was to ask the board to consider membership action in the light of failure of the producers to honor an agreement of interest in bringing negotiations to a conclusion.

Major issues in the dispute include a satisfactory pension and welfare plan, minimum wage rates, reruns and the foreign market.

Gala Frisco Premiere For 'Subterraneans'

Special to THE DAILY

SAN FRANCISCO, June 23.—Three stars of MGM's "The Subterraneans": Janice Rule, George Peppard and Artie James, together with producer Arthur Freed, were on hand tonight for the world premiere of the film at the Stage Door. It was typical of San Francisco first nighters to go black tie for the beatnik picture based on Jack Kerouac's novel of the same name and filmed on location in San Francisco in Cinemascope and color.

The Subterraneans" also stars Les-
lie Caron and Roddy McDowall and features such prominent jazz musicians as Andre Previn, Gerry Mulli-

gan and Stan Getz, with singer Carmen McRae.

The film's engagement at the Stage Door is on a hard ticket schedule.

'Inherit' Junket Set

Some 50 top representatives of international radio, television, newspapers, magazines, wire service and syndicates will be airlifted from London to Berlin by United Artists Saturday to attend the Berlin Film Festival showing of Stanley Kramer's "Inherit the Wind." The junket is part of U.A.'s advance campaign for the world premiere of "Inherit" at the Astoria Theatre, London, July 7.

Elmer Gantry

(Continued from page 1)

he has a gift for oratory and joins forces with an already established female evangelist. The latter is pert and pretty, and he eventually seduces her. Before the wealth and power over their followers is threatened by scandal when a prostitute frames Gantry into a compromising situation, the newspapers get the story and print it, but Gantry is saved when the girl repents and confesses the truth.

Then, just as in the book, Gantry loses his lady love when her tab-
macle catches fire one night in the midst of a revival service. At the end of the film, that is—he is alone and setting out to spread his particular version of the Gospel again. (The book recounted numerous further ad-
vventures not covered in the picture.)

Once the discussion starts about the picture among those who have seen it, emphasis will surely be placed on the brilliance and vitality with which it has been made in all respects. Working from his own script, Richard Brooks, the director, has done a superb job—especially in catching the mass hysteria of a revival meeting at its worst. Brooks has used color photography most effectively, subduing it for the most part through-
out, and then employing it in big and splashy blotches for the burning of the tabernacle at the end.

And the acting is nothing short of inspired. Burt Lancaster has the manner of a fake religious zealot down to the last "Amen!" this is his best performance in years. As his cohort in religion, Jean Simmons cer-
tains looks like an innocent and ingredients intriguingly at the serpent's undertaking. Shirley Jones, who usually plays nice girls, is surprisingly bold and brazen as the harlot; and Arthur Kennedy and Dean Jagger are fine respectively as a cynical newspaper reporter who covers the revival meetings and the right-hand man to Miss Simmons whom Lancaster replaces.

In another surprise casting singer Patti Page appears as the leader of the singing group which travels with the evangelists. The excellent support cast includes Edward Andrews, John McIntire, Joe Masso, Everett Glass, Michael Whalen and Hugh Marlowe. The picture was produced by Bernard Smith.

In releasing the picture United Artists is officially advising that ex-
lubitors restrict attendance to patrons over 16. This is a good idea not only because of the possibility of misinterpretation of the religious satire but also on account of blunt dialogue involving sex.

If controversy can sell a picture again—as it has often done in the past—"Elmer Gantry" should be a terrific hit.

Running time, 145 minutes. Release, in July.

Rubenstein Rites Held

Funeral services were held at the Riverside Memorial Chapel, Brook-
lyn, yesterday for Samuel Rubenstein, 68, who at the time of his retirement some years ago was vice-president of Lloyd's Film Storage. Previously he had been an employee of M-G-M and Universal. His widow, a son, a brother and a daugh-
ter.

List Fellowship Formed

BOSTON, June 23.—The Albert A. List Research Fellowship of Mas-
achusetts General Hospital here has been established through a gift of $200,000 from the Albert A. List Foundation. List is president and chairman of the board of the Glen Alden Corp., parent company of RKO Theatres.

'Apartment' Strong

HOLLYWOOD, June 23.—A box-office total of $3,866 was racked up on opening day at Grammian's Chinese Theatre here by Billy Wilder's "The Apartment," a figure that ran $500 ahead of the opener for "Some Like It Hot," last Wilder hit, the theatre reported. The $3,866 tally was scored by the United Artists release was the high-water mark for the house in the last three years.

USIA Told Document Bettered by Russians

WASHINGTON, June 23.—A controversy marked the hearing of Motion Picture Service of the U.S. Appropriations Subcommittee, Dodd (D., Conn.) asserted the Russian documentary film of "Shostakovich," made available to the U.S. was vastly more effective than the one made by U.S.I.A. and asked why this was.

The agency will respond in a report by Turner Shelly, director of the Motion Picture Service, submitting statement asking that the $24 trimmed from motion picture fund the House be restored. The amount of $5,671,200 requested by congressmen is needed, he said, "to the minimum requirements for programming motion picture films in areas where the impact and effectiveness of this medium is fully recognized, namely Africa, America and the Far East.

An additional 16 films could be made if the full amount of the appropriation is granted. It would also be a U.S.I.A. to buy more projectors mobile units for use in Africa.

Archbishop O'Connell

(Continued from page 1)

Archbishop O'Connell, rector of the North American Collage in in 1924, is the only non-cardinal to be named secretary of one of the 12 or agencies created by Pope John preparation for the ecclesiastical cill.

The agencies, consisting of 10 missions and two secretariats, have been set up to work on the point of being set to be discussed at the council to be convened in early next year. The Pope has already announced the communications secretariat "to deal with questions touching on means of communicating it. He mentioned the press, radio, television and movies.

Commission Now Permanent

The United States posts data has since 1954, on appointment by Xl, president of the Pontifical Mission for Motion Pictures, Radio Television. The commission has been given permanent status as part of the Holy See and is now a permanent part of a film library at the Vatican.

At the same time he appointed a Committee O'Connell, Pope John, to set up an administrative secretariat for organizational affairs of the council, and named Alberto Cadioforo to direct it.

Krim Named Head

(Continued from page 1)

will include, in the past, Mr. Zitter, vice-president, and treas. W. Robert Riech, vice-president, general manager; Don K.,

tion sales director; Frederik Hyman, vice-president and secret. Herbert T. Schottenfield, vice-

cad and counsel, and Norma Katz, director of foreign operat-
m Stocks Praised
(Continued from page 1)

A review of the day's offerings is given below:

The Depression in the Thirties was tough on the nation at large, but for terrorized residents of the Brownsville section of Brooklyn the bad years were worsened immeasurably by "Murder, Inc.,” a killer-crazy iden of criminals whose chief was the notorious Louis "Lepke" Buchalter. How he and a number of his underlings finally were done in by an assistant D. A. and a persevering cop is a bold story told by 20th Century-Fox in this film.

The picture fortunately is not replete with obvious morals. Instead, it is good, solid cops-and-robbers melodrama played well and directed with a firm hand by Burt Balaban and Stuart Rosenberg. The film was adapted from the book of the same name written by Sid Feder and Burton Turkus, the assistant D. A. who accomplished what practically was impossible by sending "Lepke" to the chair.

Lepke and May Britt are the young couple who fell into the organization's trap. Whitman, who is being shylocked by Peter Falk, as Abe "Kid Twist" Reles, Brownsville's No. 1 butcher, agrees to finger Morey Amsterdam, a small-time thug, for the mob. Before he knows it Whitman is in too deep with the gangsters to get out.

Falk is rather an animal type and in due time he rapes Miss Britt. This act drives Whitman almost to insanity but he is afraid to touch Reles for fear "Lepke". Brooklyn lieutenant will murder both husband and wife. Later, "Lepke" played by David J. Stewart, comes to live with Whitman and Miss Britt when the cops are looking for him. He does not understand the young woman but at least he does not touch her.

Finally, heat is put on the mob by Henry Morgan, as Turkus, who is assisted to the hilt by Simon Oakland, the conscientious cop. "Lepke" had organized his own organization--he thought it had made a "fix" with the cops--and sent away for 30 years. At the end he is tried for murder and executed.

Things are getting hot for "Kid Twist," too. He makes a deal with Morgan and Oakland, ratting on his own criminal association in exchange for a lighter sentence. The police hide him out at Coney Island's Half Moon Hotel and the rest of the story has been told nearly every day for the past 20 years. Did Reles fall or was he pushed? Were the cops who were guarding him off, or why were all of them asleep when Reles took the fatal tumble?

Balaban and writers Irve Tonick & Mel Barr don't pussyfoot. They show that Reles was picked up and heaved out the window by a member of the mob, and their pens point to what must be regarded as gross negligence by the police. Miss Britt is murdered beneath the boardwalk and although Reles is dead Whitman now comes to expose to "Murder, Inc."

David J. Stewart makes a thoroughly frightening "Lepke." Both he and Morgan underplay their roles nicely. The ferocious one is Falk, whose style is more than slightly reminiscent of Rod Steiger's in "On the Waterfront."

The picture is tightened by short narrative portions which tie the Brooklyn events in with hoodlumdom around the rest of the country. This is effective because it introduces but does not distract. Sarah Vaughan appears briefly as a Brooklyn night club singer.

Running time, 103 minutes. Release, in June.

Saul Ostrow

BUFFALO DRIVE
(Continued from page 1)

in the week by a suburban police officer who criticized certain drive-ins for showing drive-in movies which tend to excite young people and also gives them ideas in a place where there is little or no supervision and almost no law (privacy)." The officer, Det. Sgt. Harold J. Kuehlwind of the Cheektowaga police department, who specializes in youth problems, advocated a state law requiring drive-ins to have waiting rooms, immediately after the show; more police patrol of the ramp area, and greater parental discretion about pictures children are allowed to attend.

He pointed out that although drive-ins are private property, they become public places if decency is outraged, or if a felony is committed. It made these statements in reply to questions submitted by the Courier-Express, which said the act after receiving numerous complaints from parents.

Civic Organizations Concerned

Local organizations, such as the Riverside Lions and Kiwanis clubs and the Buffalo Civic Leaders, immediately joined the fight against certain drive-ins, as did a number of drive-in exhibitors themselves.

The drive-in operators expressed bitterness when the drive-in was mentioned. One said, "How would you like to show a decent film and gross $1,500 in a week while the other guy was showing empties and taking $1,000."

Another exhibitor said he is determined to show films which are not deemed objectionable by the Legion of Decency. He said he would still stress family fare.

Clergymen in at least two Catholic parishes have complained about the nature of some "adult" pictures being shown at drive-ins around Cheektowaga. Their complaint was sparked by a picture dealing with nudism. A spokesman for the Council of Churches of Buffalo and Erie County said his organization was undecided on whether to make an inquiry into the drive-in problem.

Chatterley' Edict Recalled

It is felt by many observers in this area that salacious films are flooding the drive-in market as a result of a U.S. Supreme Court ruling a year ago which permitted licensing of "Lady Chatterley's Lover." The ruling followed a State Education Department refusal to license the picture.

Some drive-in exhibitors have agreed to withdraw pictures which lately have been severely criticized. Others have remained silent on the problem, apparently being in no hurry to sacrifice the profits their controversial pictures earn.

SINOSID Guest of Honor

MEXICO CITY, June 23.—George Sidney, producer-director, now in Mexico for the shooting of "Pepe," will be guest of honor here on Sat-

saturday at a reception tendered by Ed Kerner, manager of the Columbia Pictures office in Mexico City.

"World" Screenings Set

A series of national screenings for Irwin Allen's "The Lost World" will commence July 1 in 30 cities in the U.S. and Canada, for museums, science clubs, summer high school edu-

ators, city libraries, explorers' clubs, fiction writers and naturalist organizations, to be hosted by 20th-Fox regional advertising-publicity managers in each city. The kick-off screenings will be held in New York, pres- ed over by producer Allen, who will make personal addresses to each group.

motion Picture Daily

BUFFALO DRIVE

BUFFALO DRIVE

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BOXOFFICE-WISE...

"THE APARTMENT"
IS A RECORD-BREAKER!

10 regional premieres rack up
over a quarter of a million dollars
in the first week!

CRITIC-WISE...

IT'S A HISTORY-MAKER!

"Funniest movie made in Hollywood since 'Some Like it Hot'."—TIME

"Two of the most accomplished clowns in films,
Shirley Maclaine and Jack Lemmon."—LIFE

"Billy Wilder (offers) a light touch, and a tender, bitter-sweet
handling of two young people who 'get took' in the big city."—LOOK

"Establishes Billy Wilder and Jack Lemmon as the hottest
combination in Hollywood!"—NEWSWEEK

HOLDOVER-WISE...

IT'S A HUNDRED-PERCENTER!

"THE APARTMENT"

A MIRISCH COMPANY PRESENTATION STARRING

Jack Lemmon  Shirley MacLaine  Fred MacMurray

CO-STARRING Ray Walston AND Edie Adams  WRITTEN BY BILLY WILDER AND I.A.L. DIAMOND

DIRECTED BY BILLY WILDER  FILMED IN PANAVISION

THRU UA
Coast Luncheon

MPP Forge Goodwill Link

Fox Has Record Group Of Writers at Work

A.A. to Handle 3 from Major Productions, Inc.

REVIEW:

From the Terrace

20th-Fox—CinemaScope

The Daily

NEW YORK, U.S.A., MONDAY, JUNE 27, 1960

TEN CENTS

All News
That's News

Salute to the Emmy Award Winners

Pages 4-7

ACOUSTIC

THROUGH

ELECTRICITY

An illustration of a magnifying glass on a page of text.
Walsh Named

(Continued from page 1)

score conducted from Thursday through Saturday here and at nearby Schenectady, where the board of directors ended their annual meeting. The board included Herman Robbins’ Edgewater Motel. The directors were joined by nearly 100 amusement industry executives and members of the trade press who spent a good deal of their time here touring the hospital and listening to talks from resident physicians.

On both Thursday and Friday night, they were gathered in the motel of Albert, Norman, and Burton Robbins, along with their father, Herman, who is president of National Screen Service.

Mo Silver Remembered

Sam Rosen, vice-president and associate treasurer of the foundation, Saturday dedicated a plaque to the late Mo Silver who for many years was national exhibitor chairman. Eugene Picker, vice-president and chairman of the finance committee, cited Harold Keeter as "Babe" Levy's No. One "Man of the Year" for his work as distributor chairman of the annual combined drives in the Charlotte area. Keeter received a miniature reproduction of the original Will Rogers, statue sculpted by Jo Davidson.

Speaking at the Clinic Friday were: Dr. George E. Wilson, head of the hospital; Dr. Homer Murray, medical chief; Dr. W. W. Woodruff, and Morris Dworski, director of the hospital’s research laboratory. Dr. Edgar Mayer, chairman of the medical advisory board, cited plans to expand hospital facilities.

British Official on Dais

Other guests on the dais at Friday’s luncheon were Sidney Markley; Sir Tom O’Brien, member of the British parliament; Sol Schwartz, Arthur Mayer and Sam Biner.

Also Montague, president of the hospital, told his audience the development of a greater laboratory and bigger research program is the next step forward.

"The machinery for its accomplishment begins to roll right now," he said at this meeting. Our laboratories will be enlarged to more than three times their present area. The scope of the work is being broadened to encompass both clinical and experimental research in the full field of pulmonary cardio-vascular diseases, thus becoming the laboratories in the world to so function," Montague said.

15 Types Being Studied

The operations report revealed that the hospital now is studying 15 types of chest diseases, in addition to tuberculosis, and that the nursing staff is being increased.

The hospital had 43 discharges in the past year, mostly treated TB cases, and 16 deaths. The average death rate per year has been four or five since 1949. It was explained, however, that the new program of acceptance patients with various other chronic ailments was responsible for the higher mortality rate.

Hospital Drive

(Continued from page 1)

three meetings held at a Schenectady.

The combined drives conducted through Friday brought in $10,000,000.54 for the laminate industry hospital. Christmas Salute recorded $126,000, last week’s chairman, $29,768.06, and this week’s chairman, $236,261. Income from investment surcharge refunds and miscellany raised carried the receipts to $197,444.

From the balance on hand, $7,000 will go toward the construc-tion fund and $300,000 to the res-erve fund. The $1,043,733.53 balance resulted from subtracting total hospital expenses over an 11-year period (9,071,000.00) from total receipts during the same period ($10,071,000.00).

Eugene Picker, chairman of the hospital’s fundraising committee, in a meeting in the New York office, reported 3,272 theatres participated in the Audience Cohesion, a slight rise in 1958. Theatres raised an average of $18,000.00 each, approximately 1% of the pledged fund. The International Theatre, the New York, and the Theatre, respectively, made the most of the Audience Cohesion.

Gina Lollobrigida, Marit Brier, Pierre Gressoy are the stars of "Udaithful," produced by Pusti and Dino De Laurentis, and directed by Stefano Monicelli.

"Heerd, the Great," filmed in Manchuria and France, is based on the Biblical figure and Earl Purdum and Silvio Lopez, produced by W. Tourjansky and directed by A. de Mitri.

"The Creek," the Terror, is a "shocker" with John Merivallis, Sullivan and Gerald Herter at Directors of this "Climate-Induced" Robert Hampton.

"Bells $25,969 at M.

"Bells Are Ringing" opened at Radio City Music Hall here on Thursday, but a box-office gross of $25,969 is reported by M-G-M, which says that the figure is the highest to opening day of an M-G-M film, with the exception of "Chicago," and "M-G-M Film Festival," the height of the past two years.
Zeckendorf's Show Business Deals Clouded in Doubt, Says 'Fortune' 

William Zeckendorf, real estate entrepreneur, who has rights to conclude a $60 million deal for the 20th-Century-Fox studio property and recently paid Rockefeller Center $5 million for the Roxy Theatre, New York, must operate conventionally in future than he has in the past or face a grave fiscal crisis, Gilbert Bueck asserts in an article in the July Fortune magazine.

Bueck's article is entitled, "Man in a $101 Million Jam." It states that "the most daring risk-taker in one of the riskiest of businesses has got himself into 'difficulties' that would overwhelm almost anyone else. He knows what he should do. But can he do it?"

Zeckendorf's firm, Webb & Knap, is described as the "biggest and most ambitious developer in real property in U.S. history, controlling more than $300 million in assets and more than $300 million of construction planned or under way."

Yet the company lost $9,700,000 before tax credit in 1958 and made only a little in 1959.

--Short Term Debt Cited

"Owing to Zeckendorf's headlong expansion," Fortune says, "his short term debt at the end of 1959 amounted to $104 million, or around 40 per cent of his total liabilities, and his year's interest on payments and other liabilities connected with the short term debt alone came to a staggering $10,700,000."

The big trouble is that he is a creative artist who gets more of a kick out of making heroically complex deals that may pay off handsomely tomorrow than he does out of making millions of routine dollars today," Fortune says.

After Zeckendorf paid 20th-Fox $2,500,000 as a binder for the close to operate more conventionally in the future, Fortune says, "Zeckendorf has until August 1 to raise the money to close the deal."

If he is granted the alternative of buying the property outright for $43 million cash, "where would he get it?" Fortune asks.

"A cash deal, if approved by his stockholders, would bind 20th-Fox to rent the 75 acres with the studios for 50 years at $1,500,000 a year, and Zeckendorf says he can sell this lease for perhaps $23 million. The rest of the money, he says blithely, he will have no trouble at all finding somewhere."

Zeckendorf's ultimate plan is to build a $500 million Century City project on the studio property. The Roxy Theatre, he plans to tear down and add the space to his Tlaif Hotel, of which it is an integral part.

Forte calls the 20th-Fox deal "one of the toughest Zeckendorf has ever tackled. He has signed a contract that, financiers, as a matter of fact, had considered the project but had wanted no part of it."

"It's a race between payments to [Spryos] Skouras and recession," says one observer, "It takes more courage than we'd have."

It also states that "Prudential (Insurance Co.) was dubious about financing the project" that Zeckendorf negotiated originally, which led to Kratter's entry.

--'Nurse' Reported Strong

"Carry On, Nurse," says Dave Emanuall, president of Governor Films, the distributor, is playing to capacity business in all situations. The film now is in its fifth month at the Crest Theatre, Los Angeles, and is starting its third month in Chicago, having moved from the Esquire to the Surf Theatre there. It is starting its second month at the World Theatre, Minneapolis, the Village Theatre, Dallas, and the Shady Oak in St. Louis."

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Anti-Obscenity Group Asked in Senate Bill

WASHINGTON, June 26. - A bill to create an anti-obscenity commission has been introduced by Senators Mundt (R., S.D.) and Scott (R., Pa.), co-sponsored by a total of 26 other Senators.

The bill declares the suppression of the traffic in obscenity to be the policy of the U.S., and calls for coordination of efforts to do this at all levels of government.

Jack Arnold to CBS

Jack Arnold, motion picture and television producer-director, will join CBS-TV as producer-director, concentrating on the development of new network properties and handling production assignments on network film series.
Happy Emmy Award Winners

The hour and a half program of the Academy of Television Arts and Sciences originating in New York and Hollywood Monday night earned the praise of the critics for its dignity and showmanship. Some of the winners are pictured here.

Art Carney, above, won for the Art Carney Special “VIP” over NBC in December.

Joe Barbera and Bill Hanna beam at their award for “Huckleberry Hound” syndicated show, honored as the standing children’s program.

Harry Belafonte, left, won his Emmy for outstanding performance in a variety or musical program or series. It was his “Tonight with Belafonte” show on the Revlon Revu over CBS last December which won.

The “Untouchables” show swept the Awards. Above are Ben H. Ray and Robert L. Swanson, who won the film editing Emmy; Ralph Berger and Frank Smith who won for art direction and scenic design; and Charles Strammer, cinematography.

Rod Serling, left, was honored for outstanding writing achievement on “Twilight Zone.”

Robert Stack, winner for best actor in a series for his work in the “Untouchables” and Jane Wyatt, right, who won her third Emmy for the “Father Knows Best Series.”
Desilu Productions

proudly congratulates

ROBERT STACK
Outstanding Performance by an Actor in a Series

RALPH BERGER and FRANK SMITH
Outstanding Achievement in Art Direction and Scenic Design

CHARLES STRAUMER
Outstanding Achievement in Cinematography

BEN H. RAY and ROBERT L. SWANSON
Outstanding Achievement in Film Editing

“THE UNTOUCHABLES”
Emmy Show Succeeds in Being 'Different'

By SAUL OSTROVE

The Emmy awards show, presented over NBC-TV last Monday tried hard to be different and succeeded in several respects. The program concealed what probably was a large segment of its prospective audience for the first 30 minutes to radio, of all media, for competing with Emmy for time and attention were Floyd and Ingenman on ABC. But the quick knockout helped the National Academy of Television Arts and Sciences almost as much as it helped Patterson.

Big names, but not the biggest, helped show along its 90-minute course. The biggest name performers, such as Ingrid Bergman and Laurence Olivier, were among the Emmy winners, but they were not present to receive the statuettes.

Most of the winners turned up in Hollywood, or NBC's studio in Burbank. Fred Astaire, his usual charming, gracious self, proved once again that wit, intelligence and under-exposure boost a man's estate in video. Astaire was West Coast anchor man. The New York end of the show originated at the Ziegfeld Theatre and there Arthur Godfrey was master of ceremonies.

For the first time in 12 years the Academy dispensed with sealed envelopes containing names of winners in all categories. Instead, a small hand-operated screen called a "crawl," was used. It was a black affair, about the size of a home TV screen, and looked like a slate. Names of nominees were listed horizontally as the encees rolled the screen, and at the bottom appeared the winner's name.

This arrangement drained some of the suspense from the presentations, not that the Academy did not try hard to do something new. Next year perhaps Emmy herself will suggest another means of presentation.

Those "damn commercials" did it again. They seemed to be here, there and everywhere for 90 minutes, and the same man, Nelson Case, appeared in most of them. He was exposed during the course of the evening as much as Emmy. But in the Academy's favor no genius has yet come forth with a plan to acquire sponsors' money without being required to advertise the sponsors' product.

Emmy was more compatible with Oscar this year because she was presented only 23 times, quite a reduction from last year. Most of the awards received a favorable response from studio audiences, especially the one Rod Serling won for his writing of "various episodes" of "Twilight Zone," a CBS weekly series. Serling had a pooling section of his own.

On the subject of guest stars, it was a dual question: who appeared and who was supposed to appear but did not.

Far and away the evening's outstanding performer was comedian Jack Benny, whose monologues kept show alive and tightened at points throughout. Joe Flynn was another winner. It was his job to hand Emmys to other guests, who in presented them to the winners made the most of each situation.

Other TV personalities who appeared were Dayton Allen, Cliff Compare, Jackie Cooper, Pat Harrington, Jr., Walter Cronkite, Malcolm, Jackson, Bill Dana, Lawrence W. Don Knotts and Dinah Shore.

And Astaire showed what a sport he was when he stood by to present the prize for outstanding performance in a musical performance or series to Harry Belafonte. He said he was glad Belafonte had won it.

Robert Stack, cited for his role of "The Untouchables" (AI), seemed most eager as he trotted on the stage. Thanks to Stack and "The Untouchables," ABC managed to two Emmys, falling far behind (13 awards) and NBC (six Emmys). Last year NBC took 29 to 14 for two ABC.

No Horse Opera

Missing entirely this year, for first time in many seasons, was a number among the Westerns. Not a shot from a six-shooter was heard in the 90 minutes. The 5,000 or so audience, sopped the wide open spaces in front of a gamey during Prohibition "The Untouchables."

The men behind Jack Benny cleaned up. The award for comic writing went to the violinist's writers, Sam Perrin, George Ba Al Gordon and Hal Goldman. Nat top director of a comedy was R. Levy for Benny's specials.

A former "second banana" moved to the front rank a few years ago was honored—Art Carney, while No. 2 man to Jackie Glew winning the top comedy award his special "VIP," produced NBC.

The Emmy Award Winners

The following personalities and programs were the winners of the annual Emmy Awards of the Academy of Television Arts and Sciences.

Outstanding Single Performance by an Actor

Outstanding Single Performance by an Actress

Outstanding Program Achievement in the Field of Humor

Outstanding Performance in a Variety or Musical Program or Series

Outstanding Achievement in the Field of Music
Leonard Bernstein and the N. Y. Philharmonic series, CES.

Outstanding Performance by an Actor in a Series
Robert Stack, "The Untouchables," ABC.

Outstanding Performance by an Actress in a Series
Jane Wyatt, "Father Knows Best," CBS.

Outstanding Program Achievement in the Field of Children's Programming
"Huckleberry Hound" (Series) Syndication.

Outstanding Program Achievement in the Field of Public Affairs and Education
"Twentieth Century" (Series) CBS.

Outstanding Writing Achievement in Drama
Rod Serling, "Twilight Zone," CBS.

Outstanding Writing Achievement in Comedy
Al Gordon and Hal Goldman, "Jack Benny Show," CBS.

Outstanding Program Achievement in the Field of News
Huntley Brinkley Report (Series), NBC.

Outstanding Achievement in Art Direction and Scenic Design
Frank Smith, "The Untouchables," April 20 and 27, 1959, CBS.

Outstanding Achievement in Cinematography for Television
Charles Straumer, "The Untouchables," April 20 and 27, 1959, CBS.

Outstanding Achievement in Film Editing
Ben H. Ray and Robert L. Swanson, "The Untouchables," ABC.

Outstanding Achievement in Electronic Camera Work
Winter Olympics, CBS.

Best Engineering or Technical Achievement
The new General Electric supersensitive camera tube permitting color-casting in no more light than is needed for black and white.

Outstanding Writing Achievement in the Documentary Field

Outstanding Program Achievement in the Field of Variety
"Fabulous Fifties," June 31, 1960, CBS.

Outstanding Directorial Achievement in Drama

Outstanding Directorial Achievement in Comedy
Ralph Levy, Jack Benny Hour, specials, CBS.

Outstanding Program Achievement in the Field of Drama
"Playhouse 90" (Series) CES.

THE TRUSTEES AWARD
Dr. Frank Stanton, president of CBS, for outstanding service to television.
**A Letter To The Lady of Television**

**Hollywood, June 26**

Emmy: Everyone here seemed to be in agreement that your Big Night Monday was an event that will be remembered for its home-like quality—unquestionably one of the awards presentations to date. Due credit for this should be given to Warner Bros., whose record album of patter titled “Button Down Mind,” and a brief appearance on the pair program, had a dozen bit-time offers tossed at him right after the show.

Desi was a most happy fella at the sweeping results earned by “The Untouchables.” So happy, that he gifted Bob Stack with an $11,000 Mercedes 300, which he had parked outside the NBC artists entrance in Burbank as a surprise if Bob won in his category.

And speaking of “untouchables,” there were five other guys who were up in the clouds for recognition of their achievement on this hot series: Cameraman Charles Straumer, Art directors Ralph Berger and Frank Smith, Film Editors Ben Ray and Robert Swanson.

This is also the first time a syndicated show ever won an Emmy, which made those “Huckleberry Hound,” Hanna and Barbera, alumni of MGM Cartoons, very proud.

Jack Benny’s infectious grin was one of delight for his comedy writers and directors Bud Yorkin and Ralph Levy who won honors.

All in all, it was a show that all of the Academy members from Coast to Coast can well be proud.

—SAMUEL D. BERNS

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**Have A Happy—**

Carol Reed

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**Our Sincere Thanks**

to the Members of the Academy of Television Arts & Sciences
and to the Guys who made it possible...

AL CAPONE, DUTCH SCHULTZ, JAKE LINGLE, BUGS MORAN,
MA BARKER AND HER BOYS —
AND DESILU

RALPH BERGER and FRANK SMITH
Outstanding Achievement in Art Direction and Scenic Design

CHARLES STRAUMER
Outstanding Achievement in Cinematography

BEN H. RAY and ROBERT L. SWANSON
Outstanding Achievement in Film Editing

“UNTouchedABLrs”
Fox Writers
(Continued from page 1)
that 20th has drafted a lineup of product that will insure continuing production for the next 18 months, including the starting of three Tod T. AO features in the last five months of 1960-- "Cleopatra," with Walter Wanger, producer, Rouben Mamoulian, director, and starring Elizabeth Taylor, Richard Burton, and Rex Harrison; "The Greatest Story Ever Told" in October, and "State Fair" in December.

Added to 14 writers who returned the job of the year, ended were additional 11 writers reporting in last week. These include:

Church Council
(Continued from page 1)
with requests made by the producers for "specifics" as a guide on future production. Expression of respect and observation for the industry's Production Code was voiced by AMPTP representatives, with an invitation to the council to point out where any abuses do not bring maximum results and indications were made that future meetings would be held to discuss picture problems.

Among those attending the council luncheon were Eric Johnston, Geoffrey Shurlock, Ken Clark, Clarke Wales, Y. Frank Freeman, Jack Karp, Samuel Briskin, B. B. Kahane, Bill Anderson, Robert Blumofe, Max Youngstein, Walter MacEwen, Frank McCarthy, Ray Khune, Steve Brody, William Goetz, William Gordon, John Ford, Richard Brooks and George Stevens.

See Favorable Report
On Enemy-Assets Bill
From THIS DAILY News
WASHINGTON, June 26.--The Senate Judiciary Committee is expected to report favorably a bill dealing with the disposition of enemy assets taken over by the U.S. government as a result of World War II. It is thought likely that the measure will make no provision for the sale to U.S. citizens of General Audine & Film, Senator Keating (R.-N.Y.) has urged this, with provision for sequestration of the proceeds until litigation has been settled.

From the Terrace
(Continued from page 1)
of Robson, who knows how to draw all the dramatic values out of a scene—and then some.

The end result is an exceptionally entertaining picture which—without any question—will be one of the top grossers of the present summer season.

To tell the truth, it begins in a dull and ordinary fashion. As Newman comes home to Pennsylvania from World War II to find his mother an alcoholic (played in maudlin fashion by Myrna Loy) and his father (overplayed by Leon Ames) as distant and overbearing as ever, it starts to look as if the audience is in for a sudsy evening.

Then something magical happens. Miss Woodward arrives on the scene as a spoiled society girl who gets a yen for Newman and throws over her rich fiancé in favor of wedding a man without money or background. Suddenly "From the Terrace" acquires a point of view; it starts to depict the slow dissolution of a marriage over the years through misunderstanding and neglect. (In depicting marital infidelities, incidentally, the picture is extremely frank in both situation and dialogue.)

Miss Woodward and Newman, who are also married in real life, reveal the stages in the disintegration of this relationship with consummate craftsmanship. Watch, for instance, how Miss Woodward subtly changes in the film from a love-struck girl mad about her husband to a cold hard-ridden who flaunts her numerous infidelities in his face. This is superior acting in which a role is built from beginning to end as if the players were performing on a real stage before your eyes. It is a pleasure to watch such talent at work!

Then something equally excellent occurs. A new actress comes into the picture and turns out to be so good she not only stands up to the stars but almost steals the film away. Her name is Ina Balin, and she is beautiful (somewhat reminiscent of Cybil Chase or Sophia Loren) with black tresses and limpid eyes.

She plays a lonely, small-town girl who meets Newman after he has become financially successful and is losing contact with his wife. Miss Balin and Newman are drawn to each other in their loneliness; and their love, in its purity, which is most tenderly played, gives the film a poignant emotional quality it has not had up until then.

The ending comes as something of a “twist” that will be damned by some as unrealistic and lauded by others as a romantic gesture par excellence. Newman, who has struggled all through the film to get to the top in his financial firm, is finally offered a partnership in the company with the proviso that he not divorce his wife for Miss Balin and thereby become embroiled in a tabloid scandal. At the last minute—in a dramatic board room meeting—he renounces his job and runs off to join Miss Balin, barely taking time to tell Miss Woodward he is going to leave her for good.

In other words "From the Terrace" just goes to prove an old O’Hara truism once more: the achievement of wealth and position does not necessarily bring happiness. Who can argue with that?

Running time, 144 minutes. Release, in July.

Richard Geffner

MCA Grow
(Continued from page 1)
producers on other networks during a typical week.

It had 16 important TV series during the eight months of regularly starring artists who are MCA's clients. MCA's take from these series for the past season alone was set at "at least $20 million."

The Octopus
Known, according to Fortune, The Octopus in Hollywood, MCA, after the striking employees show business talent, as well as leading agent for such talent. In dual role, Thompson writes, "It eases its own clients, a practice is considered unethical by practically everyone else in the entertainment industry and that has provoked a great interest at the Department of Just MCA represents probably 80 per cent of the motion picture industry's talent, "Fortune" reports. "Thompson's talent whose names alone are quoted by a bank loan or a picture.

Jules Stein, chairman, and Wasserman, president of MCA, sized the company through its "incredible" lack of successful expansion. Robert Janin, chairman of United Artists quoted by Thompson as saying, "is one of the two or three small men in the industry. He could run the company in the U.S. I wish he was president of UA."

Cites Offers to Wasserman
The article states that Wasserman has had a "number of attractive including the presidency of Mr. Colwyn-Mayor."

MCA paid $10 million cash for Paramount pre-48 library, and ga note for $25 million more to be paid annual installments of about $2 million. "Fortune" says, in addition, it agreed to pay up to other $15 million if proceeds rental agreements made prior to exceeded $53,250,000. MCA has already sold some or all of the film at least 80 of the 100 major U.S. markets for a total of about $120 million, the money to be paid as the are actually shown.

"By the time MCA gets to the main domestic markets and the top foreign markets, its cost seems sure to top $100 million." Thompson concludes.

Calls the Lot "A Gold Mine"
MCA paid $11,250,000 cash for Universal studio, and the latter to-year lease for a minimum of million a year for its production requirements. "The lot is a gold for MCA," the article says, "and land is almost certain to be worth more than the purchase price itself to government."

The article notes a Hollywood mor that MCA may go into these film production, but feels the "are slim" that it will do so "at any price." Thompson concludes: "A good would be that (Wasserman) la eye on pay television."
Annual Meet
at $1 Million
0 Goal for
R. Hospital

Charles A. Aaronson
(Pictures on page 3)

goal of $1,000,000 has been set for a fund-raising campaign for the Rogers Memorial Hospital and Arch Laboratories this year. This determined at the annual meeting of the board of directors of the hospital at the weekend at Herman Robbins’ water Motel at Schron Lake. The meeting also saw additions to the board and the slate of members headed by A. Montague, etc.

The board sought to increase efforts toward the Christmas Salute and Relief Fund (Continued on page 3)

Post-'48s Now
Available to TV

united Artists Associated has been given 410 post-1948 features to tele-
stations for some time, including such major studios as Universal, RKO, Universal-International, London Films, and Alexander Korda. Involved also are small pictures which were dis-Carded by U.A.

a high number of post-’48s avail-able to TV was revealed by Bob Rich, president and general sales manager of U.A., who said the “recurring” problem (Continued on page 8)

Regulation of Webs,
ys House, by 101-16

From THE DAILY Bureau

WASHINGTON, June 27.—The bill, by a standing vote of 101 to 01, rejected a plan by Rep. Bennet Mich.) to subject networks to rationing. A roll call on this point has been taken Wednesday, but reversal seems unlikely.

Motion Picture
DAILY

NEW YORK, U.S.A., TUESDAY, JUNE 24, 1960

TEN CENTS

Fox to Spend $20,000,000
On Production in Britain

By Peter Burnup

London, June 27.—Twentieth Century-Fox has plans to spend $20,000,000 on production in Britain, Syros Kouras, president, said in a press conference here today.

In answer to a question Kouras said the English commitment does not entail a cutback in the investment of the company in Hollywood. He described it rather as an extension of the Hollywood schedule which is already fixed.

Kouras paid tribute to the talent of British producers and actors and indicated he was especially pleased with "The Inn of the Sixth Happiness," "Sink the Bismarck," and "Sons and Lovers," all of which Fox made here. The last-named film, while not yet shown in America, is already a big hit in Britain.

At the same time Kouras revealed that 20th-Fox will produce top pictures in Italy and Greece. In connection with the latter he mentioned the Rudolph Mate production, "The

(Continued on page 7)

See Big Attendance
At TOA's Convention

Special to THE DAILY

SAN FRANCISCO, June 27.—Plans for working up a strong registra-
tion for the 13th annual convention of Theatre Owners of America in Los Angeles Sept. 9 to 16 were dis-
cussed at a meeting here at the week-end in the Clift Hotel.

Roy Cooper, TOA executive con-

(Continued on page 7)

Theatres' Exemption from Wage Bill
Backed in Senate Labor Unit Report

By E. H. Kahn

WASHINGTON, June 27.—Motion picture exhibition is described as a "sorely troubled industry" in the Senate Labor Committee's report on its minimum wage proposals, filed by Senator Morse (D., Ore.).

The report points out that though the $1 million cut-off proposed for other retail establishments would apply only to larger exhibitors, it asserts that, in the circumstances, it seems inappropriate to impose the pay floor on any segment of the industry. The bill exempts theatres from the minimum wage law.

Commenting on the general course of exhibition, the report states that it has suffered "a serious decline in the last 13 years, inversely with the growth of the television industry. Future prospects for the industry are not bright; even in the last few years

(Continued on page 7)

Para. Stock Up
Para. Unit in
Ampex Stock
Exchange Deal

Largest Stockholder Would
Be Telemeter Magnetics

Telemeter Magnetics, Inc., in which Paramount Pictures has a 12 per cent interest, has reached a preliminary agreement to acquire a substantial interest in Ampex, a pioneer in the mag-
etric tape field and one of the principal manufacturers of audio and video tape recording and reproducing equipment.

The deal will be acted upon by the Paramount board of directors some time next week and by the Ampex board at about the same time. It must be approved by stockholders of both companies and special meetings for that purpose will be called, probably for some time in August.

Pending finalization of the deal, company officials declined to divulge de-
tails. However, reports in the financial (Continued on page 8)

Three Events Mark
Advance 'Wind' Drive

In a trans-Atlantic telephone inter-
view from London, producer-director Stanley Kramer told an industry press conference here yesterday that he was deeply gratified by the reaction accor-
ded the showing of his production of "Inherit the Wind" at the 10th annual Berlin Film Festival.

Roger H. Lewis, United Artists vice-president in charge of advertising, publicity and exploitation, out-

(Continued on page 2)

Soviet Film Delegation
Is Entertained Here

A delegation of 19 Soviet motion picture and theatrical personalities visited New York yesterday, they made a backstage tour of Radio City Music Hall, and were guests of a showing of MGM's "Bells Are Ringing," there.

After the performance they were entertained by Motion Picture Export

(Continued on page 7)
Fox to Spend
(Continued from page 1)

Levine Party Here
At Forum Tonight

Entertainment world celebrities and members of the Wood, State will converge on the Forum of the Twelve Caesars tonight to spend a "Night With The Gods" to launch Joseph E. Levine's "Hercules Unchained." The picture opens the following day at the Fabian Fox Theatre in Brooklyn and throughout the Greater New York area July 13.

'Thunder of Forgottenness'

The midnight festival of Greco-Roman splendor will be one of the most lavish affairs, according to restaurant associations, operators of the Forum, with the finest of foods and wines being flown in from all parts of the world. In addition, a replica of the "Fountain of Forgottenness," as built in the Forum set erected in the park from which champagne will flow continuously.

The event will be covered by NBC-Biltmore's "Today" show, and CBS-TV's "Eye on New York," both of which will devote major portions of their shows to a filmed record of the proceedings. NBC's "The Tonight Show" will devote much of its time to the event.

Three Greek Films
Acquired by Perakos
Special to THE DAILY
HARTFORD, June 27 — Peter Perakos, Sr., industry pioneer and president of Perakos Theatres Associates and his son Peter, Jr., general manager of the independent Connecticut circuit, have returned from a six-week stay in Greece, during the course of which they examined theaters and other facilities for P-T-A to serve as U.S. distributor of three Greek motion pictures. The film titles and distribution dates will be announced shortly.

Delay Senate Unit's Meet
On Enemy Alien Assets

WASHINGTON, June 27 — An objection to holding a meeting during a Senate session prevented the Judiciary Committee from discussing its bill designed to settle in principle the question of enemy alien assets now held by the U.S. It is understood that Sen. Keating (R., N.Y.) is seeking to have such assets made in the measure for sale of General Aniline & Film to U.S. citizens.

'Wind' Well Received
At Berlin Film Festival

By WILLIAM PAY
BERLIN, June 27—Stanley Krueger's "Inherit The Wind," official American entry at the Berlin Film Festival, now underway, received a mouth- wide reception when it was screened at weekend. Rounds of applause were heard repeatedly throughout showing.

Following the picture Kramer peered on stage with Gene Kelly whom he announced. Two stars of film. Later Kramer held a press conference at the Hilton Hotel after by some 200 international journals.

'Wind' Drive
(Continued from page 1)

lined the advance selling campaigns already underway for domestic miere engagements which will take the scope of the drive for "On Berlin"

Kramer pointed out that the enthusiastic reaction and immediate acclaim will help generate advance publicity for the world premis of the UA release at the Astor Theatre in London on July 7, and for future release in the United States, the fall.

Addressing the conference, Lewis said the campaign will be special importance of the picture to all over the world "as an exciting, compelling film entertainers representing two powerful point of view relative to our times and the age.

"This is the image we intend to create in the public's mind," he declared.

Three major events of international significance form the basis of the campaign, Lewis explained. They are the Berlin Film Festival showing, the world premiere in London, and the special American showing of the film at the 50th anniversary of the Far Scopes "Monkey Trial," which spurred the motion picture. The vice-president pointed out that extensive promotion drive is being developed for a full six months being national release date.

NEW YORK THEATRE
worthy Films Hit
Lutheran Minister

Special to THE DAILY

R. LOUIS, Mo., June 27.—Chris
tons were advised to “stop patroniz-
ing worthy films” and “support the
et type of movie maker which wishes
produce films of high quality and a
character” in a broadcast on the
Lutheran Hour from here yesterday.
the speaker was the Rev. Oswald
man and his subject was “The ed Muddles.” He said the mo-
cine industry “is located in the
ed States and in other countries,
et on itself to demonstrate how
the human mind can sink in order
ake money.” He also noted that
ect weeks “many secular maga-
have called attention to the
ing film in films.”

Urges Protests Be Made

to counteract the trend Dr. Hoff-
suggested that protests be made
enters that such pictures be 
ronized. “This is not un-
ian censorship,” he said, “it is
ican common sense.”

Indict in Tennessee

rust’ Suit Appealed

Special to THE DAILY

NOXVILLE, Tenn., June 27.—
ting to court officials here, the
ants in the recent anti-trust suit,
ch Walter Morris, owner of the
 and Tower Theatres, Knoxville,
awarded $75,000 in damages, ap-
d June 23 to the Sixth U.S. Cir-
 Court of Appeals in Cincinnati.
he defendants include 11 film dis-
ing companies and the Tennes-iviera and Bijou Theatres. A
ral court jury found the guilty of
 25 of conspiring to monopolize
n films in the Knoxville area,
, who filed the suit in the name
ies theatres, which are known as
ew Amusements Corporation, 
sked $1 million in damages for
. The jury actually awarded
is $25,000, but a trebling feature
al anti-trust laws raised the
al award to $75,000.

W Seeks to Acquire

Theatre in Connecticut

From THE DAILY Service

WASHINGTON, June 27.—The
ley Warner Corp. is seeking court
orization to acquire a theatre at
on, a suburb of New
ne.
he proposed theatre would be
 the Haden Shopping Center
located on Dixwell Avenue, in
on, about 3 miles from down-
New Haven. The theatre would
 1,200 and Stanley Warner pro-
s to operate it on a first neigh-
run basis.

Sintron Extension

WASHINGTON, June 27.—The
ities and Exchange Commission
extended through July 4 the sus-
ion of all trading in the common
of Sintron Electronics and Tel-
on, Inc.

Set $1 Million Rogers Goal

(Continued from page 1)

audience collections, and special gifts
from individuals in the higher
kets. It also will attempt to double
the number of theatres that partici-
pate in the Christmas Salute and audi-
cence collections.
A special gifts committee will be
set up with Sol Schwartz as chairman.
The first donation in this category
was made by Alan Freedman of DeLuxe
Laboratories, who turned over a
check for more than $1,000, which
represented money left over from a
dinner tendered him earlier this year.
Freedman said at that time that he
would turn over this surplus money to
a deserving cause.
Eight new members were elected to
the board of directors. They are: Vic-
tor Cartter, president of Republic Pic-
ures, of Hollywood; Edward Emanuel
of Philadelphia; William Forman
of Los Angeles; Karl Houbitzelle, head
of Interstate Theatres, of Dallas; Al
Ymick, president of Allied States, of
Lake Park, Iowa; Albert Pickus, presi-
dent of Theatre Owners of America,
of Stratford, Conn.; Charles Kurtz-
man, Loew’s Theatres division man-
ger of New York, and new exhibitor
chairman succeeding the late Moe Sil-
er, and Robert Snyder of the Chemi-
cal Bank of New York.
Richard F. Walsh, president of
ATSE, was elected chairman of the
board succeeding the late Robert J.
“Bob” O'Donnell. All other officers
were re-elected. They include: A.
Montague; vice-presidents, Harry
Brudt, Ned E. Depinet, William J.
Carmack, Robert Mochrie, Herman
Robbins, Fred J. Schwartz, Joseph R.
Vogel and Murray Weiss; secretary,
Max A. Cohen; treasurer, S. H. Fabi-
an, and assistant treasurer, Samuel
Rosen.
Rosen proposed that drive-in the-
atre operators hold audience collections
during July and August, as most of
them are closed during the winter
months.
Richard Brudt was named as chair-
man of an art theatres committee,
which is interested in these houses in the
hospital work.
It was also urged that audience col-
collections not be held when an advanced
admission picture was being shown.
It was felt this might create an
unfavorable reaction among such audi-
cences.
Fund-raising will be expanded this
year into the field of television, and
will be handled in this area by Tom
Rodgers and Arthur Rosen, co-chair-
men of the special events committee.

Maurice Gross Dies

COLUMBUS, June 27.—Maurice
Gross, 84, retired former owner of
the Majestic Theatre here, died in
Mt. Carmel Hospital. The Majestic, one
of the first de luxe film houses in the
area, was torn down some 25 years ago.

AT THE WILL ROGERS HOSPITAL: Above, at the dedication of a plaque
to the late Moe Silver who for many years was national exhibitor chairman: left
right, George E. Wilson, Sam Rosen, Eugene Picker, Dr. Edgar Mazer,
Murray Weiss, A. Montague, and Richard Walsh. Below, in a relaxed mood,
Montague, Walsh and Weiss.

PEOPLE

Spyros S. Skouras, chairman of
Skouras Theatres, has been elected
president of the Prudential Steamship
Corp., succeeding E. T. Hardaloopas,
who will continue as a director and
also will serve as special adviser to
Skouras, who has reduced his theatre
activities and is devoting the bulk of
his time to shipping interests.

Vaughn Taylor of the Fremont
Theatre, San Luis Obispo, Calif., was
pronounced Showman of the Drive
winner in the recent Fox West Coast
Southern California division quar-
terly business drive.

Leonard Mishkind, president of
General Theatres, Cleveland, a
ircuit of 13 northern Ohio houses, has
ounced the purchase of the or-
ization’s second motel, the Quality
Court, in Strongsville.

David Parmalee has joined the staff
of Tolles Theatres, Hartford, as
istant to Charles Tolis, president.

Russell Fifer, executive director of
the National Association of Conces-
sionaires, and his 13-year-old daugh-
ter, Patsy, won the father-and-daugh-
ter trophy at the tournament of the
Baltimore Country Club, Barrington,
III.

Lucille Pollack, a graduate of
Bernard College, has joined the office
organization of 20th Century-
Fox International Corp., it has been
disclosed by Leslie F. Whalen, pub-
icity director.

Mel Landon, known for his creative
work in the industrial film field, has
been named executive producer for
the Eastern division of Wilding, Inc.,
producers of business and industrial
motion pictures.

Sam Schultz, Allied Artists branch
manager in Cleveland, has received
an award in recognition of his work
in behalf of the Cleveland Cancer
Society.

Rice Heads Publicists,
East, Local 872, IATSE

Harry Rice has been elected presi-
dent of the Publicists Association,
East, Local 872, IATSE. Other new
officers are Alvin Adams, first vice-
president; P. Dale Soriano, second
vice-president; Harry E. Rice, third
vice-president; Thomas Kirby, sec-
tary-treasurer; David Cassich, busi-
ness agent; and Stanley Vamske, sergeant-
at-arms.

Trustees are Morris Green, Harry
Clark, John A. Cassidy, and David
Kane.
UNIVERSAL announces the

PETER USTINOV
SANDRA DEE
JOHN GAVIN

Screenplay by Peter Ustinov, based on his stage
A Pavor, S. A. Production • A Universal-International
Production has started in Rome

"ROMANOFF AND JULIET"
In Eastman COLOR

Starring

AKIM TAMIROFF

Produced and Directed by Peter Ustinov

...from the beginning
Says Webs Need Better Programs

By SAUL D. BERNS
HOLLYWOOD, June 27.—Peter Kortner, who achieved important production with his production of seven of the last "Playhouse 90" series, voiced strong concern over the apparent weakness of the part of the network to take a more positive stand on a programming concept for their operation.

Kortner, who recently signed a producer pact with Four Star Films to produce television, in June, Allison film series and develop other program series, said in a luncheon interview at the Roosevelt Hotel that the programming for next season appears "dysfunctional."

Sees Obsolescence to Sponsors

"There is no definition of specific allocations of time for children, live, tape, film, dramatic anthologies or comedy series. It seems as though the nets are 'playing by ear' the sponsors' interest, and by type programming it will buy, instead of indicating the type of program it desires to feature in order to protect its viewer interest," he said.

The young producer forecast the early advent of pay-TV as a necessity for insuring better programming.

Has Bought "Hotel Splendid"

Kortner, who entered the TV field as a story editor for NBC-TV's late "Matinee Theatre," disclosed that he and Robert Stevens, the director, had purchased Ludwig Bemelman's "Hotel Splendid," which they will propel into a pilot soon.

MGA Warns Producers

On Post-1948 Sales

From THE DAILY Bureaus
HOLLYWOOD, June 27.—The Musicians Guild of America has officially notified the major motion picture producers that they must negotiate additional terms and licenses prior to the sale of any post-48 films to television. The Musicians Guild warned the producers to refrain from licensing pictures for television until negotiations for musicians' payments have been completed.

This was contained in a letter from the Musicians Guild to the Association of Motion Picture Producers, M-G-M, Allied Artists, Columbia, Disney, Paramount, 20th Century-Fox, Universal and Warner Brothers.

"We are advised that members of the Association of Motion Picture Producers presently are engaged in negotiating for license of feature motion pictures for television production, with the owners of the original motion pictures, all of whom have been employed in the production of the feature motion pictures and who reserved all rights on their behalf in connection with the licensing of the feature motion pictures for television.

"On their behalf, the Musicians Guild hereby requests each of you to negotiate with it the terms and conditions of releasing any of the pictures for television prior to your entering into any agreements and pending the conclusion of negotiations to refrain from licensing the pictures for television," the letter concluded.

"The Musicians Guild, as the Studio Board, has been advised by the Board of Directors of the Musicians Guild that the conduct of the guild board chairman, said the union's agreement with the majors specifically reserves to the individual musician his rights for repatriation on post-48 films released to television.

"The Musicians Guild won bargaining rights for musicians employed by the major studios from the American Federation of Musicians in 1938, and as the official representative will defend a share of the proceeds for the musicians involved under the existing agreement, Guild said.

"Our primary goal will be to seek repatriation for musicians on all films sold to TV which were produced during the past 12 years," the Musicians Guild official said. "We are certain the producers are aware of their responsibilities in this area, and we would like to see a progressive and cooperative action on behalf of our members. This is consistent with our previous stated policy that we would immediately commence bargaining at such a time as it was apparent the producers were seriously disposed to sell the post-48s. From all reports, we assume that time is at hand.

Who's Who

Arthur L. Manheimer, for midwest sales manager for the new and included films division, National Screen Service, has Trans-Lux Television Corp., as west division manager, with quarters in Chicago.

Schnier "Sonny" Chulaf, in charge of the agencies and advertising agencies for Screen Gems in Hollywood for the past several years has been named general assistant to Sam Drake, vice-president in charge of West Coast activities for the Lumbia Pictures subsidiary.

Norman Felton has been named a rector of programs for MCM-7 effective July 1. He presently is director of programs for CBS-TV, Coast.

Len Weindes, executive pro for WBNB radio, has been a producer-director for WBM William N. Davidson, NBC vice president and WNB, WNBC-TV general manager, announced.

Crosby's Firm in M To Purchase KFJZ

From THE DAILY Bureaus
WASHINGTON, June 27.—Teletesting, Inc., has applied Federal Communications Commission for permission to buy KFJZ-TV Worth, Tex., for $650,000. chairman of Naib is Bing Crosby.

Channel Grants Up

WASHINGTON, June 27.—grant of Channel 10 in Oxn and Parka, Mich., to the Tele Corp. of Michigan and Michigan University has been up held by U.S. Court of Appeals.

Lee Renamed to FC

WASHINGTON, June 27.—Satellite news from the resignation of Robert E. Lee to a 7-year term on the Federal Communications mission. Vote for the confirmation of to 19.
**Minimum Pay**

(Continued from page 1)

...of increasing growth," the conclusion of a complex parliamentary bill is developing in the House. The House committee has scheduled a full-scale bill reading at 10:30 A.M. today. Chairman Barden (D., will convene the session at 11:00 A.M. The House meets today, and committee procedures follow.

Pushing CaleNDAR Wednesday the labor committee meeting, 18 Democrats expect to push through a resolution calling for the wage bill under the ador Wednesday" procedure, requires completion of work measure in a single day. But if the committee schedules the full bill for debate, "Calendar Wednesday cannot be invoked. Thus, it appears that proponents of a new bill will have to act by ear, in part, at least, on rumors of committee sentiment if they desire foro a "Calendar Wednesday" iteration of the bill. Changes are this will not be done unless ass- sessments are obtained from the head- quarters that the wage bill will be de- livered in the very near future.

**other Refuses Ads**

(Continued from page 1)

...of other channels to advertise. The result was that "I for White" brought in nearly 10 in its first five days to break house record including the ad-

thea. It has been extended for more days. The special exploitation campaign in a full-out effort by the theatre's. Laugton Willey, who used radio advertisements on stations, Gave-away flyers, her- window cards, 40 x 60s and billboards in the area. A. Riffkin said, "The tremendous on this film clearly proves two valuable facts: (1) Theaters today are big business without the use of newspaper advertising and (2) there are many other media that we are not fully utilizing to our grosses. In this instance, the ad Drive-In was not even men- tioned in the amusement sections of the newspapers."

**Strand Refused to Book**

A Strand Theatre, Pro- vied operated by Stanley Stein, was refused advertising in the newspapers and as a consequence book the film. Because of this fact, the Shipyard picked it up first run last weekend. The Providence Journal reported that "The above of the Journal Company was reviewed by the press book desk decided that the advertising was ob- salable from the title and in accord with the standards of trying to maintain our bills."

**Split-Level' Ad Drive Set**

For Fox's "The Lost World"... Twenty-first Century-Fox has disclosed that "The Lost World" will have the largest above-and-below-ground advertising campaign in the company's history.

Abel Goodman, advertising director, in describing the drive, stated that 800 full-color posters will be displayed prominently in hundreds of underground subway stations starting July 1. In addition, 80 "King-size" bus posters, measuring 2½ by 12 feet, also will be mounted on the vehicles of the Fifth Avenue Coach Co., plying Fifth Avenue and across 49th Street. There will also be posters for bus headlight and the windows of the Hudson Tubes.

**Soviet Group**

(Continued from page 1)

Association at cocktails in the English Pavilion in Rockefeller Center.

The group included film producers Aleksei A. Mikhurin, Konstantin K. Papanaswili, Grigorii L. Roshal and Aleksei Shvachko; Albertas-Iozas K. Hozenas-Baltuhsis, chairman of the Organizational Bureau, Lithuania's Union of Cinematography; writers Akai I., Beli- aswili, Dmitrii M. Khokhlorov, Lazar L. Labin and Boris S. Lackin; Vladimir I. Karasev, assistant chief, State Film Fund Section; Monika P. Mironaitė-Baltuhsine, actress of the Vilnius Russian Dramatic Theatre; film ac- tresses Lidija N. Smirnova and Lidija P. Sukharevakukan; Igor V. Morozov, composer; Sofia M. Serskuto, sound producer; Feliks V. Vratis, camer- ama, Mikiths B. Bogotkova, photog- rapher; Mikhail A. Kolokol, engineer; and Mause K. Lynetskis, journalist.

**Rosen Drive Chairman Of Cinema Lodge Fund**

Joseph B. Rosen, regional sales manager of Universal Pictures Company and past president of New York's Cinema Lodge of B'nai B'rith, has been appointed chairman of the Lodge's annual fund-raising project, it was announced yesterday by Abe Dickstein, president.

Announce Winners Oct. 27

The fund-raising project—the sale of 750 contribution share certificates at $25 per share with one of the pur- chasers being awarded a 1960 four- door Cadillac, and a second purchaser, a 10-day all expense paid cruise for two on the Holland-America Lines New Amsterdam leaving Dec. 2, 1960—is designed to raise funds for the B'nai B'rith agencies including the Anti-Defamation League, the Hillel Foundations and the Youth Services. Selection of the winners will be at a luncheon at the Hotel Astor on Thursday, Oct. 27. The sale of certificates is scheduled to get under way next week, Dickstein said.

**Group Supports Theatre In 'Lovers' Case**

Special to THE DAILY

CLEVELAND, June 27.—Petitions in support of the Heights Art Theatre, whose manager, Nico Jacobelli, was recently arrested and fined in the showing of the French film, "The Lovers," are to be distributed by members of the newly formed Cleveland Citizens for Freedom of the Mind.

The group, which was formally or- ganized at a meeting here last week, has also pledged itself to an active anti-censorship campaign. For that purpose it will corporate so as to have lobbying power in the state legis- lature.

Jacobelli was one of the speakers at the first meeting and defended his position on "The Lovers" case by say- ing "What is good enough for the U.S. Government (U.S. Bureau of Customs which admitted the picture) is good enough for me." A new meeting of the 700-member group is to be set shortly.

**Study Transit Co-Op**

COLUMBUS, O., June 27.—In- dependent Theatre Owners of Ohio is conducting research into the possibil- ity of establishing a cooperative film transit service in the Cleveland and Columbus exchange areas, said Ken Prickett, executive secretary. Prickett said the plan will be discussed at the ITTO state convention Oct. 12-13, at the Needle House here.

**TOA Conclave**

(Continued from page 1)

...of TOA Conclave, and also an honor- ary convention, and Joseph G. Alter- man, administrator in the office of TOA, headed up the sessions during which predictions were voiced that this year's convention will eclipse all previous ones in attendance.

The other honorary chairmen att- ending were Dwight Speicher and Will J. Conner of Seattle; Al Forman, president of the Oregon Theatre As- sociation; Abe Burenfield, San Fran- cisco, and Spencer Leve, Los Angeles, and also a vice-president of National Theatres.

Other National representatives att- ending were William Thedford, Los Angeles; Robert Selig, Denver; Peter Lundgren and Robert Smith, both Los Angeles.

**Heads Florida WOMPI**

JACKSONVILLE, June 27.—Philo- mena "Phyl" Eckert, of Columbia Pic- tures here, was named president of the local WOMPI at annual installa- tion ceremonies in the Town Hall. Other new officers are Flora Walden, Rigg Booking Service, 1st vp; June Faircloth, Pines Theatre Drive-In, 2nd vp; Herbert Gordon, Warner Brothers, recording secretary; Mamie New- man, Columbus, corresponding secre- tary; and Ida Belle Levey, United Art- ists, treasurer. Master of ceremonies was "Buck" Robuck, United Artists salesman.

**THE BIG ONES ARE ADVERTISED IN LIFE**

![The Big Ones are advertised in Life](image-url)
A CORDING to a special story from Campobello in Sunday's "New York Tribune" of June 19, there hasn't been as much excitement on Campobello since the inhabitants of this little island in New Brunswick, Canada, welcomed back Franklin D. Roosevelt as President of the United States in 1933.

The latestfavor was occasioned by Ralph Bellamy, Greer Garson, Hume Cronyn and a company of 90 people living and working on the island during the filming of Doris Day's "Sunrise at Campobello" for Warner Bros.

Schary had a few problems in capturing the 1921 atmosphere for the filming of his Broadway success. Little had changed on this nine-mile-long island of 1200 people.

Peter Sellers, the unpredictable, irrepresible, irreverent mimic who plays Fred Kite in "I'm All Right Jack" is profiled in depth by William Zinsser for the June 20 issue of "Life".

Zinsser thinks Sellers plays Kite as a tragic figure. Perhaps that explains the greatness of his performance, for in it tragedy of all the Kites in the world is revealed. Perhaps that is why most moviegoers, to their surprise, feel sorry for Kite at the end: like Chaplin heroes, he is helpless either to understand his essential weakness or to do anything about it.


Marilyn Monroe and Yves Montand, stars of "Let's Make Love," are on the cover of "Look's" July 5 issue. A cover story appears in the same issue, aided by photos taken on the sets of this new 20th-Fox film, including shots with Simone Signoret and Arthur Miller.

Arthur Miller says "Montand and Marilyn are both vital people. They possess internal energies which emit indescribable rays of energy. They can just stand still and look into the camera and something wonderful happens."

Joe Hyams writing from Tel Aviv for the June 19 issue of the "New York Herald Tribune" tells about the cast and crew of "Exodus" attending a night club in Jerusalem. At that time, Alfred Green was shooting scenes in the historic city with Eva Marie Saint and Paul Newman.

"Babette Goes to War," in which Brigitte Bardot plays a canteen girl

MOTION PICTURE DAILY

Tuesday, June 28

National
Pre-Selling

Rank TV Drive Is Big Success;
Plans for Extension Are Developed

By WILLIAM PAY

LONDON, June 23 (By Air Mail)—A successful box-office reaction to the Rank Organisation's recent TV advertising experiment has led to the group's considerable extension of this pilot venture.

Minute-and-a-half spots for transmission by Associated Television have now been booked for four major releases to theatres playing Rank-Release programs. In each case, the advertisement will go out at a peak evening time on the Sunday coincident with the start of new West London release.

In addition, Rank is taking peak evening time on Southern Television for nine consecutive Wednesdays in support of the films booked to South Coast theatres during the holiday periods.

The new productions to be advertised on Associated Television are Rank Film Distributors' "The Savage Innocents," "Make Mine Mickey," "Doctor In Love" and Walt Disney's "Sleeping Beauty."

"The Savage Innocents" will also be launched on the nine television stations of Midland Television, which will include United Artists' "The Unforgiven."

Though all 13 spots will again use what is basically a trailer format, they will have a new style of introduction. The Southern spots will be followed by a list of Rank playdates in the area covered by the Southern Television transmitter.

410 Post-'48s

(Continued from page 1)

discussions about the release of the first post-'48 feature films to TV must be viewed in the proper perspective. Feature films from major studios made after 1948 are already in TV distribution in significant numbers, he added. Tiltles of post-'48 included by Rich as available from UAA include "Summer unite" (UA, 1953), "Lightning" (WB, 1950), "Woman on the Run" (Univ, 1950); "Underwater" (RKO, 1953); "Suddenly" (UA, 1954); "Big Love" (UA, 1955) and the "Fountainhead" (WB, 1949) among others.

at Free French headquarters in London, is reviewed in the June issue of "Seventeen." In this new Columbia comedy Brigitte in her own inimitable way helps her country fight the Nazi invaders during the Second World War.

"Song Without End," Columbia's new film based on the life and loves of Franz Liszt, is a thoroughly enjoyable picture in the opinion of Richard Newby in the "London Times" column "Good Housekeeping." Furthermore, "if it doesn't start a new cycle of movies about the immortals of the music world, we've missed our guess," he adds.

Ruth says the settings are luxurious, the costumes magnificent. All in all, "Song Without End" is a pleasure to watch and a joy to hear. Do see it.

WALTER HAAS

Ampex-Paramount

The "Paramount" district now includes four of the largest individual Burbank film studios, all of which have moved into Ampex-Parc's new Ampex-Parc compound on the Paramount lot.

The deal reached Monday involved the lease of three existing Ampex-Parc facilities to Paramount, the purchase of the other, and the agreement that Paramount stock will be the subject of an upcoming public offering.

Not a Pay-TV Company

Teletimer Magnetics is an undervalued stock but was quoted at around twenty dollars. The company, despite its name, is not in pay-TV field itself, although it manufactures special film products for Paramount pay-TV project. It is primarily concerned with magnetic recording and reporting and is doing important government work.

Ampex, whose main plant is at West Germany, also manufactures sound recording and reproduction equipment, and amplification system for theatres and other users, in addition to its important magnetic tape activities. The 1960 price range on stock on the Big Board has been 42 1/4 and a low of 30 3/8 closed at 37 1/2 yesterday, up an 14 1/2 for the day.

Du Mont Decision Friday

Paramount is scheduled to see other diversification action, in which it is importantly involved, commencing Friday, Stockholders of Du Mont Laboratories, in which Paramount is the largest individual stock holder, and of Fairchild Camera Instrument will vote at separate meetings on an exchange of Du Mont for Fairchild. Approval of theosed deal is expected at both meetings, with the result that Paramount will become one of the largest holders in Fairchild.

Walter and Chandlet

On Museum's Council

From THE DAILY Bureau

HOLLYWOOD, June 27—All officers of the Motion Picture Relief Fund were re-elected at the fund's annual meeting yesterday at the Motion Picture Country House.

Officers are: George Bagnall, president; Albert Hilton, Otto Kruger, Sol Leis and Valentine Davies, vice-presidents, and E. L. DePatie, treasurer.

The treasurer's report stated that the fund has increased from all sources in 1950 of $1,815,542, an increase of $256,018 over the previous year.

Expenditures for 1950 included $561,011 for the Hollywood country house and hospital, and $190,283 for administrative expenses.
Jan. 1 Deadline for Exhibitors' Film Co.

Fabian Says Product Shortage May Close 1,000 Theatres If Not Ended

S. H. Fabian

OCEAN CITY, Md., June 28.—The nation's exhibitors have until next Jan. 1 to raise sufficient funds to launch their new producing-distributing company, S. H. Fabian, president of Stanley Warner Corp., and, as chairman of the American Congress of Exhibitors, one of the prime movers in the project, will tell the annual convention of the Maryland Theatre Owners Assn. in the George Washington Hotel here tomorrow.

Fabian will also tell the convention that the government has given the exhibitor a five weeks' extension in the project permit. After the five weeks, the exhibitor may have to raise the money or face the closure of 1,000 theatres.

Erickson to Direct Sale Of Goldwyn Films to TV

Erickson has established headquarters at the Samuel Goldwyn Prods. offices here and will carry on direct negotiations with the TV market for the sale of the films. There are 40 to 50 top features in the Goldwyn library to be offered.

Negotiations for the sale of the films (Continued on page 8)

Broumas Is Reelected President of Md. T.O.A.

OCEAN CITY, Md., June 28 — John Broumas of Chevy Chase, Md., was reelected president of the Maryland Theatre Owners Assn., at a meeting of the organization's board of directors at the George Washington Hotel here today in advance of opening of the annual convention tomorrow.

George Brehm was reelected first vice-president (Continued on page 2)

TELEVISION TODAY—page 8

Inherit The Wind

Stanley Kramer Production—United Artists

Hollywood, June 28

In today's world, where scientific knowledge has become a more demanding requirement in the student curriculum, the controversial nature of this film's premiere, added to its high entertainment quotient, should make it one of the top grossers of the year.

Students, religious groups, and the age group that still holds within the realm of memory the famous "Monkey Trial" in Dayton, Tennessee, in 1925, are bound to become interested in the aspects of the trial again and establish the film as a "conversation piece."

Based on the case of the State of Tennessee against John T. Scopes, (Continued on page 11)
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PAOLO CARLINI
Produced by JACK ROSE

TARTED IN NAPLES

LARKABLE

SOPHIA LOREN

VITTORIO DESICA

OKLAHOMA
Lawton
Lawton
July 20
July 20

OREGON
Corvallis
Eugene
July 26
July 30

KLAMATH FALLS
Medford
Portland
July 15
July 24
July 16

Salem
July 30

Pennsylvania
Erie
Harrisburg
July 1
July 1
July 9

CLARSON
Erskine
Colonial
July 5
July 5
July 2

Pennsylvania
Wheeling
Pittsburgh
July 3
July 2

RHODE ISLAND
Providence
SOUTH DAKOTA
Rapid City
Sioux Falls
July 5
July 6
July 6

TENNESSEE
Memphis
TENNESSEE
Loew's Palace
June 29

TENNESSEE
Palace
Dallas
July 5

TENNESSEE
Whitney
Fort Worth
July 11

TENNESSEE
Houston
Metropolitan
July 5

TENNESSEE
San Antonio
Majestic
July 5

UTAH
July 26

LOGAN
Utah
July 29

OGDEN
Egyptian
June 28

SALT LAKE CITY
Lyric
July 1

COLUMBIA
Norfolk
Norfolk
June 30

Richmond
Richmond

WASHINGTON
Bellingham
Bremerton
July 16
July 2

WASHINGTON
Everett
July 9

WASHINGTON
Kelso
Olympia
July 14
July 2

WASHINGTON
Seattle
Seattle
July 2

WASHINGTON
Spokane
Spokane
July 9

WASHINGTON
Tacoma
Tacoma
July 16

WASHINGTON
Yakima
Yakima
July 9

WEST VIRGINIA
Charleston
Keith Albee
July 8

Huntington
Keith Albee
June 30

烟松

TTO with PAOLO CARLINI

Directed by MELVILLE SHAVELSON
Screenplay by MELVILLE SHAVELSON

JOSEPH

and JACK D'AMICO

Story by MICHAEL PERTWEE and JACK DAVIES

...and check your Paramount branch for additional red carpet previews in your area!
Jan. 1 Deadline for Exhibitors Film Co.

The five have agreed not to manage any part of the new companyThey will have no vote in the operation of the company. They will receive neither interest nor any of the largments from it until all the other new investments in the company by all other exhibitors are liquidated. They have agreed they will have no equity in the company, and that they will not be represented on its governing board.

"In fact," Fabian will say, "the $2,000,000 we have advanced for it might be called bottom money. It is in fact a loan only, with no priority of any kind."

"This is a company wherein the independent exhibitors who invest in it, will run it, manage it, be on the board, determine policy and do everything that is necessary to run such a company.

"The company will assure the exhibitors that his address is in no way intended to be an attempt to solicit funds, or sell stock or subscriptions in the new company. But he will tell them that the independent circuits are currently subscribing to the financing of the projected production company, and will express his hope that the exhibition chain will eventually give it financial support.

"This new company is no open-end proposition," he will tell them, be a matter of fact, unless the money is obtained by Jan. 1, 1955, no operational plan for the company will be developed and all the moneys that have been given will be returned.

"I hope when the proper time comes, you as exhibitors will be quick to support this means for your own survival. The cure of the production situation rests in your hands."

No 'Haves' or 'Have Nots'

"In explanation of the major circuits role in the plan, Fabian will tell the convention that 'We need more pictures just as badly as the man who runs only one or only a few theatres. As I said once before, there are no longer any 'haves' and 'have nots' in the theatre business; we are all 'have nots.' We feel that because we are the biggest companies in our business we must take the lead for all exhibitors; we must utilize our greater means and capacity to start the effort by which exhibitors will cause more pictures to do profits of ordinary products."

Fabian will describe the production shortage as the "number one problem today for the theatre owner." Every exhibitor, large or small, he will say, has seen, has seen, has seen the product supply unperemptorily in his mind—"What can he book next week? How can he get more pictures? Isn't there something he can be done about the production shortage?"

"Only 200 a Year, He Says"

The present production policy of making "less pictures better" has driven release schedules for new pictures down to about 200 a year and, if it continues unabated, Fabian will say, 'Too well can exhibitors' time and energies be used in short time, as many as a thousand theatres are going to close, squeezed out of business because of a bad picture offer.'

"Frankly and candidly, this poll of product shortage, this new method of doing business which the film companies have established, means every theatre owner should be unchuckled,' Fabian will tell the convention.

"He will say that many "ordinarily good pictures" not just block-booking some of which he will probably fail, but those which were made at relatively modest production costs as which have had something the public wants, have been great grossers of most of us."

Sees Business Fundamentally Sound

"Some of these pictures didn't even the co-called 'insurance' of a name actor," he will say. "Yet they did fine business. They prove that theatre business can be a good business if the right kind of merchandise is available, and in sufficient quantity.

"The obvious conclusion, he will say, is that "hit pictures can be made without the use of millions of dollars. It also means that if more pictures were made, there would be more of this class of go-hits. It is an economic law that 10-20 percentages of achieving hits are in the favor of both the exhibitor or film company if more pictures were made."

"This, Fabian will say, was what the exhibitors leaders agreed to ahead with the plan for the project production company, by and for exhibitors.

Looks to Europe

"Its aim, he will say, is to co-mit pictures to be made, "other financing or actually making them by buying good European films or factory for the American market.""
NEW WELCOME AT IDLEWILD AIRPORT

Quick as you can say American!

NOWPLACE OF LATEST CONVENIENCES, American Airlines' new Jet-Age Terminal at Idlewild Airport, New York, welcomes you with a friendly, restful cor you've never before experienced. It's a whole new concept in ground service convenience!

There are 4 nonstop 707 Jet Flagships from Los Angeles to New York, 3 nonstops from San Francisco. Choose Mercury or Royal Coachman Service. For reservations, see your Travel Agent or call American Airlines—first choice of experienced travelers.

CALL AMERICAN AIRLINES
AMERICA'S LEADING AIRLINE
**Motion Picture Daily**

**Wednesday, June 29, 19**

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### TV Circuit

By **Pinky Herman**

**WINNER** of numerous awards and citations these past 10 years, Albert Wasserman, has resigned from the CBStaff to join the NBC Creative Projects division as writer-producer-director. — Sen. Lyndon B. Johnson will guest on the "ABC'College News Conference" Sat., July 2.

MGM-TV's new hour-long series, "The Islanders," has completed location work on the Island of Jamaica, and has set out as the color where the first six segs will be filmed under supervision of Dick Barry. — Years ago, when he was star WMCAlroe in New York, Smiling Jerry Baker was easily the most popular lark with Tin Pan Alleevites. About a decade or so ago, Jerry moved to Miami, became associated with AGV there and his knowledge and experience proved so valuable an asset that he soon headed the local there. Recently the Footlighters honored Jerry with a testimonial Dinner and Show for miles around showed up to join in the American Broadcasting Company's (ABC) TelePrompTer. The American Broadcasting Company's (ABC) TelePrompTer has announced.

### Extras Strike

(Continued from page 1)

Television Films Producers, the New York Film Producers Association, and other unaffiliated production and television producers.

SEG contracts with the various producer groups and the New York extras agreement administered by the Screen Actors Guild expired on April 2, 1959.

### Senate Backs FCC Reim

On TV Booster Stations

From THE DAILY Bureau

WASHINGTON, June 28. — The Senate, by concurring in a minor House amendment, sent to the White House a bill permitting the Federal Communications Commission to regular the operation of TV booster stations.

### Advance Tax Credit Bill

WASHINGTON, June 28. — The Ways and Means Committee has ordered reported a bill to broaden the applicability of the tax credit granted to U. S. corporations in consideration of taxes paid abroad. Under the measure, the foreign tax credit could be claimed on taxes paid by first-generation subsidiaries of which the U.S. parent firm owns a minimum of 10 per cent. The credit could also be claimed for second-generation subsidiaries in which the first-generation firm has an interest of at least 20 per cent.

### Name 'I.A.' Delegates

ALBANY, June 28. — Two women and one man were elected delegates from District 10 (New York State), to the IATSE convention at Chicago, beginning August 1, at a meeting in the Manger-De Witt Clinton Hotel here. They are Bette Shea and Ante-anne Cagnon, members of New York City exchanges, and Bill Abrams of the Buffalo local.

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**New N.A.B. Officers**

WASHINGTON, June 28. — New chairman of the radio and TV affairs of directors of the National Association of Broadcasters is Thomas C. Bostic, Yakima, Wash. New vice chairman is Merril Lindseay, Decatur, Ill.

**Bakersfield Going UHF**

WASHINGTON, June 28. — All commercial TV in Bakersfield, Calif., will be shifted to the ultra-high-frequency band, according to an announcement by the Federal Communications Commission.

**New Flamingo Division**

Murray Graffham, formerly vice-president of the American Broadcasting Co. in charge of owned-and-operated stations, has joined Flamingo Films here as head of that company's newly-formed radio department.

**House Votes 'Payola' Bill**

WASHINGTON, June 28. — The House passed the so-called anti-'payo-la' bill by a standing vote of 208 to 15. It first rejected, again, a move by Rep. Bennett (R., Mich.) to subject networks to federal regulation.

**Demands for Fight Film Pouring into UA Here**

Based on an overwhelming public interest and exhibitor demand, film of last week's heavyweight championship fight will be shown in 7,500 the near across the country in the next few weeks, United Artists announce yesterday. The number of theatres believed to be the largest ever to show films of a prize fight.

The picture, which cost $1,000 is about largest in company history for a film. Orders for the film reportedly still pouring into the home office.

More than $500,000 has been received by the studio, the UA has announced.

**Continued from page 1**

Virtually complete returns from 2-viewing locations indicate that 48,891 paid admissions accounted of gross receipts of the $1,016. The cost of the picture was $2,501,152. Additionally, the telecast was seen by subscribers on community antenna systems, bringing the gross receipts to more than half a million. Receipts of $2,500 were received from the antenna systems.

Irving B. Kohn, Tele-Prompter president, said that with $450,000 ready assured from other sources, as radio, motion pictures and foreign television, receipts exclusive of "live" telecast will total more than all-time high of $2,659,660 record for the second Dempsey-Tunney fight in 1927. Feature Sports, Inc., producer of the telecast will announce the gross take to be $621,824.

**N. Y. Bankruptcy Film By Perlmutter Theatre**

From THE DAILY Bureau

ALBANY, N. Y., June 28. — Film distributors have museum claims totaling about $15,600, as the largest net loss concern. In advertising and film delivery concern, similar claims for some $35,000, adhering of the schedules of a petit in bankruptcy filed in U.S. Bankruptcy Court by Julius Perlmutter, of Alhambra operating Perlmutter Theatres. I also was a partner doing business as Jack, a Delicatessen, Lake George. Liabilities of $23,330,830 and some credits of $500, are shown in the petition.

Creferee John J. Ryan, of Alhambra will meet the creditors (about 50). This probate will take place next week.

The petition, filled through attorney Harvey M. Lifszt, states that Perlmutter, since December 6, 1959, has been employed as general manager of Permutt Foods, Inc., at weekly sala of $180.
EMMY AWARDS TO CHANNEL 13
...IN THE NEW YORK AREA STATION AWARD FIELD!

Most Outstanding Live Local Program: THE PLAY OF THE WEEK

Most Outstanding Male Personality: DAVID SUSSKIND

Most Outstanding Female Personality: FAYE EMERSON in "Ladies of the Press"

Plus a Special Citation to WNTA/TV:
"For its pioneering efforts in imaginative programming, which have set an example for all to emulate. For presenting a schedule of artistic and adult programs and for introducing the open-end timing technique in discussion programs."

Again...the Most Honored Station in Town...WNTA/TV, 13, winner of: the George Foster Peabody Award...Alfred I. duPont Award...the Sylvania Television Award...TV Radio Mirror Gold Medal Award...Show Business Award...Newspaper Guild of New York Page One Award...the Saturday Review Award...the Sidney Hillman Award.
House Pay Bill

(Continued from page 1)

and the Los Angeles Times (D., Ca.) reported that the rules group permit the legislation to go to the floor.

Chairman Smith noted that he has "unwittingly" added up the grapes" that it was desired that the committee permit the substitution of a much greater expenditure, Rep. Roosevelt (D., Calif.) added, noting in answer to a question that he "would much prefer to see action under the regular rule" than to try to use the "Calendar Wednesday" procedure.

The subcommittee agreed to allow a proposal to substitute a bill introduced by Rep. Kitchin (D., N.C.). This is identical to a proposal introduced by Rep. Ayres (R., Ohio). It would provide a minimum wage of $1.15 for presently covered employees. It would extend the law to about 1.4 million employees of retail establishments with five or more establishments in two or more states. They would be paid a $1 minimum, and receive no overtime premium pay.

Rep. Ayres (R., Pa.) expects to offer a substitute measure providing for $1.15 as the hourly wage and require the House Labor Committee to report on extension of coverage to additional employees by Jan. 3, 1962.

'VetTERS' Bookings

"Strangers When We Meet," a Bryna-Quine Production for Columbia Pictures, which will have a dual world premiere at the Criterion Theatre in New York, and at the Trans-Lux Theatre in Washington, D.C., today, has been booked into additional top situations throughout the country. It will open in San Francisco at the St. Francis Theatre on June 30. Dates have also been set for next month at the Hippodrome in Cleveland, the United Artists Theatre in Chicago, the Astor in Boston, the Palace in Dallas, the Michigan in Detroit, the Warner Beverly in Los Angeles, the Majestic in Houston, the State in St. Louis, the Orpheum in New Orleans, the Fox in Philadelphia, and others.

125 Key Dates for 'Bells'

"Bells Are Ringing" has been set by M-G-M in more than 125 key theatres across the country for July 4. Almost all the openings are set for today, tomorrow and Friday. The State Lake Theatre in Chicago opened last Friday to lead the parade of holiday bookings, followed by the Music Hall in Boston. Another 175 openings are already set for the post-July 4 period.

"Murder" in Fox Record

"Murder, Inc.," in its opening day at the Victoria Theatre here yesterday grossed the highest figure of any 20th Century-Fox film ever to play the Broadway showcase, the management reported. The gross was $7,900, far surpassing 20th's "Blue Denim," which opened with a similar run. The "Best Things In Life Are Free," which had $4,220.

Tie-In with Stern Bros. To Promote 'Bellboy'

An extensive department store promotion has been set between Paramount Pictures and Stern Brothers to herald the wide citywide opening here next month of "The Bellboy," Jerry Lewis' new comedy.

A cooperative campaign, keyed to the theme "Cool, cool Stern's at your service this summer . . . Jerry Lewis at your service as The Bellboy," got underway with a heavily promoted personal appearance by Lewis at the large mid-town department store on Saturday. More than 1,000 children and adults jammed the store to greet the star.

Starting this week, full-page display ads focusing on "The Bellboy" will appear in the following New York newspapers: the Times, World Telegram and Sun, the Herald-Tribune, the Daily News, the Mirror and Journal-American. All in a full-credit to the Paramount comedy and feature giant blow-ups of Lewis in costume for the title role.

Fabian Interests Acquire Albany Shopping Center

Special to THE DAILY
ALBANY, N. Y., June 28. - The Fabian family corporation, which owns nine theatres in the Capitol dis-

ABREVIATIONS: AA, Allied Artists; AIP, American Interna-
tional Pictures; BY, Buena Vista; Col, Columbia; MGM, Metro-
Goldwyn-Mayer; M-G-M, Metro-Goldwyn-Mayer; PAR-20-FOX, 20th-Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Technirama; vv, VistaVision; r, Regalscope.

FORTHCOMING RELEASES

JUNE

AA—PAY OR DIE: Earnest Borgnine, Zsa Zsa Gabor
AIP—JAILBREAKERS: Robert Hutton, Mary Castle
AIP—WHY MUST I DIE?: Terry Moore, Dagobert Peot
COL—THE MONTANA ROAD: James Stewart, Lise Lu
COL—MY DOG BUDDY: Ken Curtis
COL—TWELVE TO THE MOON: Ken Clark, Anthony Dexter
COL—ATTIC ON THE FARM: Jack Webb, Kyoko Anzai
MGM—THE ADVENTURES OF NUCKLEBEAR FENN, c, t: Tony Randall, Betty McCrory
MGM—THE GIANT OF MARATHON, c, cs: Steve Reeves, Mylene Demongeot
PAR—WALK LIKE A DRAGON: Jack Lord, Hubu McCarthy
20-FOX—WILD RIVER, c: Montgomery Cliff, Lee Remick
20-FOX—TWELVE HOURS TO KILL, c, cs: Nico Minardos, Barbara Eden
20-FOX—OPERATION AMSTERDAM: Peter Finch, Eva Bartek
20-FOX—BOBBINS, c: Shirley Jones, Max Bygraves
UA—MACUMBA LOVE, c: Ziva Rodann
UA—THE MUSIC BOX KID: Ronald Foster, Luane Patten
UNI—BRIDES OF DRACULA: Peter Cushing, Freda Jackson
UNI—THE LEECH WOMAN: Colleen Gray, Grant Williams
WB—HANNIBAL, c: Victor Mature, Rita Gam

JULY

AIP—HOUSE OF USHER, c, cs: Vincent Price, Mark Damon
BY—POLLYANNA, c: Haley Mills, Jane Wyman
COL—SONG WITHOUT END, c: Dirk Bogarde, Capucine (special handling)
COL—STRAngERS WHEN WE MEET, c: Kim Novak, Kirk Douglas
COL—STOPI LOOK! AND LAUGH!: Three Stooges
COL—THIRTEEN GHOSTS: Charles Herbert, Jo Morrow
MGM—BELLS ARE RINGING, c, cs: Judy Holiday, Dean Martin
M-G-M—THE DAY THEY ROBBED THE BANK OF ENGLAND: Alde Ray
PAR—THE BELLBOY: Jerry Lewis, Corinne Calvet
PAR—THE RACE, c: Tony Curtis, Debbie Reynolds
PAR—TARZAN THE MAGNIFICENT, c: Gordon Scott, Betty St John
20-FOX—THE STORY OF RUTH, c: Elana Eden, Stuart Whitman
20-FOX—THE LOST WORLD, c, cs: David Hedison, Jill St John
20-FOX—FROM THE TERRACE, c, cs: Paul Newman, Joanna Woodward
20-FOX—MURDER, c, cs: Stuart Whitman, May Britt
20-FOX—TRAPPED IN TANGIES, c: Edmund Purdom, Genevieve Page
UA—THE APARTMENT: Jack Lemon, Shirley MacLaine
UA—CAGE OF EVIL: Ronald Fentzer, Pat Blair
UA—THE LAST DAYS OF POMP£Eii, c: Steve Reeves
UNI—DINOSAURS, c, cs: Ward Ramsey, Kristina Hanson
UNI—PORTRAIT IN BLACK, c: Long Tom Power, Quiet Quay
WB—ICE PALACE, c: Richard Burton, Robert Ryan
WB—HERCULES UNCHAINED, c: Steve Reeves

AUGUST

AA—HELL TO ETERNITY: Jeffrey Hunter, Joan O'Brien
AIP—KONGA, c: Michael Gough, Jess Conrad
COL—ALL THE YOUNG MEN: Alan Ladd, Sydney Poitier
COL—THE ENEMY GENERAL: Van Johnson, Jean Pierre Aumont
COL—SURPRISE PACKAGE: Yul Brynner, Melvyn Douglas
MGM—ALL THE FINE YOUNG CANNIBALS: Natalie Wood, Robert Wagner
PAR—PSYCHO: Anthony Perkins, Vera Miles
PAR—IT STARTED IN NAPLES, c: Clark Gable, Sophia Loren
20-FOX—ONE FOOT IN HELL, c, cs: Alan Ladd, Don Murray
20-FOX—FOR THE LOVE OF MIKE: Richard Basehart, Rex Allen
20-FOX—THE THIRTY NINE STEPS: Kenneth More, Taina Elg
20-FOX—YOUNG JESSE JAMES, c: Roy Stricklyn, Willard Parker
20-FOX—SONS AND LOVERS, c: Trevor Howard, Wendy Hills
20-FOX—THE IDIOT: Russian, c: Pavel Ploshchadkin
UA—ELMER GANTRY, c: Burt Lancaster, Jean Simmons
UA—HE RAN FOR HIS LIFE: Steve Kandel, Ron Foster
UNI—COLLEGE CONFIDENTIAL: Steve Allen, Jayne Meadows
UNI—CARRIAGE ROAD: Moss,亳, Rex Cagney
WB—OCEAN'S ELEVEN, c: Frank Sinatra, Angie Dickinson

128 'Last' Bookings

United Artists has set 128 multipurpose bookings in the Chicago and Pittsburgh areas for "The Last Days of Pompeii" beginning July 1. The picture will be shown in 60 situations in the Chicago area and in 65 theatres in Pittsburgh in prime playing time during the July 4th weekend.

Podhorzer Appointed

Munio and Nathan Podhorzer have been appointed to represent Rapha Nussbaum, producer for Aero Film Berlin, and Run Films, Tel Aviv, in all negotiations for the sale of the motion picture, "Blazing Sand," feature-length action drama filmed on both sides of the Israeli border.

10

MOTION PICTURE DAILY

Wednesday, June 29, 1954
Inherit The Wind

(CONTINUED FROM PAGE 1)

a biology teacher who taught Darwin's theory of evolution in defiance of the law, the screenplay provides biting dialogue for the defense counsel to register the film's salient point. This is that of erasing traditional practices which lead to bigotry and intolerance, and giving vent to man's inherent "right to think."

Incorporating the highlights of the trial into a masterpiece of entertainment, producer-director Stanley Kramer adds further testimony to his competency as a facile director, and his individualism as a showmanly producer through the selection and tasteful presentation of his story material.

Giving ingratiating performances, as prototypes of the principal figures in the trial, namely Clarence Darrow, the defense attorney, William Jennings Bryan, the prosecutor, and H. L. Menken, newspaper reporter and later famous journalist for the Baltimore Sun, are, respectively, Spencer Tracy, Fredric March and Gene Kelly.

The courtroom banter, the whimsical atmosphere, and the repartee between Tracy and March are not only a histrionic treat, but a definite clue to uppermost consideration in the best acting category come Academy time. March is superb in his characterization, having the more challenging chore of wearing special makeup and delineating the suffering change in a great historical figure, whose victory, though moral defeat, in the trial, ends in a fatal stroke.

Tracy is in command of every scene. Kelly's humor is most effective in the opposing attorney role.

Florence Eldridge's sensitive portrayal as March's wife; Harry Morgan as the judge; Dick York as the accused teacher, and his sweetheart Donna Anderson as the daughter of Claude Akins, portraying the fundamentalist minister who suffers emotional conflict because of his daughter's association with York and his relationship to the trial, are additionally strong components of the film. Others who figure prominently in the cast are Philip Coolidge, Ethel Reid, Paul Hartman and Jimmy Boyd.

The screenplay, drafted by Nathan E. Douglas and Harold Jacob Smith from the successful Broadway play by Jerome Lawrence and Robert E. Lee, establishes in counterpart the small fictitious American town of Hillsboro as the community which took action against its schoolteacher, and commanded such news interest nationally as to prompt the Baltimore newspaper to send its top reporter and furnish a top defense attorney for the accused. It characterizes the alienation of a long friendship in beliefs—Tracy allegedly an agnostic, and March, a student and firm believer in the precepts of the Bible.

It holds in ridicule the townpeople of Hillsboro as made up of antiquarians. It challenges to a daring degree interpretations of statements in the Bible as part of Tracy's defense of the teacher, which invites several productions for MGM; "Let's Make Love" (Jerry Wald's Company of Artists' production for 20th Century-Fox); "Police Dog Story" (Zenith Pictures for United Artists release); "A House Is Built" (Southwest); "Dr. Schary production for Warner Brothers); "Five Minutes to Live" (an independent production filmed by Flower Film Prods.).

Kohlmar production for Columbia Pictures); "Butterfield 8" (Afton-Line; film for MGM); "Waves" (Jerry Wald's Company of Artists' production for 20th Century-Fox); "Police Dog Story" (Zenith

HOLLYWOOD, June 26.—Extension of the American International Pictures releasing and co-production deal with Anglo Amalgamated Film Distributors of London for another lucrative year has been announced by James Nicholson and Samuel Arkoff, Nat Cohen, managing director, represented AAFD in the renewal deal.

Anglo Amalgamated will continue to release AIP product in the United Kingdom, and the two companies will co-produce three pictures within the next year, representing a budget of three million dollars.

Current co-production is "Konga," with Herman Cohen producing in England and set for a November release in the United States.

continued from previous page

On June 8, the warship was sighted by the United States forces near the coast of North Carolina. The ship's crew, consisting of 31 men, were ordered to leave the ship and attempt to reach shore. The crew members were eventually rescued by a nearby tugboat.

The ship, named the USS Ketu, had been on a routine patrol when it encountered difficulty with its navigation system. The ship's captain, Captain John Doe, ordered the crew to abandon the ship and attempt to reach shore on foot.

It is unknown how many of the crew members were successful in reaching shore, as the ship was eventually sunk by a mine. The crew members were later rescued by a nearby tugboat and taken to a military hospital for treatment.

The USS Ketu was a small, old warship that had been in service for many years. It was assigned to the United States Navy in 1950 and had been on numerous patrols and missions since then. It is unknown how many missions the ship was involved in before it was sunk.

The crew members of the USS Ketu were known for their bravery and dedication to their duties. They had served their country with distinction and were well respected by their peers.

The loss of the USS Ketu was a great tragedy for the United States Navy and for the families of the crew members. It is a reminder of the dangers that j
U-I LAUNCHES ANOTHER BLOCKBUSTER!

"PORTRAIT IN BLACK"

SENSATIONAL business in its world premiere in Chicago, matching "Imitation of Life" all time record.

TERRIFIC in Cleveland equalling "Pillow Talk" fabulous business.

On the way to new highs in 100 openings this week. Watch the industry's newest box-office record breaker sweep the country.
UAA Files Test Suit Charging Community Antenna TV Infringement

United Artists, Incorporated, filed suit yesterday in Federal Court in New York against the NWL Corporation which operates community antenna television systems in West Virginia, claiming infringement of copyright.

Seymour M. Feeney, vice-president and general counsel of United Artists Corporation, with which UAA is affiliated, said, "This is an important industry test case, the first suit of its kind challenging the right of a community antenna operator to reproduce and transmit copyrighted programs."

(Continued on page 2)

Protection of Industry Patents Is Supported

By E. H. KAIN

WASHINGTON, June 29.—Testimony before the Senate subcommittee on patents, trademarks, and copyrights generally showed a willingness to accommodate the special problems of the motion picture industry. Both the librarian of Congress and the Register of Copyrights—although testifying in favor of a bill opposed by Walt Disney Productions—indicated an awareness of the need to make an exception.

(Continued on page 6)

This Week's Issue - Out Tomorrow
A SPECIAL EDITION OF MOTION PICTURE HERALD

Observing
New Horizons for Motion Pictures
in celebration of
MARTIN QUIGLEY'S 45 Years in the Service of the Industry: 1915-1960

Keynote Speech
Exhibitors Told to Aid Production
Redstone Cites Common Cause to Md. TOA Meet

See Action on Pay Bill Unlikely This Session

From THE DAILY BUREAU

WASHINGTON, June 29.—It seems clear that final action on the minimum wage bill will not be taken until Congress returns in August. Majority Leader Lyndon B. Johnson (D. Tex.) indicated that it will be impossible to take up the bill before Congress.

(Continued on page 6)

'Practical Offensive' Against Pay-TV Urged

Special to THE DAILY

OCEAN CITY, Md., June 29.—Exhibitors attending the annual convention of the Maryland Theatres Owners Association here today were urged to aid a nationwide drive and a "practical offensive" by contributing from $5 to $25 each to the Joint Committee Against Pay-TV for the fight in the next session of Congress.

Addressing the MTOA at the George Washington Hotel here, Philip F. Harling, Joint Committee chairman and chairman of the anti-

(Continued on page 10)
SIDNEY H. ELLIS, executive of A. M. Ellis Theatres, Philadelphia, has left there for an eight-week tour of Europe and Israel.

Mack Russell, district manager for Wilby-Kirkey Theatres, Atlanta, has returned there from Florida.

Albert Gluninger, United Artists branch manager in Philadelphia, has entered Hahnemann Hospital there for a check-up.

Lillian Litalien, of Benton Brothers Film Express, Atlanta, has returned there from North Carolina.

John Saxon will arrive in New York on Wednesday from the Coast.

Frank Bohrer, A. L. Boyd Enterprises, Philadelphia, is in Pennsylvania Hospital there as a result of a heart attack.

Mary Simpson, of the booking department, Capital Belvaco Corp., Atlanta, has returned there from Florida. She is the daughter of Charles Simpson, vice-president of the company.

Mrs. Stella DeFeo, secretary to James V. Frey, district manager for Continental Distributing, Inc., Atlanta, has left there for Memphis.

ABPC Annual Profit Reported $4,122,818 From the Daily Bureau

LONDON, June 29. — Associated British Picture Corp. had net profits for the fiscal year ending March 31 of £1,472,455 pounds ($4,122,818), as compared with £2,308,794 pounds ($6,464,623) for the prior year.

The final dividend is 40 per cent, which, with the already paid interim, makes a total distribution of 60 per cent, the same as last year.

PARA. STOCK SETS ANOTHER HIGH; AMPLEX UP, TOO

Paramount Pictures stock soared to another new high in active trading on the New York Stock Exchange yesterday. The issue closed at 62 1/2, up 3 1/2, on a turnover of 15,600 shares. After setting consecutive new highs over the past two weeks, the issue had declined moderately on profit-taking in Tuesday's trading.

Market interest centered on Para-mount when it was learned that its 75 per cent owned Telematic Magnetics may merge with Amplex. The latter's stock also was active, rising three points to close at 41 on a turnover of 78,200 shares yesterday.

Merger Vote Today

Today, stockholders of DuMont Laboratories and Fairfield Camera and Instrument Corp. will vote on a merger. Paramount is the largest individual stockholder in DuMont, holding 24 per cent of the shares outstanding.

SANDERS BROTHERS SIGN 2-FILM DEAL WITH U.A.

The directing-producing brother team of Denis and Terry Sanders has concluded a production deal with United Artists calling for the release of two major films within the next two years. Both pictures will star George Hamilton, who is under contract to the Sanders brothers and both will be directed by Terry Sanders.

The first film to go before the cameras will be "War Hunt," which will start shooting this summer on location in the Los Angeles area. The second property has not yet been decided upon.

Brylawski Tells MTOA Of Wage Bill Status

Special to The Daily

OCEAN CITY, Md., June 29. — Delegates to the annual convention of the Maryland Theatre Owners Assn. here today were brought up to date on the status of the new minimum wage law by Julian Brylawski, chairman of the legislative committee of Theatre Owners of America.

Other speakers today included Philip Harling, Summer Redstone and Mrs. Margaret Twyman (see separate stories).

A speech scheduled to be delivered by Sh H. Fabian, chairman of the American Congress of Exhibitors, was read by Harling instead due to the inability of Fabian to appear. The speech was reported in advance in Motion Picture Daily on Wednesday.

S.O.S. Junior Tripod

S.O.S. Cinema Supply Corporation has announced a new ball-sOCKET CyroSphere Junior tripod. By means of a single ball-sOCKET spirit level, the top plate is horizontally adjusted no matter how tilted the tripod or uneven the ground, it is explained, and both friction and fluid heads are accepted by the CyroSphere and work independently of it.

Branston to Make 'Cid'

Samuel Bronston, Philip Jordan and Anthony Mann have completed arrangements for the production of "El CID," the true life account of Spain's greatest Christian hero. Samuel Bronston Productions will start work on the film in mid-September, under the direction of Mann.

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‘Lost World’

(Continued from page 1)

picture and Fox's planned camp for it in those terms at a press luncheon preceding the screening of picture yesterday.

The picture, based on Sir Arthur Conan Doyle's book, is science fiction with sufficient credibility to appeal to the nature as well as the very young.

Nat Weiss, 20th-Fox publicity manager, pointed out that the camp for the picture will aim at both of audiences. It will be one of the pictures to be shown for the television network time bought by the for the two national political conventions this summer, and it will be shown on the network's comic book support. The campaign, Weiss said, is budgeted for three quarters of a million dollars.

The picture will open July 13 at the Warner theatre with a show for 1,500 boy and girl members of the Police Athletic League.

‘Orlac’ Showing Starts

“The Hands of Orlac,” Continua-Distributing’s Anglo-French co-production starring Mel Ferrer, is now showing at the Riviera, where it has been announced Irving Wormser, president of Continental.

Big Sign for ‘World’

One of the largest full-color, matelé electric signs ever erected on Broadway, goes up this week above the Warner Theatre to herald the run of "The Lost World" at the shoo-caso on July 13. More than 35-ft. in height, dinosaurs featured in the 20th-Fox release are in day-light position.

JET TO BRITAIN aboard BOAC’s daily MONARCH ROLLS ROYCE INTERCONTINENTAL 707 (fastest of all big jets) with ‘Golden Service’
**June 30, 1966**

**Theatre Birthplace**

The classic story of the boy tied to his mother's apron strings and incapable, as a result, of forming a normal and happy relationship with a woman when he comes of age is essentially the story told by D. H. Lawrence in his famous novel, "Sons and Lovers." It is also the story related with an astonishing fidelity to the original in the motion picture Jerry Wald has produced under the same name for 20th-Century-Fox.

The problem faced by Paul Morel, the hero of the Lawrence book, has charmed literary heroes from Pater and Oedipus to Hamlet and right down to the sons in "The Silver Cord." In writing of the situation back in 1912, however, Lawrence was breaking new ground. He applied the findings of the "new psychology" to the story, analyzing and dissecting his characters under its merciless glare.

So it is in the picture. Script writers Gavin Lambert and T. E. B. Clarke have followed the Lawrence technique faithfully, capturing its austere atmosphere and achieving the remarkable degree. They introduce the audience to all the members of the Morel family (except for the one daughter, who is dropped) and set them firmly in their milieu—the coal mining village of Bestwood in the English industrial Midlands, in the early 20th century. Then the writers proceed to explore in depth and at length the cross-issues of neurotic attachments that keep the family at odds with one another and tormented within themselves.

At the core of the trouble is an estrangement between the father and mother caused in part by disagreement over whether the three sons will become coal miners like him or follow their own bent. One son is killed in the coal pits and the mother blames the father. Another son leaves the family and goes to London to enter business. The third son, who is Paul, the hero, wants to paint but gives up a chance to go to London to study in favor of remaining at home to watch over his mother. His strong attachment to his mother has far more dire consequences for Paul, first disrupting a romance with a young girl his own age and later an affair with a slightly older married woman who has left her husband. In the end, although his mother dies, he holds on to Paul is still secure. He goes off to London alone, rejected by the older woman (who returns to her husband) and voluntarily giving up the younger one.

This story is told in a series of dramatic scenes in which the characters clash with each other and express their feelings in detail (including their attitudes toward sex, which talk roles are of passion). Much of the dialogue is pure Lawrence, lifted right from the book, and it holds a steady fascination.

There is danger in this severely analytical approach to character, however, which the picture does not avoid. While the mind of the spectator is intrigued and stimulated, his emotions are curiously unmoved. The characters remain distant and they are interested to watch them and their actions but one seldom becomes emotionally involved.

**Review:**

*Sons and Lovers*

Jerry Wald—20th-Fox—CinemaScope

This has the effect of making "Sons and Lovers" a film likely to appeal more to the discriminating patron rather than the mass audience. The filmmaker is better equipped to understand and appreciate the intention of the film-makers, which was to re-create the Lawrence method as closely as possible in terms of the medium.

They have succeeded superbly. The script is fluid and never static and the direction of Jack Cardiff is as sympathetic and intelligent in interpreting Lawrence as the writing. All the acting is first-rate with the characters seeming to have stepped right from the book—Deeck Stockwell as Paul; Wendy Hiller, the mother; Trevor Howard, the father; Mary Ure, the older woman Paul loves; Heather Sears, the younger girl; and William Lucas, the other two brothers.

Running time, 103 minutes. Release, in August.

**Legion Condemns Two Films on Oscar Wilde**

The National Legion of Decency announced it has placed in its "C" (Condemned) classification two films of British origin, "Trials of Oscar Wilde" (Warwick Films) and "Oscar Wilde" (Four City Enterprises) for the same reason of objectionability, namely:

"The subject matter of these films, dealing with a social aberration (perversion), is treated in such a way as to glamorize and to arouse undue sympathy on the part of an audience for the tragic weakness rather than for the genius of the character (Oscar Wilde), who is the principal of the story depicted."

"Both of these films have been refused a Code Seal of Approval by the organized American Motion Picture Industry."

**Action Is Likely Today On Foreign Claims Bill**

From THE DAILY Bureau

WASHINGTON, June 29—The Senate Judiciary Committee is expected tomorrow to report favorably a bill including provisions for consideration of motion picture firms' claims for damages suffered, primarily in the Philippines, during World War II. Efforts will be made to provide in the same measure for the sale of General Aniline and Film to U.S. citizens.

**'Exodus' Finished**

FAMAGUSTA, Cyprus, June 29—Otto Preminger last night completed photography on his motion picture "Exodus," the film, which tells the dramatic struggle that preceded creation of the new state of Israel, ended with night shooting session. A day earlier, Preminger assembled more than 2,000 extras for a mass scene in Famagusta. For the last day shooting Preminger left for London with the final can of exposed film.
LOVE-HUNGRY YOUNG MODERNs! THEY SMASH ALL RULES! THEY KNOW NO LIMITS!

Brilliantly acted by FOUR TOP YOUNG STARS! A super de-luxe color production from M-G-M! Sure-fire for your biggest audience potential... YOUTH!

NOW BOOKING FOR AUGUST!
Torn between the urgency to love... and the desire to hurt!
Dallas Rites Held for Baker, Para. Booker

SPECIAL TO THE DAILY

DALLAS, June 29.—Funeral services have been held here for Forrest S. Baker, 44, Paramount booker, who died at the Hotel Lowtoning of a heart attack. He had become a resident of this city following service in World War I.

Baker became a booker for Paramount in February of this year after having served in the same capacity with Warner Brothers since 1947. He is survived by a daughter, Jackie Sue Baker, a resident of this city, and three sisters.

'Sunrise' Policy

(Continued from page 1)

A赜 reserved-seat basis, it is announced by Charles Boosberg, general sales manager.

Four other reserved-seat engagements have been set to begin immediately after the New York premiere, Boosberg said. They are: Beverly Theatre, Beverly Hills, Calif., Sept. 30; Gary Theatre, Boston, Oct. 5, Uptown Theatre, Washington, D. C., and Marina Theatre, San Francisco, Oct. 6.

Patents Bill

(Continued from page 1)

in the category of works of art which would include cartoons.

S. 2075, introduced by Sen. O'Mohoney (D., Wyo.), would offer design patent protection for a five-year period for industrial designs. S. 2852, introduced by Senator Talmadge (D., Ga.), would give design industries the choice of either applying for copyright protection (with a 28-year period, renewable for five years after the second year of renewal) or design patent protection for a five-year period, renewable for two more five-year periods.

Ellis Arnall, president of the Society of Independent Motion Picture Producers of California and counsel for Walt Disney Products, opposed the O'Mahoney measure but made no objections to the Talmaidge bill. Arnold described S. 2075 as “compulsory, unnecessary and unjust in its relationship to copyright protection and as the measure sponsored by Senator Talmaidge is ‘optional, equitable and just in its protection of designs as well as its preservation of copyright.'”

Cites Others Besides Disney

The former Governor of Georgia told the subcommittee that although Walt Disney may be a world leader in this field, “a similar situation exists for many other artistic creators in the motion picture, television, newspaper and other such industries.”

Walt Disney Productions, Arnall said, is “vitaly interested in assuring that no action which may be taken by Congress in the field of design protection legislation will in any way diminish, much less destroy, the full measure of copyright protection now afforded artistic creators.” He pointed out that the motion pictures are produced at great expense and “their successful production has been made possible by the integrated activities of the company in keeping the public aware of these pictures and creating and maintaining a desire to see them.”

The operations of Walt Disney—including licensing of third parties to use fanciful characters in their products—“enhances the overall operation of the organization and particularly the acceptance of the motion pictures embellishing the fanciful characters.” The company, Arnall explained, has to exercise rigid control over the use of the characters by others “to prevent dilution or destruction of the value embodied in the artistic creations and the good will associated with them.”

Recalls Mickey Mouse

Reissuing of motion pictures, Arnall continued, as well as the use of characters on TV, in books, magazines and other media keep interest and appreciation alive and valuable for long periods. Mickey Mouse, first introduced in a movie in 1928 and on television in 1930, was given as an example of the need for the 56-year copyright protection. Patent-design protection, which would be five years under the O'Mahoney bill and five to 15 years under the Talmaidge bill, would be inadequate. As further proof of the need for copyright protection, Arnall said, “the value of articles embodying representations recognized as artistic creations, however depends to a great extent on the public's acceptance of the underlying artistic work apart from its commercial use.”

Arnall objected to the O'Mahoney bill because it would remove from Walt Disney's commercial produce the long-term protection copyright. He did not object to the Talmaidge measure, which would give the company the option of using either copyright or design-patent protection.

The situation under the O'Mahoney bill, said Arnall, would be “indefensible, unrealistic and unjust in the case of works involving underlying artistic character, and which works, because of their nature, as history has shown, a long period of use, value and public acceptance.”

Senator Hart (D., Mich.), who presided at the hearing, said that the subcommittee is not now ready to recommend legislation and that he may have added additional hearings would be necessary, possibly during the Congres sional recess.
Motion Picture Daily

Saturday, June 30, 1960

Exhibitor Study of Pay-TV Urged by Myers

refers Cable Medium to the broadcast Type

(Continued from page 1)

amount Pictures officials who have toldly urged established exhibi-

to avail themselves of opportun-
ties to be the first to operate-pay TV

prises in their communities high franchises with Paramount's

paramount's theatre subsidiary, but Players Canadian, is conduct-

current Telecenter operation Hobico, Ont., and Video Inde-

Talents of Oklahoma City applied for Telecenter franchises

numerous communities in which it

stores community TV sys-

myers told the Wisconsin Allied

mentioned that exhibitors should be

position to "decide on purely

reasons whether it (cable TV) is altogether a menace or not;

it offers a ray of hope to cast some of them, in case there

is demonstrated public demand for

for the home.

Questions Timeliness

Allied leader said there is an

momentous question as to whether it

use for exhibitors to wage war on

cable and over-the-air pay TV

this time.

"Could it not be wiser," he asked,

concentrate on pay TV by broad-

casting, which is far the greater

sense and against which they have

not stronger arguments?

It is going to be difficult (for ex-

ample) to maintain a stand of op-

tion to all forms if there shall

be a public demand to see pic-

tures in the home," he commented.

his possibility that such a de-

line may emerge, troubles me pro-

foundly," he said. If the transmis-

sion movies into the homes can be (a)

made to pay TV by cable and (b)

transmission and reception loca-

it might prove a boon to the

borders who are enterprise enough

et in it.

Would 'Sound Out' Exhibitors

I have been an independent exhibi-

ter a town of some size, I think

will be sounding out my fellow

ators about forming a syndicate

picture by cable TV, in

tests show that such a venture

 succeeds,

and if I were the chief executive

movie company I would do all I

could to encourage exhibitors, my

old friends, to take over this new busi-

ness--the exhibition of motion pictures,

either in theatres or in the homes,

be conducted by the established

theatre owners. It must not be gob-

bled by the divorced circuits and it

must not be permitted to pass into

the hands of interests alien to the

motion picture business," Myers said.

He noted that cable pay TV does

not make use of the public domain, the

free airwaves, as broadcast pay TV

must and, therefore, the latter is sub-

ject to Federal regulation and con-

trol. The BKO General-Zenith pay-

TV test in Hartford, Conn., if au-

thorized by the Federal Communi-

cations Commission, will be an over-

the-air system. The Telecenter oper-

ation is by cable.

Myers' points are the first to be

made by a national exhibitor leader in

favor of exhibitor consideration of en-

tering a pay TV operation and of

the possibility of advertising pay TV

to the broadcast variety only.

The American Congress of Exhibi-

tors, representing all exhibitor organi-

zations, backs the Joint Committee

of exhibitors committed to opposing

pay TV in all forms, whether cable or

over-the-air. Also, Theatre Owners of America not only

backs that committee also, but has its own committee of

early dedicated to the outlawing of

pay TV in any form by Federal statu-

tute. Rep. Oren Harris (D., Ark.) has introduced a bill which

would accomplish that end and no action on it is possible at this session of

Congress.

Allied States, as a member of ACE,

is represented on the Joint Committe-

Against Toll TV.

In his speech, Myers termed broad-

cast pay TV "the most serious threat

now facing the exhibitors."

"The real danger to be apprehended

if this kind of television ever comes to

pass," he said, "is that it will re-

sult in a gigantic monopoly uninal-

to all important enterprises and to

the general public."

"Pay TV by air inevitably would result

in the amassing of enormous power

and resources in a few hands. The

Federal Communications Commis-

sion cannot oust the largest circuit for films —

and all exhibitors put together, for

that matter. It could outbid all others for

sporting events, for dramatic and

theatre, for all programs material suitable for public exhibition.

Exhibitors should not shackle their

efforts to prevent this menace to their

and to the welfare of the country from coming into being."

Myers also assessed the outlook for

evolution generally, terming the fu-

ture "blurred but not hopeless."

The ACE committee, he said, if the

film companies would help by selling to them "seasonally" and by

restoring "reasonableness to clearing and availability." Exhibitors,

he added, can help themselves to im-

prove their outlook by supporting

proper projects designed to increase

production, and by cooperating lo-

cally in advertising and otherwise ex-

ploring pictures for the improvement of theatre business regionally.

Shortage Called 'Basic Evil'

Myers termed the film shortage a

"basic evil" and said that, in order to

remedy it, "exhibitors may have to

lay some adventure money on

line and get into production them-

selves. He referred to the two current

exhibitor-sponsored projects designed to make product available —

those backed by ACE leaders for an

exhibitor-sponsored production com-

pany, and by Motion Picture Investors,

Inc., which is selling stock to exhibi-

tors to finance various projects to

increase film supplies.

Saying he was unfamiliar with the

details of both programs, Myers said

every exhibitor should give "these

plans open-minded consideration. If

either or both are sound, then all

exhibitors who can afford to do so,

should ante up."

If exhibitors and distributors do not

help themselves, he said, prospects

are dim for receiving help from others.

He referred to delays in ACE achiev-

ing results and said it is an exhibitor

pled with ACE's committee on pro-

duer-distributor exhibitor relations

"will press for early conferences with the corresponding committee of Mo-

tion Picture Association of America,

so that you may know once and for

all what measures of relief, if any,

will be forthcoming from that source.

Dine Solomon Friday

HOLLYWOOD, June 29.—A testi-

monial luncheon to Marty Solomon,

who will celebrate his 40th year in

film distribution and his 10th year

with Allied Artists, is being held at

the Roger Young Auditorium on Fri-

day.
PSYCHO OPENINGS BREAK ALL RECORDS!
WOODS, CHICAGO!
PARAMOUNT, BOSTON!
ARCADIA, PHILADELPHIA!

*WEEK-END RESULTS RECEIVED: BUSINESS ABSOLUTELY SENSATIONAL!
PARAMOUNT'S
TOP-PRODUCT, TOP-MERCHANDISING
OF SPECIAL POLICY PRESENTATION

plus

INSATIONAL EXHIBITOR FOLLOW-THROUGH
APULTS AUDIENCES OUT OF THEIR HOMES
AND INTO THEATRES PLAYING "PSYCHO"!

From WALTER READE, Jr.,
DeMille & Baronet Theatres of Walter Reade Circuit

PSYCHO MERCHANDISING, ADVERTISING AND
PROMOTION CAMPAIGN HAS PULLED THE STOPS FOR
NEW YORK - AND I AM SURE WILL DO LIKewise
FOR THE REST OF THE COUNTRY.

As a result of the unprecedented, comparison-defying success of "PSYCHO" we are continuing to ignite promotional fireworks - everything building up to the coast-to-coast general release! CALL PARAMOUNT NOW!
Exhibitors Urged to Aid Production

(Continued from page 1)

but asked his audience whether among the thousands of theatres that have closed in the past several years there were not some that might have been saved by the expenditure of a little extra showmanship, enthusiasm and energy.

Redstone pointed out that all over the U.S. there are theatres that have been converted by a few little new plays and industrial giants from uncomfortable, drab and undistinguished movie houses into modern, comfortable, sometimes even exciting and glamorous, motion picture theatres— Theatres in keeping with the showmanship tradition of the motion picture business.

"And these new theatres have been successful," Redstone continued. "Throughout these years of diminishing box office," he said, "there has been quoted among us, both in production and exhibition, who nonetheless have created success after new success.

Dream of New Production"

"There are those among us who are going to fight the battle against toll-TV with all our material and human resources. There are those among us who are determined to utilize every available means to make the dream of new production by and for exhibition come true.

There have always been men in our industry who have been filled with the zest of living, in love with the motion picture business, undaunted by its challenges and its hazards, stimulated and created by the world of motion picture entertainment. They have left and they have lived the romance of the motion picture industry. And they knew the key to their success," Redstone said.

Waves of 'Disaster' Earlier in his address the TOA official had warned exhibitors that "disaster may await them in the growing importance of television income and other factors affecting the production-distribution companies, including their interest in pay-TV, as opposed to the sale of motion pictures to theatrical exhibitors.

Asserting that exhibitors in good conscience cannot criticize distributors for acting in their own economic interest, Redstone said, "To evaluate our problems properly we must recognize that they all revolve around the dilemma of interest between exhibition and production.

Recounts Complaints

"There is probably not one among us who has not at times felt outrage at some policy of the producers—failure to produce the required number of pictures, the disorderly manner of release, the exacting of excessive terms—these complaints have been hinted about so long and so vociferously as to warrant no retort here.

"And more than all, the catastrophic scale of the events would seem to have failed to fill us with dismay and resentment. How many thousands of theatres were closed as a result of this single economic event we will never know. But we cannot allow our personal feelings to limit this basic betrayal. The primary tragedy in connection with the sale of the pre-1948 libraries to television was that the ultimate effect of this sale was destructive not only of theatres but of the producers' own revenues.

"It is tragic that motion picture exhibition was crippled by an act which has since been proven to have had a disastrous, long-range economic effect on the producers themselves. Now, post-1948 films have been sold and are going to continue to be sold to television.

Calls Resentment Futile

"Notwithstanding this, you may as well cast aside any resentments you have against the producers. There is nothing so essential to the health of exhibition than the health of production. Unfortunately, several of the producers appeared to be on the brink of financial disaster, so that, if we allow our perspective to be blinded by our complaints, we will put ourselves upon a course both irrational and self-destructive.

"This is not to say, particularly now that times appear better for several of the motion picture producers, that we should not aggressively and intelligently pursue our efforts to bring about changes in production, sales and distribution policies which appear to be contrary to our economic interest. But our job must be to demonstrate to the producers that as our health depends upon theirs, so theirs depends upon ours.

"Redstone said that exhibitors should not fail to consider the problems of producers-distributors, which are as serious as exhibitors.

"If this major producer today is facing hard times," he said, "and this company was one which more than any other only a few years ago was responsible for the survival of exhibitions.

"Are we as exhibitors doing our share to support the efforts of this producer and have we done our share in times gone by when others were in similar straits?"

"If such a producer has appeared to be able to make the psychology of the American public to the tune of millions of dollars, are we too ready to write off the playability of his product?

"When a picture has opened with a few unsatisfactory first run arrangements, have we been too reluctant to share some of the risk, thus depriving the picture of a chance for success in sub-run engagements? And while we have constantly criticized producers for failing to develop new personalities and for continuing to pay exorbitant fees to established stars—ultimately passing the cost on to use—we really supported the argument that we should picture of at least satisfactory artistic quality, but lacking the glamour of established stars? Redstone asked.

Backs Fight on Pay-TV

The keynote endorsed exhibitions' all-out fight against pay-TV, all forms, term "our greatest new potential competitor," and urged the exhibitors to contribute to the utmost of their abilities and resources in carrying the fight against it.

"Perhaps pay-TV is inevitable," he said, "I don't know. But I will not accept the philosophy of its inevitability. I will rather fight for my own economic preservation.

As for the product shortage, he said out of pressure to encourage and stimulate more produc- tion by the existing film companies and should supplement that with the self-help of the proposed exhibitor-sponsored production company.

Harling Asks Fight on Pay-TV

(Continued from page 1)

pay-TV committee of Theatre Owners of America, who have called to meet in conference to fight Congressmen and Senators with protests against pay-TV and requests for assistance in passing the Harris bill, now pending.

Harling said that public confidence and promised a fight to the end. He said he was convinced that a united effort by exhibitors is necessary to preserve theatres in this country.

"Were it not for exhibition's efforts on a national scale, the spectacular support given by Parent-Teacher, labor, educational, religious, free TV, and other interest groups to the organized leadership which Congressmen have furnished in Washington, pay-TV would be established in the United States today," Harling said.

Calling pay-TV systems "impractical, wild, grandiose schemes to try and put a motion picture box office in every living room," Harling mainte-
“Terrace” Captivates All in Industry Bow!

More than 3,500 people jammed their way into the Paramount Theatre in New York last night for the industry preview of Mark Robson’s “From the Terrace.” Exhibitors joined celebrities and stars at the event. Here, 20th-Fox’s exploitation director, Rodney Bush (right) greets lovely Ina Balin, one of the stars of “Terrace,” as David Hedison, who stars in Irwin Allen’s “The Lost World.”

The magazine assigned famed photographer Sam Shaw to cover the birth of a new star, Ina Balin, who attended the preview. Here Shaw (right), and his assistant catch Ina being overwhelmed by well-wishers before the showing.

Sol Schwartz (left), president of RKO Theatres, and Mrs. Schwartz pose in the Paramount lobby with the theatre’s managing director, Robert K. Shapiro. The showing brought out the most auspicious array of industryites in recent times.

Sol Strassberg, of the Interboro Circuit, and Mrs. Strassberg arrived early with their adorable daughter. Spectators drawn by the glamorous happenings at the theatre lingered in Times Square until the showing was over to catch a glimpse of the notables.
FANTASTIC BUSINESS in its world premiere engagement at the JOY THEATRE, NEW ORLEANS topping the industry's biggest grossers.

FABULOUS is the word for "DINOSAURUS" in every opening to date: PROVIDENCE, R.I., Majestic... WORCESTER, MASS., Warner... SPRINGFIELD, MASS., Capitol... CINCINNATI, OHIO, RKO Grand... HARTFORD, CONN., Meadows D.I.... BATON ROUGE, LA., Paramount... SHREVEPORT, LA., Don... CEDAR RAPIDS, IOWA, Iowa

There's never been anything like it!