**In Sales to TV**

**Screen Gems Competition Suit Dismissed**

Court Finds 'U-Columbia Agreement Not Price-Fixing

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

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

---

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

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

The Anniversary section, which is in addition to the regular Herald weekly news and features, opens with a special article by Louis Nizer, industry attorney and adviser, titled “Martin Quigley: An Evaluation.” Other articles are: “The Code: 30 Years Young and Vigorous,” by Eric Johnston; “New Patterns in Merchandising” by [Continued on page 2]

---

**Minimum Pay Bill Passed by House**

By E. H. KAHN

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

Motion picture theatres continue exempt from the wage law.

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

The Kitchin bill exempts all service industries. It provides a minimum wage of $1.15 hourly to employees covered under the present law, and gives a $.81 hourly minimum (but no [Continued on page 7]

---

**Pickus Tells Md. Convention:**

**Pathe Lab. to Enter New Film Production**

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

Special to THE DAILY

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

The project, still in too early a phase for full details to be available, would be wholly financed by Pathé Lab in exchange for TOA cooperation, presumably in lining up exhibitor support in the form of guaranteed playing time for the new pictures to be turned out by independent producers selected and backed by Pathé Lab.

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

Pickus told the Maryland theatre [Continued on page 8]

---

**SEG Board Calls for Strike Against ATFP**

From THE DAILY Bureau

HOLLYWOOD, June 30. — The board of directors of the Screen Extras Guild has voted unanimously to recommend that the SEG membership authorize a strike against the Alliance of Television Film Producers. This was announced tonight by H. O'Neill Shanks, executive secretary. A full report of critical situation in [Continued on page 9]

---

**MTOA Endorses Plan For Production Co.**

Special to THE DAILY

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

In a second resolution the MTOA [Continued on page 8]

---

**DuMont Merger with Fairchild Approved**

The merger of Allen B. DuMont Laboratories, in which Paramount Pictures was the largest individual stockholder with a 27 per cent interest, with Fairchild Camera and Instrument Corp., was approved at separate annual meetings yesterday of the stockholders of both companies.

Fairchild is the surviving company. The merger will result in 178,000 [Continued on page 7]

---

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

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

The appointments were announced [Continued on page 7]
Cable Explosion Closes Cleve. Theatres One Night
Special to THE DAILY
CLEVELAND, July 50.—All downtown Cleveland theatres closed last night at 7 P.M. when Cleveland Electric Illuminating Company cables exploded under the public square, causing an estimated $200,000 damage, in the immediate neighborhood. When the lights were cut off, theatres were emptied and admissions refunded. Also affected were downtown hotels, office buildings, and restaurants. Full service was resumed this morning.

Lazarus to Speak at L.A. Newspaper Meet
Paul N. Lazarus, Jr., vice-president of Columbia Pictures, will be guest speaker at the annual convention of the New York Advertising Executives Association in San Francisco on July 12. Lazarus, who will represent the member companies of the Motion Picture News Association, will speak on the topic, "The Amusement Page—Friend or Foe."
The three-day convention will be attended by approximately 400 advertising and business executives from newspapers across the country. Meetings will begin on July 11 at the St. Francis Hotel in San Francisco.

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

Will Build New Theatre In Daytona Beach, Fla.
Special to THE DAILY
DAYTONA BEACH, Fla., June 30—Building permits have been issued to Bellair Plaza for the shopping center's new motion picture theatre and 11 new stores.
The theatre will be the first to be built in Daytona Beach in 25 years. It was completed. It will seat 1,200 and will feature a 62-foot screen, showing first-run films.

No Senate Action on Foreign Claims Bill
From THE DAILY Bureau
WASHINGTON, June 30.—The Senate Judiciary Committee today failed to take action on bills to settle in principle the question of U.S. control for World II damages. This includes film claims, and the proposal to sell General Aniline & Film Corp. to U.S. citizens.

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

Mulvey's Withdrawal from Goldwyn in Effect
The retirement of James A. Mulvey as president of Samuel Goldwyn Productions becomes effective as of last night, but the break with the company from which Mulvey has been associated since 1923 is neither final nor final one. Mulvey will remain as a limited partner of the company and will be available to the Goldwyn company for consultation on important financial and policy matters. However, he will maintain his own offices for the management of numerous family interests, including investments in independent and imported film productions, bowling alleys in Connecticut, stockholdings in the Los Angeles Dodgers, and a variety of other investments. Associated with Mulvey in the management and expansion of such interests is his son.

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

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

Vogel Will Meet Press At Lunch on Thursday
Joseph R. Vogel, M-G-M president, will meet trade press representatives at the motion picture Club here on Thursday, July 7. It will be his first formal meeting with the press in almost two years.

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

Youngstein Is Again Headquartering Here
Max E. Youngstein, vice-president of United Artists, has re-established his headquarters in New York, effective next Tuesday. For the past nine months the AUA official has operated from Hollywood.
PARAMOUNT PICTURES PRESENTS

THE STAR WHOSE EVERY PICTURE HAS SCORED A SMASH HIT!
It's a series of silly sequences... with Jerry at his hilarious best in the visual diary of a few weeks in the life of a madcap who makes for fun!
JERRY'S CONSISTENT BOXOFFICE APPEAL

Plus

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

for

JERRY LEWIS
as
The Bellboy

a PARAMOUNT RELEASE

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

COMING YOUR WAY AT THE HEIGHT OF THE SCHOOL’S-OUT BIG ENTERTAINMENT SEASON
IN MID-JULY... FROM PARAMOUNT
House Pay Bill

(Continued from page 1)

per premium overtime pay) to about 1,4 million employees of interstate retail chains which operate more than two stores in two or more states.

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

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

Cites Commerce, Labor Ruling

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

‘Ruth’ Coast Premiere

Nets $60,000 for V.C.

From THE DAILY Evening

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

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

Acquire ‘Walks by Night’

NEW ORLEANS, June 30—Wood- ner Brothers Enterprises, Inc., headed by Bernard and Lawrence Woolner, with offices here, has acquired national distribution rights to “She Walks By Night,” a German-made picture.

Negotiations with independent film distributors throughout the nation have been completed, among which are “Red” Jacobs on the west coast; Embassy Films in Boston; Arnold Jacobson, New York; Max Both, Capitol Films in Chicago; AIP exchanges in Milwaukee, Pittsburg, Kansas City and Milwaukee, and others. Woolner will handle the distribution themselves in the New Orleans territory.

‘Eleven’ Opens Aug. 4

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

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

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

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

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

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

The destruction of the helicopter and radio by one of the dinosaurs leaves the group stranded on a plateau without any means of communication with the outside world. Their efforts to escape the monsters and the Indians through treacherous lava-laden caves is enthusiastically depicted by the De Luxe cameramen, and beautifully framed with ingeniously set pieces of the “lost world.”

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

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

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

Running time, 98 minutes. Release, in July.

Shinney Rechetsnik

Drive-In Gives Folder

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

75 ‘Gantry’ Dates

Some 75 key regional premiers have been set for United Artists’ “Elmer Gantry,” over the next four weeks.

Norris Conclave Speaker

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

Sales Drive Extended

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

Ripps, Lefko

(Continued from page 1)

was formerly assistant sales manager for the Eastern division. He has been with MGM since 1932. Bishop, who has been in his home office post for the past two and a half years, was previously Midwest division manager. He has been with the company since 1926.

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

Du Mont Merger

(Continued from page 1)

shares of Fairchild being added to the 1,093,100 shares presently outstanding on the basis of the approved exchange of one share of Fairchild common for 15 shares of DuMont common, and one share of Fairchild preferred for 5.7 shares of DuMont preferred.

The vote on the merger of DuMont stockholders meeting at company offices in Clifton, N. J., was 1,855,547 shares of common and 95,854 shares of preferred in favor of the merger, and 11,234 shares of common and 938 shares of preferred against. The vote at the Fairchild meeting was $5,744 shares for, and 9,768 shares against. The Fairchild meeting was held at the Barbizon Plaza Hotel, New York.

John Carter, Fairchild president, told the meeting the merger is effective immediately. He said Fairchild’s earnings for the first half of 1960 will “substantially exceed” earnings for the first three quarters of 1959. A forecast for the remainder of 1960 is “excellent.”

At the start of 1960 DuMont had a loss carry-over of approximately $8 million which could be used by Fairchild for tax purposes over a period of years. The carryover is expected to result in a net tax benefit of about $3,424 a common share on the 1,215,702 shares to be outstanding.
David Supowitz, theatre architect, has been elected the first honorary president of the T-Square Club of Philadelphia, an organization consisting entirely of architects.

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

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

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

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

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

**MTOA Endorses**

(Continued from page 1)

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

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

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

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

(Continued from page 1)

The negotiations will be made at the annual membership meeting of the guild, to be held on July 8 at the Academy Awards Theatre and a strike vote will be taken. The board of directors has decided that it is in the best interest of the membership to authorize a strike.

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

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

He added that SEG also is insisting on an adequate health and welfare coverage for extra players and establishment of a minimum daily rate for extras in filmed TV commercials.

**Chrysler to Sponsor Astaire’s Fall Show**

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

Astaire’s first two programs—“An Evening with Fred Astaire” and “Another Evening With Fred Astaire”—won 26 different awards, will star again in a full-hour presentation to be telecast tonight. The exact date of the new show will be announced later.

“The Evening with Fred Astaire,” presented during the 1958-59 season, was the year’s most honored program. “Another Evening With Fred Astaire,” which was colorcast last November, received additional awards for the season just ended.

**Publicist Assn. Moves Against Non-Union Men**

**From THE DAILY Bureau**

HOLLYWOOD, June 30—Hollywood’s union-organized publicists appear to be paying lip service to an organization to aid them in halting the servicing of film television shows by non-union press agents employed by national advertising agencies.

The ATSE and Moving Picture Machine Operators Union interceded in its behalf, the Publicists Association, Local 818, requested that the situation be looked into, expressing in what has always been a 100 per cent union field be made known to the full national membership of AFL-CIO.

**Criticism of Immoral Films Is Defended**

**SPECIAL TO THE DAILY**

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

L’Osservatore Romano was defending Umberto Topini, Italian Minister of Entertainment and Tourism, from criticism of Italian immoral movies. It praised him for his “loyal and clear assumption of responsibility.”

**Screen Gems**

(Continued from page 1)

Screen Gems, its wholly owned subsidiary.

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

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

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

**Wide Significance Seen**

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

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

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

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

**Psycho** at $221,854

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

**Shapiro Suit Against**

**Distributors Dismissed**

**Special to THE DAILY**

PHILADELPHIA, June 30—Judge Van Duzen of the United States District Court in Philadelphia yesterday dismissed, with prejudice the action in which Morton Shapiro, one of Stanley Warner and National theatre circuits with having conspired to deprive the Arcadia Theatre of first-run product. Suit was filed in 1956.

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

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

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

**SEG’s TV Pact Extended**

**One Day; Agreement Near**

By SAMUEL D. BERNs

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

**National**

**Pre-Selling**

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

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

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

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

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

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

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

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

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

The rest of the cast is equally impressive including Jane Wyman, Rod Marden, Adolph Menjou, Donnel Crisp and Agnes Moorhead.

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

WALTER HAAS
THE LOST WORLD

IS THE MOST AMAZING
OF ALL POSSIBLE WORLDS...AND

MOTION PICTURES

20th is telling it and selling it to the world...with everything that made "Journey To The Center Of The Earth" a blockbuster!
Aid to Cut Film Tariffs Abroad Asked

Johnston Asks Inclusion In U.S. Trade Negotiations

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

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

Johnston, president of MPEA, outlined in his letter the "enormous importance to the American motion picture companies" of the foreign market and the serious obstruction to their... (Continued on page 4)

SAG, AMPP, ATFP Agree on Actors' Pact

By SAMUEL D. BERNs

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

The contract provides pension and health and welfare plans paid for by... (Continued on page 4)

Para. Executives Leave For Meetings on Coast

George Weltner, Paramount vice-president in charge of world sales, Jerome Pickman and Hugh Owen, vice-presidents, and Joseph Gould, advertising manager, left here for Hollywood last night, for important meetings at the Paramount Studio. The executives will view a rough cut of... (Continued on page 4)

STEVENS SIGNS CARL SANDBURG!

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

Cushman to Handle P.R. For Allied Convention

Special to THE DAILY

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

Wage Bill Endangered By Hasty Amendment

From THE DAILY Bureau

WASHINGTON, July 4. — An error in a House-passed agricultural processing workers exemption from the wage law has cast in doubt the passage of a minimum wage bill this year. An amendment described to the House in one minute and adopted by... (Continued on page 5)

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

Special to THE DAILY

TORONTO, July 4 — The Ontario Board of Censors has been commended for doing a "competent and objective" job in an editorial in the "Windsor Star.

Said the newspaper: "Censorship is a controversial issue in any free country. It is necessary to prevent lewd and obscene materials being distributed under the guise of art yet it is essential not to interfere unduly on the freedoms of people to read or see what they wish. It is a matter of almost common consent, however, that there be a censorship of films. Film makers, in their lust for profits, have shown themselves irresponsible in failing to exercise proper restraint.

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

New Commission

Gov't. Group On Obscenity To Study Films

"Salacious" Motion Pictures Are Scored by Senators

By E. H. KAHN

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

In the course of debate on the bill, Sen. Lausche (D., Ohio) made repeated references to motion pictures. He put into the record the court decisions... (Continued on page 2)

UA to Have Seven Shooting in July

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

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


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

From THE DAILY Bureau

HOLLYWOOD, July 4. — Station KNXT has acquired a package of 161 pre-1948 20th Century-Fox films on an exclusive first-run, seven-year deal for a reported $1,975,000. It was announced by Leon Drew, program director, KNXT and the CBS-TV Pacific Network.
Gov't Plans Obscenity Study
(Continued from page 1)

in Ohio's case against Nico
Jackson for showing the exhibi-
tion of "The Lovers." He also
asserted (as he had before) that evan-
gelist Billy Graham had told him
that U.S. movies and literature sent
to Africa was doing more harm to
our esteem than could be built
up by U.S. diplomats.
He noted that he had attended a
meeting at which "we heard a mon-
sion by a Southern American
nation that Hollywood was bringing
our nation into disrepute by its mov-
ing pictures." He also quoted an assistant
secretary of the Motion Picture
Commission, "All of our missions,
all of our foreign service men,
cannot build up what Hollywood is
doing in the destruction of our prestige
in the world have for our country."
Sen. Allott (R., Colo.) asked how the
U.S. can permit "in our moving pic-
ture theaters stories and scenes which
our own government officials
consider as sacriligious and
overwhelming to the moral
principles and concepts of our coun-
y.
Sen. Stevens (D., Miss.) cited an un-
identified Russian as giving as a
reason for not taking more U.S. pic-
tures in the cultural exchange pro-
gram, that "the sexual morality of
the films is too low." He said he thinks
this typifies the impression some of
our films leave throughout the world.

Newark Catholic Unit
Sets Film Meeting
Special to THE DAILY
JERSEY CITY, N.J., July 4 - The
young Catholic Laymen's Institute of
the Newark archdiocese will sponsor
a study conference on "standards of
motion picture appreciation" here.
The conference, to be held Aug.
22-26, at the Terrace Hotel of St. Aloysius,
will be open to high school teachers,
and will be the first of such courses
for them during the year. The
conference will be conducted by Edward
F. Rose, chief of communications arts
at Notre Dame University.

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

'Entertainer' Here in Fall
"The Entertainer," starring Sir
Laurence Olivier, will have its Ameri-
can premiere in New York in mid-
September, it was announced by Irv-
ing Wormser, president of Continental
Distributing, Inc.

Literature Also Included
Case expressed the hope that the
campaign would hold people to "go
into the question of the production
and distribution of salacious films as
well as salacious literature." Sen.
Mundt noted that "pictures have great
potential in reaching the juvenile, the
uninformed, and said the commission
should look into them.
Membership in the commission
shall include, in addition to govern-
ment officials, "a prominent represen-
tative of the motion picture industry" and
one from the radio-TV industry.
The house approval the bill will
emerge before Congress completes its
work and adjourns until January.

Joint Radio Campaign
Promotes Films Here
A joint radio campaign over lead-
ing stations in the New York City
area was launched over the weekend
on behalf of neighborhood theaters.
The drive will run for 13 weeks.

Members of the Metropolitan Mo-
tion Picture Distributors Association,
Independent Theatre Owners Associa-
tion and the Motion Picture Associa-
tion of America, are participating in
the radio campaign, with a spot
announcement will be used to pro-
to films playing in neighborhood
theaters during the campaign.

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

Dr. Zalman and Cole, who repre-
sented the industry in the previous
campaigns is also in charge of the
event broadcast.
JULES VERNE flings open a fantastic new world of SPECTACLE!

SEE The EYE-GOUGING Torture!
SEE The Battle on the RIVER of FLAME
SEE The Frenzied dance of the SHE-DEMON!
SEE MIGHTY ARMIES CLASH!
SEE The STRUGGLE to the DEATH with a WILD BEAR!

STARRING CURT JURGENS

"MICHAEL STROGOFF"

GENEVIEVE PAGE

Directed by CARMINE GALLONE • Gaston HAKIM PRESENTATION • PRODUCED BY MODERN FILMS A HOLLYWOOD INTERNATIONAL PICTURE • Color by MICHALAB • Released by CONTINENTAL DISTRIBUTING, INC.

CINEMASCOPE and COLOR

HE FOUGHT SINGLE-HANDED AGAINST THE TERROR OF TARTAR HORDES!!!

AVAILABLE NOW THRU CONTINENTAL TELEVISION, RADIO and NEWSPAPER CAMPAIGN

There is a Continental Distributing Inc. Representative in your area:

BOSTON
Mr. Stanton Davis
260 Tremont Street
Boston 16, Mass.

ATLANTA
Mr. James V. Frew
164 Walton St., N.W.
Atlanta, Ga.

CHICAGO
Mr. Mike Kassel
1501 S. Wabash Ave.
Chicago 5, Ill.

LOS ANGELES
Mr. Albert L. Kolitz
1600 Cordova Street
Los Angeles 7, Calif.

WASHINGTON
Mr. Sheldon Tromberg
Stanley Warner Bldg., Rm. 1034
13th and "E" Streets, N.W.
Washington 4, D. C.

DALLAS
Mr. Truman Hendrix
312½ S. Harwood St.
Dallas, Texas

SAN FRANCISCO
Mr. William Benjamin
166 Golden Gate Ave.
San Francisco, Calif.

CINCINNATI
Mr. Irving Sochin
1710 Central Parkway
Cincinnati 14, Ohio

CONTINENTAL DISTRIBUTING

1776 BROADWAY • NEW YORK 19, N. Y. • PLAZA 7-2593
Aid Asked on Foreign Tariffs

(Continued from page 1)

trade in countries still applying oppressive taxes. Motion pictures were not included in the listing previously announced by the committee for negoti- ation, but their representatives late said: "I would like to request," wrote Johnston, "that exposed motion picture film, both negative and positive, and related materials, be included on the list of products which the United States may seek concessions from other countries." After pointing out that more than half of the world-wide gross earnings on the motion pictures came from the foreign market last year, Johnston said: "In many countries import duties on negative or positive prints do not represent an onerous expense or a serious obstruction to importation, but have been far overshadowed by other types of restrictions. Perhaps for this reason, the importance of import duties has been overlooked in certain instances."

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

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

Sandburg to Work on 'Story' with Stevens

Special to THE DAILY

FLAT ROCK, Tenn., July 4. - Carl Sandburg, world acclaimed poet and historical biographer, is about to enter motion picture production. George Stevens, producer-director, an- nounced here that Sandburg has agreed to collaborate with him on bringing to the screen Fulton Ours- er's best-selling book, "The Great- est Story Ever Told," on which Stevens has spent the past year preparing a film for 20th Century-Fox. Sandburg will collaborate with Stevens and his staff of associates in both the preparation and complete production of the film, the producer stated.

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

Para. Officials

(Continued from page 1)

Hal Wallis' "C.I. Blues," starring El- vis Presley, will open with Al- fred Hitchcock on the August general release of "Psycho."


FPC Set to Resume National Meetings

Special to THE DAILY

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

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

New Drive-In Opens

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

3 Columbia for July

Columbia Pictures will release three films nationally during the month of July. It has been announced by Rube Jakter, Columbia vice-president and general sales manager. The three features are: "Bryant-Quine's "Strang- ers When We Meet," William Castle's "13 Ghosts," and Harry Rome's "Stop! Look! andLaugh!"

Justice Dept. Vigilance Is Urged for Anti-Trust

Special to THE DAILY

BENIKFEI, Calif., July 4. - Has divestiture of theatre holdings, in line with its current anti-trust action, cut the store's competitive market rivalry to exhibitions?

Michael Conant, author of "Anti- trust in the Motion Picture Industry," just published by the Uni- versal Press, concludes that it has in the short run, but will prob- ably not prove effective in the long run.

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

Chicago Case Emphasized

Conant formerly served as attorney to the Federal Anti-Trust Division in Chicago. His book gives special attention to the Chicago area and the crucial Jackson Park case. He is now assistant professor of business admin- istration at the Univ. of Chicago.

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

Even dispersal of theatre holdings, Conant concludes, would not have a public system of public auction bidding, open to all theatres.

Opposes Exhibitor Views

Conant opposes the exhibitor prop- osal of compulsory arbitration in the making of film contracts as inconsistent with free competition. He argues that the minor Columbia, Universal and United Artists were wrongly named as defendants in the Paramount antitrust case.

In conclusion, Conant calls for "continuous vigilance by the Depart- ment of Justice to insure free entry of rival's into the market."

GCP Has New Quarters

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

Cinerama in Peru

Cinerama will add another theatre to its chain of foreign installations when the Diamond, located in Lima, Peru, opens on Sunday, July 12th, it is announced by B. G. Kranze, vice-presi- dent of Cinerama, Inc.
Minimum Pay

(Continued from page 1)

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

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

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

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

It is believed that Senate adoption of this liberal measure would make it highly probable that the House would pass a bill with the Senate's intent in passing its wage bill would almost certainly suit.

**Portrait’ Crosses High**

Following record opening business at premier engagements in Chicago and Cleveland, ‘Portrait in Black’ (see opening in Los Angeles) went on, in its multiple-theatre opening in Los Angeles it racked up $24,629, in San Francisco $3,938, Portland $2,975, Denver $1,373, Kansas City $1,276 and Birmingham $1,548.

---

**Cinerama Stock Sale PACES Activities at SEC**

**From THE DAILY Bureaus**

WASHINGTON, July 4 - A large-scale transaction in Cinerama stock appears in the Securities and Exchange Commission's report of "Insider" transactions during the period from May 11 to June 10, 1960. Nicholas Resinoff, officer and director of Cinerama, Inc., acquired 350,000 shares of the common in May from Republic Pictures Corp., which repossessed 300 shares. The purchase price is payable over a three-year period.

Albert Zogosmith received 4,000 common shares in May, bringing the total holdings to 153,100.

Edward L. Hyman, an officer of American Broadcasting - Paramount Theatres, disposed of 1,000 common shares in May, retaining 9,000. James G. Riddell, an officer and director, disposed of 290 shares, leaving him with 1,700.

Robert Sackman, officer and director of Ampex Corp., exercised an option for 5,250 shares of common in May, bringing his total to 6,650.

Albert A. Heathwaite, director of the Detroit Cancan Theater, disposed of 200 shares of common in May.

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

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

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

Victor P. Carter, officer and director of Republic Pictures Corp., acquired 14,000 shares of preferred stock from Holmes Manufacturing Co. in a private transaction during May.

Earvin H. Exzes, officer of Television Artists Management Co., disposed of 400 shares of common as trustee in May.

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

**Stratford, Ontario, Fete To Show 24 Pictures**

**Special to THE DAILY**

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

From Aug. 22 to Sept. 3

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

**Diamond to Israel for Eichmann Film Contab**

**From THE DAILY Bureaus**

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

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

**Rank (Can.) in Bowling**

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

**O’Brien Bill Reported**

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

**REVIEW:**

**Thunder In Carolina**

Darlington Films Prod.—Howco Int’l.

Rory Calhoun and scores of other daredevil drivers go racing off toward wealth and fame or disability and death in "Thunder in Carolina," a "must" hot weather film for all of those thousands of hot-rod fans in America. The picture does not lack for action or well-planned sentimentality. It tells all about those auto race drivers to whom life, women and sometimes even life is secondary to the winner’s circle and the fair price. Part of the picture was filmed at the "Southern 500" in Darlington, S. C., where Calhoun is shown working with his protege, John Gentry, driver of the car Rory used before a spill forced him into the pit. Just before the big race begins Gentry is enticed into driving for a wealthy race enthusiast who covets trophies.

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

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

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

SAUL OSTHOVE

---

**‘Magdalena’ in Boston**

BOSTON, July 4 - The William Shetton production of "Magdalena," which had its American premiere at Ben Sack’s Beacon Hill Theatre here, grossed $12,000 in its first week at the house, according to the management.

---

**seventeen’s PICTURE OF THE MONTH**

*FOR AUGUST*

An Arne Suckdorff Production

"THE FLUTE AND THE ARROW"

Reprinted by Lanza Films

Selected by SEVENTEEN...entertainment guide for America’s top movie goers...4,800,000 young women under 20!
TODAY OTTO PREMINGER COMPLETED THE FILMING OF 'EXODUS.' ALL THE SHOOTING TOOK PLACE IN ACTUAL LOCALES AT HAIFA, ACRE, NAZARETH, CAESAREA, KAFR KANA, ATLIT AND JERUSALEM IN ISRAEL AND FAMAGUSTA, NICOSIA AND CARAOLOS ON THE ISLE OF CYPRUS. NOW 'EXODUS' ENTERS THE FINAL STAGES OF MUSICAL SCORING AND EDITING.

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

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

July Is Best Month in '60 For Product

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

July will be the biggest month thus far this year for the industry in terms of both quantity and quality of product, and August will not be far behind. This is the result of a round-up report by Theatre Owners of America published in its current bulletin released yesterday. According to presently available information, however, September will slide off again, the TOA report notes. The TOA check with the major

(Continued on page 2)

Republic Earnings Top Million in First Half

From THE DAILY Bureau

LOS ANGELES, July 5—Republic Corp. net income for the 26 weeks ending April 30, rose to $1,003,077, or 30 cents a share on the 3,342,190 shares outstanding after $1,230,000 in federal taxes and before payment of $200,000 for preferred stock dividends.

This is nearly double net earn-

(Continued on page 4)

Greenville, S.C., Can

Have Sunday Films

Special to THE DAILY

GREENVILLE, S.C., July 5—Area theatre operators are jubilant over the announcement that a boost in popul-

(Continued on page 7)

TELEVISION TODAY—page 6

M-G-M Slates 15

In Next 6 Months

Fifteen top pictures have been defi-

(Continued on page 4)

Joseph R. Vogel

Maloney Resigns M-G-M

Central Sales Post

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

(Continued on page 4)

REVIEW:

It Started In Naples

Shavelson-Rose Prod.—Paramount—VistaVision

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

(Continued on page 4)

W. B. Names Livingston

Central Div. Sales Head

Grover Livingston, central division sales manager for Warner Brothers, has been appointed western division sales manager, succeeding Fred Greenberg, it has been announced by Charles Boslberg, general sales man-

(Continued on page 4)
PERSONAL MENTION

MRS. LISA LEWIS, wife of Rocker H. Lewis, United Artists vice-president, gave birth at Lying-in-Hospital yesterday to a nine-and-a-half-pound boy, Joshua Hill, Min. and Mrs. Lewis also have a daughter, born a year ago.

CLAY PERRY, executive assistant to Ilya Lopert, president of Lopert Films, is in Hollywood today from New York.

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

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

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

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

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

**BERLIN'S GOLDEN BEAR**

To March for 'Wind' Special to THE DAILY

BERLIN, July 6 (By Cable)—Fredric March won the Golden Bear as Best Actor in the Berlin Festival for his portrayal of the prosecuting attorney in Stanley Kramer's "Inherit the Wind," a United Artists release.

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

**JULY IS BEST**

(Continued from page 1)

**Motion Pictures Abroad**

AA to Make Seven
Pictures Abroad

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

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

**All Wisconsin Allied Officers Are Re-elected**

Special to THE DAILY

ELKHART, Ind., July 5.—All officers of the Wisconsin chapter of Allied Artists were re-elected at the annual convention here last week. They include Edward E. Johnson, president; Dean Fitzgerald, vice-president; and Ernie Brubaker, secretary; Oliver Tranme, treasurer; Sig Goldberg, national director; and Ben Marcus, director-at-large.

On the board of directors are Gerry Franzen, formerly Chicago; Willard Charleshead, Harry Sulz, Otto Settle, Larry Biltz, Fred Minor, Rance Mason and J. F. McWilliams.

All nominations were passed at the convention. One condemned Warner Brothers for sales policies restricting adjustments; two, for a call of the American Congress of Exhibitors to meet within the next 12 months; one, for the holding small theatres in distress; third, support of Motion Picture Investors should be continued; fourth, condemnation of the roadshowing of 70mm pictures; fifth, continued support of Compo.

**FOSTER MASS TODAY**

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

Fowler, in addition to his writing of legitimate plays, screenplays and novels, produced some of the best known pictures, and was paid his outstanding for longevity of employment.

**BRITISH PAY-TV**

(Continued from page 1)

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

Reporting on the progress of the system so far, Novins quoted from a Motion Picture Herald article on Telecolor in Toronto by Martin Quigley, saying that the installations there had generated tremendous trade interest. He said his company was laying the groundwork for a British company which would license various Pay-TV systems to cable operators in specific geographical areas within the United Kingdom. He said that in its early stages at least operation here would be by a wired system.

Long-Term Pact Disclosed

Immediately following the Novins demonstration yesterday, the Bank Organisation and Telecommunication, Ltd., today signed a long term agreement "for the development and promotion of pay television when permitted in the United Kingdom and overseas."

The agreement, stated by the two companies in October, 1959, when Bank acquired the right to use the Rediffusion system of wired television in relay operations, is the defending pay system here in the wired radio and television field. It has existing networks covering over 250,000 subscribers. Both companies have substantial interests in the American pay system previously developed separately, will now be pooled under common direction with both partners contributing their patents on subscription television by wire and radio.

Government Sanction Doubted

The new partnership will operate under the name "Choicevision," and will cost $100,000. The plan is to offer programs and technical services to other intending operators.

Official observers doubt whether in view of the Government's stand on re- view of the American Pay television system and broadcasting policies there will be any Government sanction of pay TV systems for several years. However, the race is on.

'Belboy' Here July 20

Jerry Lewis' "The Bellboy," farce comedy which the comedian filmed entirely in Miami Beach, will have its first New York showing starting July 20, at more than 90 theatres in the greater metropolitan area. Among the theatres participating in the first city-wide showing of "The Bellboy" are the Loew's, Century, RKO, and United Artists, Randorf, and Prudential circuits.
"If what I've done tonight is wrong, don't let me find out until tomorrow!"

"MUST SEE! Superior, vital, telling drama."
—San Francisco Bulletin

"VITALITY! Color! Music! Leslie Caron brilliant."
—San Francisco Chronicle

"EXPLOSIVE climax! Fantastically beautiful. Leslie Caron's portrayal stunning."
—S. F. News-Call Bulletin

"SUBTERRANEANS"
FIRST THREE DAYS IS 6-YEAR M-G-M TOPS AT STAGE DOOR
SAN FRANCISCO with sole exception of "Guys and Dolls" at Thanksgiving!

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

(Continued from page 1)

(Continued from page 1)

**It Started In Naples**

(Continued from page 1)

**Republic Net**

(Continued from page 1)

**Motion Picture Daily**

Wednesday, July 6, 1960

Gaining Hotel

(Continued from page 1)

idents symbolize the further deterioration of the film theatre business.

"There is no true, Eugene Picker, president of Loew's Theatres, says in the current issue of "Loew's Movie Menu," a bi-weekly letter to editors and columnists.

"The decision to transform the Lexington and 72nd Street Theatres into non-theatrical properties has a simple explanation," Picker said. "Take the Lexington, occupying one of the finest commercial sites in Manhattan. For many years it was loyally supported by tens of thousands of movie-goers. But-a big but-considering the value of the location, other use of the property promised a considerably larger profit. New hotels are needed in New York City; the new Americans (21 stories, 500 rooms) will be the first important hotel here in 30 years.

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

Predicts Aid to Theatres

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

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

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

"Windjammer" First Film

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

More light + slower burn = lower costs

PROJECTOR CARBONS

M-G-M Slates 15

(Continued from page 1)

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


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

The company's release schedule is now set through the first of the year, Vogel said. In current release are "Bells Are Ringing," and "The Adventures of Huckleberry Finn."


Maloney Resigns

(Continued from page 1)

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

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

His parents are everything and he plays the hell-bent but sage nephew of the principals. The boy is the son of Gable's late expatriate brother and of Miss Loren's Neapolitan sister, who also was killed in an accident. In Italy to settle his brother's estate, Gable is as overbearingly American as Philadelphia's Main Line makes him. He has a fiancée in the States but, of course, he loses her (not that he minds much) on the transatlantic telephone. Most of his time thereafter is spent at a bar in Capri watching Miss Loren, tightly singing about rock n roll, music, whisky and soda and other things gleaned from the American eb. Thiers is an on-again, off-again romance but Gable and Miss Loren seem finally to be in love. They later quarrel over who shall have custody of young Marietto, after the American tells the woman he will not marry her. Gable is represented in a courtroom farce by Vittorio De Sica who easily loses the case. At the end, however, Gable decides to stay in sunny Capri with his lover and the boy.

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

Running time, 100 minutes. August release.

**SAUL OSTROVE**

**Toronto Projectionists**

**Back Sunday Shows**

**Special to THE DAILY**

TORONTO, July 5 — Local 173, IATSE, the Toronto Moving Pichests Projectionists local, has unexpectedly come out in support of theatres opening on Sunday.

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

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

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

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

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

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

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

Livingston Named

(Continued from page 1)

his retirement after 30 years of service.

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

Jules Lapchics, eastern division sales manager, will include the New York territory within his division.
“Don’t press your luck. A trailer-made audience is ready-made patronage. Use trailers.”

JERRY LEWIS as 'The Bellboy'

NATIONAL SCREEN SERVICE
Who's Where

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

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

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

Call for Jerroll Elec. Debentures Issued

Special to THE DAILY

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

Firm Free of Long-Term Debt

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

As of Friday, June 24, a total of $400,000 Jerroll convertible debentures were outstanding. These bonds may be redeemed at the redemption price of 105 per cent of the principal amount or they may be converted at the conversion price of $5.755. Thus, each bond of $1,000 denomination may be exchanged for 173 shares of Jerroll common stock.

Reports on 13-Week Period

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

Television Today

Motion Picture Daily

Wednesday, July 6, 1961

Who’s Where

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

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

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

Call for Jerroll Elec. Debentures Issued

Special to THE DAILY

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

Firm Free of Long-Term Debt

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

As of Friday, June 24, a total of $400,000 Jerroll convertible debentures were outstanding. These bonds may be redeemed at the redemption price of 105 per cent of the principal amount or they may be converted at the conversion price of $5.755. Thus, each bond of $1,000 denomination may be exchanged for 173 shares of Jerroll common stock.

Reports on 13-Week Period

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

Around the... TV Circuit

with PINKY HERMAN

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

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

Calls Hospital Meeting

CLEVELAND, July 5—Ray Schwertz, 20th Century-Fox branch manager here, has called an industry meeting for July 12 to lay plans for the raising of the $9 million quota for construction of the proposed new hang cancer research laboratory at the Will Rogers Memorial Hospital, Saranac Lake, N. Y.

Royal Crown to Build

COLUMBUS, Ga., July 6—Contract has been let for the construction of a new $500,000 Royal Crown Cola Co. international headquarters building involving here, according to an announcement of W. H. Glenn, president, who disclosed that the new structure would form an addition to the soft drink company's present plant here.

Tax Rules Enacted for Non-N.Y. Entertainers

Special to THE DAILY

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

The regulations are a partial effect of a Sena Rules Committee bill introduced by Mrs. E. Nelson Rockefeller on April 26.

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

Clarified by Murphy

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

The regulations prescribe new definitions of "employees" for state income tax withholding purposes to include "any non-resident who earns compensation for services performed in New York State in connection with sporting events or in connection with the preparation or presentation of entertainment, whether as a participant performer or as other." In the entertainment field, the new withholding applies to actors, singers, musicians, dancers, circus performers, writers, directors, set designers, radio and television performers—among others.

They have always been subject to the tax, but Commissioner Murphy pointed out that prior to the 1965 amendments and adoption of the new implementing regulations, withholding was not required under certain circumstances.

Radio, TV Prizes Included

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

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

(Continued from page 1)

30,400 at the Criterion for the three years.

Allied Artists' "Pay or Die," in its sixth week at the Warner, recorded 9,000 over the weekend. "Murder, Inc.," drew a strong 185,700 at the jinxia. In its first week at the Capitol "The Rat Race" pulled in 89,918 in the three days. "Ben-Hur" did its usual capacity business over the weekend at Loew's State.

"Bells Strong"

"Bells Are Ringing" did a better than average $98,000, at the Music Hall. Alfred Hitchcock's "Psycho" pulled in $46,000 at the De Mille and 15,186 at the Barouet for the five-day period ended Monday. "I'm All Right, Jack," in its 10th week at the build, produced $8,159 for the three days.

"The Story of Ruth" brought in 21,000 at the Paramount over the weekend, and at the Rivoli "Can-Can" took $20,000 for the week ended yesterday.

Loew's reported that both "The Parting" and "Bells Are Ringing" are doing from good to excellent business in outside areas. Doubly, the double bill featuring "The Greatest Show on Earth" and "The Word and the Cross" did very well in loew's houses over the weekend.

"Portrait Nationally Popular"

Universal's "Portrait in Black" was all a big success in its opening dates, grossing "Imitation of Life," and "Pillow Talk" in most situations, including Chicago, Los Angeles, Portland, Seattle, Denver, Salt Lake City, Birmingham, and Columbus, S. C. Joseph E. Levine's "Hercules Unchained" was reported to be pushing strong and on the heels of its predecessor, and is running ahead of "Hercules" in few situations. A new picture took 19,000 in its first week at the Pilgrim, Boston, and is expected to gross $500,000 in its 200-day-and-situation in the six New England states by the end of its first full week.

"Coast Likes 'Gantry'

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

Personnel Realigned at Rowley United Theatres

Special to THE DAILY

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

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

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

Callahan Heads Purchasing

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

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

Times Acquires 'Gallows'

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


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

Baltimore Business Big

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

Greenville

(Continued from page 1)

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

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

As noted, the "magic number" is 62,000. Any city with a population above that can have Sunday showings under state law, Greenville's 1950 city "blue law" ban on movies is permitted.

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

Studios Complete Six, Start 3; 28 in Work

From THE DAILY Bureau

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

Started were: "A Raisin in the Sun" (Columbia Pictures); "Jack the Giant Killer" (Edward Small production for United Artists release); "War Hero" (an independent production being produced by Burt Topper). Completed were: "Sappho, Venus of Lesbos" (Documentum Film for Columbia release); "G.1 Blues" (Hal Wallis-Paramount production); "Freckles" and "Desire in the Dust" (API production for 20th Century-Fox release); "Exodus" (Otto Preminger production for United Artists release), "The Great Imposter" (Universal-International).

PEOPLE

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

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

Jack Zide, independent distributor of Detroit, who handles the product of the Allan Continental, has moved from the Film Exchange Building to the Fox Building.

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

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

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

Al Beeker, veteran supplier and projectionist of Buffalo, who for several years ago re-entered the industry with National Theatre Supply, will be hired and dined on Aug. 4 in celebration of his 75th birthday.

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

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

"Finn" Set in Brooklyn

McG-M's "The Adventures of Huckley Finn" will have its first New York showing July 13 at Loew's Metropolitan Theatre in Brooklyn. It will open throughout the New York area in early August.
SINNER! ELMER GANTRY WANTS YOU! TO SAVE YOUR SOUL! TO SEE THE LIGHT! ARE YOU READY, SINNER? HE WANTS YOU TO KNOW ALL ABOUT HEAVEN... BUT NOT ABOUT HIS WHISKEY AND HIS WOMEN!

Burt Lancaster - Jean Simmons

in Sinclair Lewis'

Elmer Gantry

DEAN JAGGER - ARTHUR KENNEDY - SHIRLEY JONES - PATTI PAGE

Screenplay written and directed by RICHARD BROOKS - Produced by BERNARD SMITH

Music by ANDRE PREVIN - Eastman COLOR
HERALD Story by First National
Pioneer Points Parallel Today

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

The author, who was vice-president, treasurer and general counsel for First National, outlines in six major steps the battle over fair film rentals, the signing of Charlie Chaplin, and box office intuition of the company’s exhibitor owners and managers.

Spring emphasizes the similarity between First National in the Twenties and such successful current operations as United Artists and Universal. He prays First National’s daring exhibitors who had foresight enough to get Chaplin to make his feature-length
(Continued on page 2)

Devaney Named M-G-M Western Sales Manager

William J. Devaney has been named Western Division sales manager for M-G-M. It was announced by Robert Mochrie, general sales manager. Devaney, who has been Midwestern Division manager, moves into the position held by Herman Rips before his appointment as assistant general sales manager last week.

Joining the company in 1929, Devaney became an assistant branch manager in Chicago in 1946, moving up to branch manager a year later. Since 1958, he has been Midwestern Division manager with headquarters in Chicago. In his new position, he will headquarter in Los Angeles.

Screen Gems Sues on Cartoon Copyrights

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

British to Tighten Film Title Registration Rules; Want ‘Serious Intention’ to Produce

From THE DAILY Bureau

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

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

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

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

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

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

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

"Portrait" Runs 118% Ahead of 'Imitation'

"Portrait in Black," which opened in 60 key situations for the Fourth of July weekend, is running 118.1 per cent ahead of "Imitation of Life" in these situations, while equally openings of "Pillow Talk," the company said yesterday.

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

Directors Directory Out

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

"Swedes Like 'Porgy'"

STOCKHOLM, Sweden, July 6.—Swedish goldens "Porgy and Bess," which had its Swedish premiere at a benefit performance at the New Astoria Theatre here on July 1, played to standing room only audiences in the 10 Theatre Managers Win 'Few' Drive Prizes

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

A panel of trade press representatives, including Sidney Rechlin of Motion Picture Herald, selected the winning entries—from large theatre situations and equal prizes to small theatre situations. The winners are: large theatres—1st prize, $500, Arthur Groom, Loew's State, Memphis; 2nd prize, $300, Dick Mears, Alabama Theatre, Sacramento; 3rd prize, $200, Jake and Jack, the National Theatre, Oklahoma City; 4th prize, $100, Lou Brown, Loew's Orpheum, Boston; 5th prize, $50, Robert Kessler, Ben Theatre, Philadelphia.

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

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

Legion Places Four Films in Class A

The National Legion of Decency classified four pictures this week, placing all in Class A. In Section 2 (adults and adolescents) are "I Aim at the Stars" and the franchise-held "Belle of the Nineties." In Section 3 (adults only) are "Inherit the Wind" and "It Started in Naples."

'Song' in London Aug. 29

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

Up Newspaper Rates

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

"U" Dividend $1.06

The board of directors of Universal Pictures has declared a quarterly dividend of $1.0625 per share on the 4 per cent cumulative preferred stock of the company. The dividend is payable Sept. 1 to stockholders of record at the close of business Aug. 15.
EDITORIAL

(Continued from page 1)

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

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

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

Ten Short Subjects Set For Stratford Festival

SPECIAL TO THE DAILY

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

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

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

Documentary on Holland

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

The festival will open Wednesday at 8:40 P.M., July 13, with the presentation of "Montparnasse 19," a French-made film from Continental Films, starring Jean-Pierre Melville, and "The Right to Play," a documentary on Holland. The closing feature on Sunday, July 17, will be a program of shorts, with "Jack Big in Chicago.

The Boltcng Brothers' "I'll Aim Jack," a Columbia release, grossed $13,500 in its first four days at the Esquire Theatre in Chicago.

Three days gross surpassed the first week total registered by the highly successful "The Mouse That Roasted" at the Esquire last year.

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

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

Monday, July 18, the Japanese version of Shakespeare's "Macbeth" entitled "Throne of Blood" directed by Akira Kurosawa and starring Toshiro Mifune, from Paul Szilard Productions.

Tuesday, July 19, the Italian comedy-drama "Wild Love," starring Marcel Mastromani, from Ellis Films.

Latham Files Data on Shopping Center Buy

SPECIAL TO THE DAILY

ALBANY, N. Y., July 6—Papers filed in the Albany county clerk's office indicate the Latham Circle Realty Corp., a Fabian Theatres company which registered a certificate with the Secretary of State on April 29, paid $250,624 in cash and gave Latham Enterprises, a division of the Latham Corners Shopping Center, a third purchase money mortgage for $1,549,376.13.

The buyers also assumed: a first mortgage of $4,175,623.87 and interest, held by Prudential Insurance Co. of America, and a second mortgage of $275,900 and interest—held by Perls Brothers, builder of the center.

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

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

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

Latham Circle Realty Corp., address care Fabian Theatres Corp., 1555 Broadway—is authorized to "operate a realty business, own, manage, operate and maintain apartment hotels, apartment houses, office buildings, loft buildings, mercantile business and all types of other business of any kind, nature and character in New York and other states, as well as throughout the world.

Capital stock is 200 shares, no par value.

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

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

Jack Big in Chicago

The Boltcng Brothers' "I'll Aim Jack," a Columbia release, grossed $13,500 in its first four days at the Esquire Theatre in Chicago.

The four-day gross surpassed the first week total registered by the highly successful "The Mouse That Roasted" at the Esquire last year.

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

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

Monday, July 18, the Japanese version of Shakespeare's "Macbeth" entitled "Throne of Blood" directed by Akira Kurosawa and starring Toshiro Mifune, from Paul Szilard Productions.

Tuesday, July 19, the Italian comedy-drama "Wild Love," starring Marcel Mastromani, from Ellis Films.

Reginald Armour, management consultant associated with the motion picture industry since 1933 with, at various times, the National Assn. of Theatre Owners, Republic, Columbia and Disney, has been elected president and a director of the Dorsey Corp., holding company for Dorsey Theatres, Elia, Ala. He succeeds O. H. Valentine, who returns to his position as executive vice-president of Blair & Co.

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

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

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

Bresler Adds Three

HOLLYWOOD, July 6—Jerry Bresler Productions, which has been preparing two properties, "Diamond Head" and "Gidget Goes Hawaiian," for Columbia Pictures release, has added three additional properties to its upcoming program, according to Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities.

Properties added to the Bresler slate are "Gentleman's Agreement to Remember" and "The Flying Yorkshireman."

'Mouse' Is Doing Well

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

'Terrace to Venice'

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

People

TENTS TALK

Variety Club News

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

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

DETROIT — The annual golf and dinner party of Tent No. 5 drew some 40 members and guests to the Tom Shanter Country Club, Paul Percha, the staff of WKMH, won the heaviest convertible.

New Theatre

(Continued from page 1)

led it "a significant move in meet- ing the challenge of and drift to the burbs by providing the ultimate in convenience and as well as utility in the heart of the world's greatest city."

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

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

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

The terrace over the theatre will be copied by a restaurant, and elevators will carry the patrons to the third-floor restaurant entrance. A theater garage, exclusive to theatre-goers, will be part of the building's substructure.

'oulez' to Kingsley

"Voulez Vous Danzer Avec Moi," test starring vehicle for Brigitte Bardot, will be released in the U.S. by inglesay International under the title Some Dance with Me." The comedy stars Henri Vidal and Dawn Adams.
Everywhere in the world ... because it's on film!

Remember ... people are people—Guatemala, Salzburg, Rio—everywhere! They all "go to the movies"! And the things they like, they tell their friends about.

Because motion pictures are entertainment—entertainment for all people... something to enjoy... something to talk about! They take young and old out of their homes—out of the humdrum into the romantic!

The picture you see today is everywhere tomorrow. Because it's on film, it can go everywhere!

That's why production, especially, is such a responsibility. Why the Eastman Technical Service for Motion Picture Film is ready, at all times, to help in solving problems of the industry... film selection, production, processing, projection.

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.
Theopolis Today

Who's Where

Montagne Back; On Drum Beater

By SAMUEL D. BERNs

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

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

Sees Story Freshness Here

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

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

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

Dislikes 'Formula Approach'

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

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

Compares TV with Films

Montagne made a comparison of the strikes made by motion picture and television, commenting that TV is following the same pattern as motion pictures, with the exception that it has telescoped in 10 years the same transition, experience and problems which motion pictures have gone through in the past 50 years.

"TV, however, has not benefited from the off-repeated mistake made by pictures in the past. Falling with a plan to 'cycle' programs," he said. "We need more freedom to experiment. We must find other ways to present the news, general entertainment, and means to make the public aware of things in a manner that TV is capable of doing, in order to insinuate the public interest," Montagne pointed out.

National Pre-Selling

FOR 36 years Alfred Hitchcock has dealt in murder, mayhem and malevolence but for all that he has retained a cheerful and chernobook. Photog- rapher Gordon Parks made a photo of Alfred for "Life's" July 11 issue, with the help of some botanical props, to take a peak at the diabolical moviemaking mind that has scared the daylights out of the de-lighted moviemakers. The latest creation of his mind is Paramount's "Psycho," a film about murder in a motel.

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

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

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

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

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

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

When "Elmer Gantry" was pub- lished in 1927, it stirred up one of the hottest nickses in American literary history. The book by Sinclair Lewis attacked the religious revival movement, pillorying it as a vulgar, moneymaking cult, that is, to primitive instincts.

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

"Bells Are Ringing," the story about the warm-hearted, sympathetic telephone operator who can't help meddling in other people's lives, and played by Judy Holliday, got a good review from Ruth Herbert in the July
S-W 39-Week Net $2,530,000

Consolidated operating profit of Stanley Warner Corp. for the 39 weeks ended May 28 amounted to $2,530,000, it was announced yesterday by Stephen M. Vogel, president. Operating profit for the same period last year was $3,501,300.

Commenting on the decline in profit, Fabian said, "The motion pic-

Chairmen Appointed for Pitt. Promotion Drive

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

Those who will act as zone chairmen are the following:

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

Psycho’ at Drive-In; Admission Plan Works

Alfred Hitchcock’s “Psycho,” which opened its first drive-in theatre en-
gagement at the Brunswick Drive-In, Brunswick, New Jersey, on Wednesday, grossed $1,973, the highest single-
day’s figure in the theatre’s ten-year history. Attendance topped all holi-

(Continued on page 2)

TV Rentals Bring 43.9% of Net Profit

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

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

Three additional promotions in the M-G-M sales department were an-

(Continued on page 6)

No Decision Yet on M-G-M Post-’48 Sales

M-G-M has made no decision yet on releasing its post-’48 backlog of pic-
tures to television. Joseph R. Vogel told the trade and financial press yes-
terday that when they are sold, he said, they ‘undoubtedly will be sold by M-G-M itself directly to stations just as pre-1949 pictures are being sold. “They are worth a lot of money to the company,” Vogel said, “and so they will be sold.”

MGM Actively Looking Into Pay-TV Field

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

While conversations have been held (Continued on page 6)
PERSONAL MENTION

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

IRWIN RUBIN, vice-president of Highbreed Productions, will leave New York at the weekend for London.

J. RAYMOND BECK, Columbia Pictures public relations representative, and his daughter, Mrs. Carol Stewart, were in Washington from New York, where they were guests at the state dinner held in the White House by the President and Mrs. Eisenhower in honor of the King and Queen of Thailand.

ANGEL SOWLL, booker's clerk for M-G-M in Seattle, has been married there to Charles Delcado.

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

GENA LOLLIBRIGIDA returned to Hollywood yesterday from New York.

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

Sets Beekman Record

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

S-W Profit

(Continued from page 1)

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

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

For the 39 weeks ended May 28, 1960, there was credited direct to earnings surplus a net profit of $9,800 arising from unusual dispositions of assets. For the corresponding period last year extraordinary non-operating losses of $1,544,000 were charged to surplus. For the 39 weeks ended May 28, 1960, there were administrative, merchandising sales and other income amounted to $9,320,000 as compared with similar income of $9,280,800 for the same period last year.

During the consolidated operating profit for the 13 weeks ended May 28, 1960, was $454,400, equivalent to 22c per share on the outstanding common stock. The profit for the corresponding period a year ago was $1,337,600, equivalent to 60c per share on the common stock.

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

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

"Psycho" at Drive-in

(Continued from page 1)

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

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

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

'Financial World' Cites

Paramount Annual Report

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

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

Cleveland Anti-Censor Group Is Organized

Special to THE DAILY

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

Twelve trustees were elected, to whose 13 will be added. Trustees will name permanent officers. Purpose of the group set forth by Chairman Jas- per Wood states that "every American should be free to speak, hear, write, read, speak, and think without supervision or censorship by church or state.

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

Stunt Campaign for 'Lost World' Here

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

A single-engine monoplane will tour the tri-state beaches, including Cony Island, Rockaway, Long Beach, Jones Beach, the New Jersey Shore area, and the Connecticut and Long Island beaches. A single-engine trailer-type day-go-banier banner seen from a height of more than a quarter of a mile. In addition, a ballyhoo sound truck begins a city-wide tour of muni- cipal and organized beaches, playgrounds, etc., heralding the opening. The truck is contracted for 1,000 miles over the two full days.

Technicolor Prints At 6 Billion Foot

From THE DAILY BUREAU

HOLLYWOOD, July 7.—Technicolor release prints for a full length feature produced in Hollywood have passed the 6,000,000 mark, it was announced here. Two billion feet of film have been produced by the company's five laboratories here, London and Technicolor technical office in Rome.

Technicolor's first feature, "The Gulf Between," was filmed at Jackson with $1,544,-

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

In 1982, positive output was 5,538,128 feet, about one-fifty-fifth of the 1959 production of 308,760,100 feet.

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


Mulvey in N.Y. Offices

In Association with Son

James A. Mulvey, whose retirement as president of Samuel Goldwyn Productions became effective on June 30, 1959, is now here, as champion Pictures Corp. and as Mulvey-McKeever Exhibition Co. Inc. His associate in these operations will be his son, Stephen.

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

NEW YORK THEATRES

RADIO CITY MUSIC HALL—Rockefeller Center • C 4-6000

"BELLS ARE RINGING"

An ARTILLERY PRODUCTION starring

JUDY HOLLIDAY • DEAN MARTIN

from M-G-M in Elsberg and KENTHOFER ON THE GREAT STAGE HAWAII JAPAN.
**Pitt. Drive**

(Continued from page 1)

manager, Stanley Warner, Erie, Pa.; Al Bob Davis, manager, Dipson Plaza Theatre, Erie; Zone 2: Mike Grifman, Hickory Drive-In, Sharon, Pa.; and Leo Mickey, manager, Penn theatre, New Castle, Pa.; Zone 2A — enmesh Winograd, Oriental Theatre, Brooklyn, Pa. Further investigation by Jerry Lewis, Tusca drive-in, Beaver, Pa.

Zone 3 — Henry Burger, district manager, Stanley-Warner, Pittsburgh; Zone 3A — Joe Bugala, general manager, Masino Cinema, Greensburg, Pa.; Zone 4 — Mrs. Elaine Hauser, State theatre, Altoona (Fabian Circuit), rs. Laura Ainger, State Theatre, ate College, Pa. (Eskin Circuit). Zone 4A — Joe Freeman, manager, ate Theatre, Johnstown, Pa. (Stanney-Warner), Mel Katz, manager, Em- mys Theatre, Johnstown (Fabian Cir- cuit), Zone 5 C. S. Brown, Temple theatre, Kane, Pa.


Meeting Slated Tuesday

A meeting of zone area chairmen seven zones within easy access to Pittsburgh will be held Tuesday, at 3:30 P.M. at campaign headquarters, the office of Allied MPTO of West- Virginia. Chairman attending all represent Zone 2, 2A, 3, 3A, 4A, 4B, and 6.

Also present at this meeting will be sorge Stern, Associated Theatres, ank Lewis (Blatt Brothers), chair- man of the Central Exhibitors Com- mittee; Harry Hendel, Allied MPTO Western Pennsylvania; Jules Corley, anley-Warner, Pittsburgh, and Moss. Chairman of zones not represented Tuesday’s meeting will meet in the near future at various points outside of Pittsburgh. At that time they will be briefed by Moss on what place at the Pittsburgh meeting d will be filled in on all plans and imping procedures.

**Robe of Censorship**

(Continued from page 1)

secretary: “If he will set up a commit- tee to investigate the system whereby, for the Cinematograph Films Acts, trade organization and local authori- ties at present censor films, to consider whether such censorship is necessary desirable, and to make recommendations on legislation,” and “If he will call a committee to investigate all asms of censorship now existing in the United Kingdom, and to make rec- ommendations on legislation.”

Explaining his reasons for wanting the inquiry, Swiniger said that one that while the “X” certificate, in neral terms, was designed to curb showing of certain kinds of mate- rial, it could, in fact, “acquire a glamour and attractiveness that feels the very object of it and con- cerns a kind of market for a particu- lar sort of exciting film.”

**Review: The Bellboy**

Jerry Lewis Production—Paramount

HOLLYWOOD, July 7

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

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

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

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

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

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

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

Running time, 72 minutes. Release in July.

SAMUEL D. BEINS

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

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

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

**Two Plead Guilty in Theft of 16mm Films**

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

Pleading guilty were Emanuel Good- man and Daniel Senese. The indict- ment against them in Federal Court, Brooklyn, charged them with the felony of having conspired to steal the pictures from the U. S. Navy Mo- tion Picture Service at the shipyard. The films were rented by the Navy for major film productions.

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

**Hercules’ Contest**

Set by ‘N.Y. Mirror’

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

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

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

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

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

Special to THE DAILY

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

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

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

Others to Be Appointed

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

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

Charles E. Duran of Richmond, Tex., was appointed to fill the one year unexpired term of Harold Chesar on the board as senior director for the popcorn processor, manufacturer and merchandising operators. Welcome L. Weaver, of Denver, Ind. (popcorn processor), was appointed to fill the two-year unexpired term of A. J. Schmitt as junior segment director of the same segment.

**‘Time Machine’ Slated For Saturation Dates**

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

The Chicago exchange area will lead the saturation bookings with openings beginning July 22. A week later, Charlotte will be the focal point for another series of openings, fol- lowed by similar saturations in the Los Angeles and Jacksonville territories Aug. 1.

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

‘Time Machine’ is supervised by the radio and television campaign in con- junction with MGM and the local ex- hibitors. Emphasis will be placed on television exploitation to take full ad- vantage of the area bookings.
Portrait of a boxoffice BLOCKBUSTER

"IMITATION OF LIFE"
"PILLOW TALK"
and now
It's a fact! We're bigger than imitation of life and pillow talk all over the country!

LANA TURNER • ANTHONY QUINN
SANDRA DEE • JOHN SAXON

As BIG as Pillow Talk

SEATTLE, WASH., Music Hall...
SAN FRANCISCO, CALIF., Golden Gate...
LOS ANGELES, CALIF., Multiple Run...
CLEVELAND, OHIO, Hippodrome...
CHARLOTTE, N.C., Manor...
CHICAGO, ILL, Roosevelt...
PORTLAND, ORE., Multiple Run...
TULSA, OKLA., Delman...
MILWAUKEE, WIS., Towne...
SAN FRANCISCO, CALIF., Golden Gate...
LOS ANGELES, CALIF., Multiple Run...
SALT LAKE CITY, UTAH, Multiple Run...
CHARLOTTE, N.C., Manor...
CHICAGO, ILL, Roosevelt...
PORTLAND, ORE., Multiple Run...
BIGGER than imitation of life and pillow talk

As BIG as Pillow Talk

BIGGER than imitation of life and pillow talk

TOPS PILLOW TALK AND IMITATION OF LIFE IN THESE WEST COAST TOWNS:
FRESNO, CALIF., Wilson • CHICO, CALIF., Senator • REDDING, CALIF., Cascade • SANTA ROSA, CALIF., California • ANTI-OCH, CALIF., Stamm • SACRAMENTO, CALIF., Esquire & Del Paso • OAKLAND, CALIF., T & D
M-G-M Status

(Continued from page 1)

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

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

Sees an Even Better 1961

Vogel told the press, "We expect earnings for the full fiscal year to exceed $3.75 per share—and we have sound reason to believe that fiscal 1961 will produce an even higher return. The strength of our assets and our profit plans for the future give us every confidence in continued growth."

He added that when final figures for the fiscal year ending August 31 become available early in November, they will be presented to the board of directors that will recommend a dividend action be taken.

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

Dividends Ready for mailing

Vogel noted that quarterly dividend checks representing 35c per share would be mailed to stockholders within a few days, together with the results of the first three quarters ending June 9.

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

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

Makes Comparison with 1959

"While there are fewer shares now outstanding as a result of company purchases, the fact remains that M-G-M earnings per share in the first 40 weeks of this year equaled those of all 52 weeks of 1959," Vogel said.

"This is not to say that the 12-week period which ends August 31 will provide additional profits over the full year of 1959.

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

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

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

Points to Real Estate Value

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

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

Cites Forthcoming Productions

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

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

"Television is certainly a major factor in M-G-M's present. The company derives considerable income from the leasing of its film features to television.

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

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

Diversification Vital

Vogel added that this present diversification in entertainment in new media—M-G-M would restrict itself to entertainment enterprises. "The board has been actively studying situations in a variety of industries," he said. "We're ready to put cash or stock of any combination of such where it will do the stockholders the most good."

He indicated in an aside that up to $800,000,000 could be available for such a purpose.

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

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

CDI Acquires General

Continental Distributing, Inc. has acquired United States and Canadian distribution rights to "General della Rovere," announced by Irving Wormser, president of Continental.

Directed by Roberto Rossellini and starring Vittorio de Sica and Hannes Messmer, "General della Rovere" won the Golden Lion Award at the Venice Film Festival and Hannes Messmer was named best actor.

Lovers" to Victoria

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

American Legion

(Continued from page 1)

officials appear to be in direct contradiction to statements made here in May by National Commander Martin McNally affirming the effectiveness of the "Waldbor Declaration" and the Legion’s faith in the film industry.

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

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

The M-G-M president said he has been approached by RKO Telekids to supply product for the Hartford test of broadcast pay TV but that in commitments had been made.

M-G-M Promotions

(Continued from page 1)

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

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

Four on Coast

(Continued from page 1)

was named by supervisor Kenneth Hahn; producer Sol Lesser, by supervisor Ernest E. Debs; E. L. DePatie, by his brothers executive, by supervisor Frank G. Bonsell, and George Flaherty, IATSE International representative, by supervisor Warren Dom.

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

Five from Fox for July

Twentieth-Century-Fox will release five films in July, including "The Story of Ruth," "The Lost World," "From the Terrace," "Murder, Inc.," and "Trapped in Tungusia."
ALLIED THEATRE OWNERS
OF NEW JERSEY

ANNUAL CONVENTION

MONDAY–THURSDAY
JULY 25–26–27–28

ONCE AGAIN RETURNS TO THE
FABULOUS CONCORD HOTEL,
KIAMESHA LAKE, NEW YORK
(AT THE HEIGHT OF THE SEASON)

3½ Days — Only $80.00
(TIPS INCLUDED)

SEND RESERVATIONS TO
MISS KAY—Concord Hotel, Kiamesha Lake, N. Y.
ATTN—ALLIED THEATRE OWNERS OF N. J.
Announcing the publication
August 15, 1960
of a new edition with a foreword by Edward P. Curtis

MAGIC SHADOWS

by MARTIN QUIGLEY, JR.

QUIGLEY BOOKSHOP
1270 Sixth Avenue
Rockefeller Center
New York 20, New York

Gentlemen:

Send me ________ copy(ies) of MAGIC SHADOWS—The Story of the Origin of Motion Pictures by Martin Quigley, Jr., at $4.50 per copy. Shipped on publication date.

☐ Check enclosed.
☐ Send a bill.

Name __________________________________________
Address ________________________________________

MAGIC SHADOWS adventurously explores long forgotten yesterdays in both science and showmanship. It is presented in 191 crisp pages, plus 28 rare illustrations.
244-Years-Old S.C. Supreme Court Upholds ‘Blue Laws’

Theatre Operators Will Appeal to Higher Courts

Special to THE DAILY

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

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

Thus the court upheld a Greenville County decision by Judge T. B. Greer, who said the laws in question were constitutional.

After learning of the Supreme Court ruling, attorney Chester D. Ward of Spartanburg, representing a number of theatre operators in various court (Continued on page 2)

50 to Attend V.C. Sports Meet Here

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

UA Opens Sales Meet in Toronto Tomorrow

James R. Velde, United Artists vice president in charge of domestic sales, and Milton E. Cohen, Eastern and Canadian division manager, will hold a two-day sales meeting in Toronto tomorrow. David V. Picker, executive assistant to President Arthur B. Krim, will participate in the conferences. William (Continued on page 4)

Code ‘Significant Contribution’ to Film Industry by Martin Quigley, Dr. Flick Says

Special to THE DAILY

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

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

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

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

244-Years-Old S.C. Supreme Court Upholds ‘Blue Laws’

Theatre Operators Will Appeal to Higher Courts

Special to THE DAILY

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

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

Thus the court upheld a Greenville County decision by Judge T. B. Greer, who said the laws in question were constitutional.

After learning of the Supreme Court ruling, attorney Chester D. Ward of Spartanburg, representing a number of theatre operators in various court (Continued on page 2)

50 to Attend V.C. Sports Meet Here

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

UA Opens Sales Meet in Toronto Tomorrow

James R. Velde, United Artists vice president in charge of domestic sales, and Milton E. Cohen, Eastern and Canadian division manager, will hold a two-day sales meeting in Toronto tomorrow. David V. Picker, executive assistant to President Arthur B. Krim, will participate in the conferences. William (Continued on page 4)

Code ‘Significant Contribution’ to Film Industry by Martin Quigley, Dr. Flick Says

Special to THE DAILY

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

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

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

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

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

From THE DAILY Bureau

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

Breakdown of total features, according to E. H. Johnston, president of the Motion Picture Association of America, shows that 14 feature films were produced and released by member companies; 98 features were produced by non-members and released by

MPA Board to Meet On Film Title Appeal

A meeting of the board of directors of the Motion Picture Ass’n, has been called for tomorrow by E. H. Johnston, president, to hear an appeal against a decision by the title arbitration committee.

The appeal is being made by the April Company on behalf of its title, “Sabambo.” The arbitration board ruled previously that two titles held

Pension Plan Paid Out $329,000 in 6 Months

From THE DAILY Bureau

HOLLYWOOD, July 10.—The Motion Picture Industry Pension Plan paid out $329,000 in benefits to 713 retirees during the first six months of the year, George Flaherty, pension

Auerbach Resigns Post With Columbia Int’l.

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

Rothman said Auerbach had re

Early ‘Love’ Release Prompted by Exhibitors

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

In a wire to all Fox branches in

Chairman, Counsel Myers Resigns From Allied Leadership

Set August Board Meeting On Plans for Changeover

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

Announcement of the resignation was released to the trade press at the weekend in a statement by A. C. Myrick, Allied president, from his headquarters in Lake Park, Fla.

Myrick said that Myers made known the date of his resignation from both offices at the annual convention of Allied Theatre Owners of Wisconsin at Elkhart Lake, Wisc., late in June, reached in Washington on Friday,

(Continued on page 3)

(Continued on page 4)

Chairman, Counsel Myers Resigns From Allied Leadership

Set August Board Meeting On Plans for Changeover

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

Announcement of the resignation was released to the trade press at the weekend in a statement by A. C. Myrick, Allied president, from his headquarters in Lake Park, Fla.

Myrick said that Myers made known the date of his resignation from both offices at the annual convention of Allied Theatre Owners of Wisconsin at Elkhart Lake, Wisc., late in June, reached in Washington on Friday,

(Continued on page 3)

(Continued on page 4)

Auerbach Resigns Post With Columbia Int’l.

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

Rothman said Auerbach had re

(Continued on page 2)

(Continued on page 4)
**PERSONAL MENTION**

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

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

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

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

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

**MICHAEL GEORGE “Mickey” SHAPO,** son of Robert K. Shapiro, managing director of the Paramount Theatre here and who is now with the U.S. Army, will be married following his separation from the service to Sydelle Levine.


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

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

---

**BUFFALO DRIVE-INS PLEDGE SELF-IMPOSED CENSORSHIP**

**HUTNER TO VISIT FIVE CITIES ON ‘SONG’ TOUR**

**ANERBAech Resigns**

**‘HEARTS’ TO BROOKLYN**

**‘Battle’ Sets Record**
Daffodils Pushing British Comedy  
By SAUL OSTROVE

Daffodils are coming up roses these days in the film industry. So are muses in the lives of the costumers, haters and usherettes, and internes' clothing worn by ushers. All because a "natural" like "Carry On Nurse" came along.

There are more than 40 situations around the country daffodils are being distributed to patrons of "Nurse" as they leave the theatre, so as to stir further word-of-mouth praise for the film.

"Nurse" is developing a broad base of ticket sales and is expected to be a "Nurse" to the entertainment world. (If the reader should understand the significance of the daffodils," Dave Emanuel, president of Governor Films, distributor of "Nurse," said here Friday.

Costumes Are Appropriate

"The daffodils are an integral part of the picture. The audience begins to laugh as soon as they see the scene with the nursing interns' outfits speak for themselves," he said.

"Nurse" is rolling up terrific grosses in all its situations. But why should the British comedy, of all things being done so very well in places like Waco and San Antonio, Tex., gimmicks not?

Down-to-earth belly laughs, pitched to the mass market, by Arthur Kerman, Governor vice-president, is made even more sophisticated patrons don't go for it, too. They see things that the others miss. But generally people nowadays want slapstick-type comedy.

Sees Word-of-Mouth Important

Governor did not expect "Nurse" to go by without word-of-mouth, despite the picture's stunning success in England, where it was produced by Peter Rogers, producer and originator of the "Carry on" series, for Anglo-American Films, Ltd., and distributed by Embassy Pictures, Ltd. To further spread the word on the picture, multiple sneak previews of "Nurse" were held in most situations, sometimes three or four in each city, which has been done with "Nurse," but all quarters -- it is the next film due here from the Little Carnegie -- Governor has gained American distribution rights to two other pictures in the series, "Carry On, Constable" (later this year), and "Carry on, Teacher" (for release this spring).

'Touch of Hell' Coming

Governor also will release "A Touch of Hell" this summer. This one was produced by Eros Films, Ltd., of London, and is described by Emanuel as a current "new york" type of Great Britain. "Strictly Commercial, Heeded.

An Italian picture, "The Lady Doctor," with Vittorio de Sica, Toto and Enzo Poli, will be released this Fall. Emanuel said Governor does not propose to release too many films a year. The company prefers to tender wing care to each of its products, as "Nurse." Such special handling, as "Nurse" is proving away.

Myers Resigns Allied Post  
(Continued from page 1)

Myers said he had nothing to add to the Myrick statement.

Myrick previously announced his intention to retire by summer this year in December, 1959. Again, at an Allied board meeting late last March, he repeated his desire to resign. At that time a committee was named to consult with Myers in regard to his retirement and "to plan for carrying on the association thereafter."

Myrick said at the weekend that the committee members, when advised of Mr. C. C. Robbins' resignation, "expressed their deep regret that Allied must lose the services of the man who has been its guiding spirit for 31 years."

Was Urged to Continue

The committee was unanimous, Myrick added, in urging Myers to continue as general consultant, with a Washington office, "at least during the transition from the organization as it has functioned for more than three decades to such a new order as the board may establish."

Myrick said he will call a board meeting sometime in August at which time the special committee will "submit concrete recommendations."

At the time of his December announcement Myrick said he did not feel up to another year on a consultative basis. He suggested then that Allied would do well to select a younger man and begin training him to take over the chief administrative functions of the organization.

When Myers' probable retirement was rumored early in 1959, he said that he and his wife, also an attorney, had plans to move to their country home on Maryland's Eastern Shore.

Myers, now 70, helped found Allied and was its first president, serving in that capacity from 1929 through 1931, while concurrently acting as general counsel. He became chairman of the board and general counsel of the association in 1932.

Special Short Will Promote Col. 'Pepe'

The trailer department of Columbia Pictures is to start production immediately on a special short subject, "Pepe Presents George Sidney," it is announced by Jonas Rosenfield, executive in charge of advertising and publicity for Columbia. The special film will launch the long-range film promotion activities for "Pepe," starting July 6, and are 35 personalities from the world of entertainment.

Marking a "first," the short is specifically designed for exhibition only among exhibitors and motion picture press. Release is being set for end of this month, five months ahead of the picture's opening.

Emphasizing the global aspect of the short, producer-director George Sidney has been filmed on-camera speaking five languages -- English, French, Italian, Spanish and German, with additional material of Chevalier (French), Dan Dailey (Italian), and Cantinflas (Spanish).

Stratford Adds 'Sunday'

The short subject, "Sunday Village," has been added to the list of films to be shown at the first Stratford International Film Festival held in Stratford, Conn. The films are "Hercules Unchained," "Hercules," "Nurse," "Pepe," "Star-Legger" and "The Magic Violin," a cartoon, and "Coyote's Masterpiece."

TV, Radio, Newspapers In 'Hercules' Drive

A record radio-television-newspaper advertising campaign will be unleashed throughout the Greater New York area by Embassy Pictures this week launching Wednesday's saturation opening of Joseph E. Levine's "Hercules Unchained."

The campaign will open with 10-, 20- and 60-second TV spots on the ABC-TV.

Embassy's radio advertising, an almost round the clock schedule prior to the opening, is being carried by six of New York's most powerful stations: WNBC, WCBS, WINS, WNEW, WMGM and WMCA. Ten 30- and 60-second spots are included in the radio campaign.

Capping the massive pre-selling sweep is multi-sized newspaper advertisements running in all of New York's major dailies. Full-page ads are scheduled for the Daily News, Post, the Journal-American, while the Mirror will run a center-spread double-truck ad. The Mirror, simultaneously, is running an eight-day "Hercules Chained" coloring contest with entrants -- boys and girls -- eligible for $2,000 in United States Savings Bonds.

In addition to the New York newspaper campaign the Newark (N.J.) Star-Ledger will print a full-page, full-color advertisement, one of 40 newspapers throughout the United States scheduled for this type ad.

Fugitive Invited

Tennessee Williams' "The Fugitive Kind" has been officially invited for special presentation at the San Sebastian Film Festival in Spain, scheduled for July 9-19. The United Artists release will be shown on the closing night of the festival, July 19.
A new approach to public service programming will be initiated this fall on the CBS television network when the General Electric Company presents its own time period and purchases an additional half hour for a special CBS news report on new experiences in American education.

The one-hour report, sponsored by GE, will be presented Sunday, November 13, at 9:30, following the network's line-up of 60- and 90-minute news and entertainment specials to be presented by GE during the 1960-61 season. The company said it plans to stress "name" authors in its regular half-hour programming.

The education program, produced by Arthur Morse of the "CBS Reports," unit of CBS News, will be directed by Fred Y. Tatelman, an executive producer, will be filmed on location in elementary and secondary schools across the country. It will report on some of the experimental methods being undertaken today to solve problems facing American education.

FCC Shifts Channels
To UHF in California

From THE DAILY BUREAU
WASHINGTON, July 10.—The Federal Communications Commission, by deletion of Fresno, California's channel 12, has made that city into an all-UHF-TV town. FCC also told KFRE-TV to move from Fresno's channel 10 to channel 30 by April 15, 1960.

Channel 30 was switched to Fresno from Madera, which was given channel 59 instead.

FCC will give consideration to reassignment of channel 12 from Fresno to one of the following California towns: San Luis Obispo, Lompoc-Santa Maria, or Santa Barbara. The channel 10 space now given to Bakersfield may also go to one of these towns if Bakersfield becomes all-UHF.

Tatelman Will Produce
'Garlund' on CBS-TV

From THE DAILY BUREAU
HOLLYWOOD, July 10.—Harry Tatelman will take over the executive producer duties on the new telfilm series, "Mr. Garlund," which was conceived and written by Barney Girard, who will also produce.

Tatelman, under contract to CBS, and Girard will begin casting Monday in their new headquarters at the Paramount studios, for the series which will be aired on the CBS-TV network in October, under sponsorship of Plymouth Motors and L & M Cigarettes.

V.C. Meeting Here Tomorrow

(Continued from page 1)


MPAA Board

(Continued from page 1)

by 20th-Century-Fox, "The Loves of Salammbo" and "The Story of Sal- lammbo," were not in harmful conflict with the April Co. title.

Johnston set up the special board meeting when he arrived here on Fri- day from Europe where he attended the Berlin Film Festival and also visited Paris. At a meeting here on Friday Johnston briefed the Motion Picture Export Assn. board on talks he had in Berlin with Spanish indus- try officials also attending the festival.

Accompanied by 3 Officials

With Johnston in Berlin were Griffin, his vice-president; Frederick S. Gruenich, overseas repre- sentative in Paris; and Frank Gervasi, Rome representative.

Later this month, Johnston will at- tend the Republic Party convention in Chicago as a delegate. At the end of the month he is scheduled to make his African trip.

UA Opens Meet

(Continued from page 1)

Marchese, Eastern and Canadian contract- man, will also attend from the home office.

Charles S. Chaplin, Canadian dis- trict manager, will attend the two-day conclave, as will all Canadian branch managers.

Canadian branch managers participating in the meetings at the Royal York Hotel include Robert Radix, Cal- gary; Sam Kinzirsky, Montreal; Isadore J. Davis, St. John; George Heiner, Toronto; Harry Woolfe, Vancouver, B.C., and Abe Feinstein, Winnipeg.

Conclave Is One of a Series

The meetings will develop distribution patterns on all current and forth- coming product and will map regional sales plans for each territory in the Canadian division. The meetings are the latest in a series conducted by Velde and division chiefs in a domestic sales tour.

Pension Plan

(Continued from page 1)

plan board chairman, reported on F.D.

Flaherty also said that plan expects to have about 900 industry retirees by the end of 1960.

Total amount in the plan now needs $19,000,000.

'Orpheus' in 16 Dates

"Black Orpheus," Academy Award winner as "best foreign film of the year," will open in 16 theatres in the N.Y. area on Wednesday, Theatres included, in Manhattan, the Trans- union, St. George, Gramercy, Greenewald Heights, Midtown, Renaissance, in Bronx, the Palace, Valentine; Brooklyn, the Astor, Jewel; in Lo (Park Hill),Organization Earle, Litt Neck, Mayfair, in Westminster, South Town, New Rochelle. The film was open at the Embassy 72nd Street Wednesday, July 20.
1961 EDITIONS
NOW IN PREPARATION
MOTION PICTURE ALMANAC
TELEVISION ALMANAC

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. Thus these companion volumes are working tools for the whole business world of the screen.

QUIGLEY PUBLICATIONS
1270 Sixth Avenue, New York 20, N. Y.
Nation-wide-wise
“The Apartment”
is Sockeroo-wise!

'Apartment' Boff
Chinese, L.A.

'Apartment' Great
United Artists, San Francisco

'Apartment' Continues Great
Astor and Plaza, N.Y.

'Apartment' Looks Sensational
Michigan, Detroit

'Apartment' Huge
Penn, Pittsburgh

'Apartment' Great
Esquire, St. Louis

'Apartment' Staying Sock
Keith's, Washington

'Apartment' Smash
United Artists, Chicago

'Apartment' Socko
Plaza, Kansas City

'Apartment' Solid
Loew's State, Providence

'Apartment' Still Smash
Paramount, Denver

'Apartment' Lusty
Fifth Avenue, Seattle

'Apartment' Tops
Loew's, Indianapolis

'Apartment' Still Socko
Randolph, Philadelphia

THE APARTMENT
A MIRisch COMPANY PRESENTATION STARRING
Jack Lemmon  Shirley MacLaine  Fred MacMurray
CO-STARRING  Ray Walston  Edie Adams
WRITTEN BY BILLY WILDER AND I. A. L. DIAMOND / DIRECTED BY BILLY WILDER / FILMED IN PANAVISION

THRU UA
Ask Unified Action
Of Dixie Exhibitors

Special to THE DAILY
MEMPHIS, July 11.—Members of Allied Theatre Owners of the Mid-
South were urged today by Truman T. Renshaw, chairman of the
Emergency Defense Committee, to "unite as you did in the Federal
assumptions tax campaign" in order to implement their insistence that
they be permitted to acquire pictures "while at peak of box-office potential."
Renshaw was one of the two key
(Continued on page 3)

Loew’s Circuit
40-Week Net
$1,633,300

Income for Third Quarter
Hours Rise to $636,700

Loew’s Theatres, Inc., had a net
income of $1,633,300 for the 40 weeks
ended June 9 of the current fiscal year,
was annunced yesterday by Eugene
Pincer, president. Since the
organization did not have indepen-
dent exist-
ce until the
ring of 1959,
then it was parited from G-M, there
is no figures
the com-
nable 40 week
period of the preceding year.
Gross revenues for the 40 weeks
year amounted to $32,568,000,
come taxes were $2,011,000 and de-
preciation, $2,103,000.
Not income for the third quarter
(Continued on page 3)

ush for Greenville
Penings on Sunday

Special to THE DAILY
GREENVILLE, S.C., July 11.—In-
named sources here say City Council
will be asked for permission to oper-
ate Sunday movies in Greenville
over than the city government an-
plicated.
"The official 1960 census figures for
the City of Greenville, which were
neral not expected until October,
will be delivered to city officials and
omies for a group of local theatre
ators within the next day or two,"
Mayor Ken Cass could not be con-
tacted and J. D. Todd, attorney for a
(Continued on page 3)

ELEVISION TODAY—page 6

For Distribution in U.S., Canada
WB Board Approves
Post-’48 Negotiation

Conirms Talks with Creative Telefilms
On Deal to Sell 100 Pictures for Free TV

Warner Bros. may become one of the first of the major distributors to sell a
substantial block of its post-1948 pictures to television. The board of direc-
tors of the company yesterday approved negotiations, long rumored, with
Creative Telefilms and Artists, Ltd., of Toronto for a license to distribute
the pictures for free television in the United States and Canada.
In Toronto yesterday, G. Coss, pres-
ident of Creative Telefilms said his
company had deposited $1,000,000
favor the purchase of the license to
distribute the films. A block of 104
pictures is said to be involved, less
than half the total backlog available.
The price, it was reported, will be
a base guarantee of $100,000 per pic-
ture, or a total of about $10,000,000.
After the initial guarantee is met both
Warners and Creative would share in
the revenue, according to terms now
being discussed.
The deposit of $1,000,000 is return-
able if no agreement is reached, Coss
indicated.

‘International’ Films Are Answer
To British Market Decline: FBFM

From THE DAILY Bureaus
LONDON, July 11.—The outstanding feature of the year under review
was the growing awareness of the opportunities open to Britain of becoming
an international centre for the making of international films. This is the answer
to the problems posed by a declining home market,” states the third annual
report of the Federation of British Film Makers.
“British film production cannot survive with insular ambitions and meth-
ods,” the report continues, “because in the contracted markets of this island
only a few films can recover their
(Continued on page 2)

Changes in Board of
Cinorama Announced

Several changes in the structure of the board of directors of Cinorama,
Inc., have been announced by Nicolas
Reisini, chairman, president, and
chief executive officer. Bernard Goodwin has resigned as vice chairman of the
board and as a director of the com-
pany. Walter Reado, Jr., has also re-
signed as a director of the company.
B. G. Kranze, vice-president in
(Continued on page 3)

Koster Is Appointed
Variety Heart Chairman

William Koster, of Boston, has been
named international heart chairman of
Variety Clubs International by Chief
Barler Edward Emanuel. He takes
over the assignment from Nate
Golden, U.S. Department of Com-
merce official in Washington who
many years "of outstanding and de-
(Continued on page 3)

Ask Protection from
‘Harmful’ Movies

Special to THE DAILY
VATICAN CITY, July 11. — Public
authorities should "intervene more de-
cisively in protecting the public from
harmful movies," delegates to the In-
ternational Catholic Office of the Cine-
ma meeting in Vienna this week will
be told.
In a letter greeting clerical and lay
delegates to the meeting from all over
the world, Domenico Cardinal Tardinni,
Vatican Secretary of State, said inter-
vention by public authorities in the
motion picture field was "not only
possible and desirable but becoming
more and more necessary."

‘Diligent’ Efforts vs.
Pay-TV Needed: Harling

Special to THE DAILY
BOSTON, July 11. — There is no
pay-TV system in operation in the
U.S. today, and that condition can re-
main "if we are diligent and persever-
ing in our efforts," Philip F. Harling,
chairman of the Joint Committee
Against Toll-TV, will tell a luncheon
meeting of the Variety Club of New
England here tomorrow. The round
(Continued on page 8)

Market Letter Rates
Warner Stock Good Buy

Warner Bros. common stock "offers
substantial upside potential and only
a limited downside risk" a G. M. Loeh
stock analysis letter released here de-
clares. The conclusion is reached after
extensive analysis of the book value and
earning potential of the stock.
The letter says the immediate at-
traction of the stock is its hidden as-
(Continued on page 3)

Jack Warner Heads
Project Hope Group
From THE DAILY Bureaus
WASHINGTON, July 11. — Jack
Warner, president of Warner Brothers,
has accepted the chairmanship of the
motion picture industry committee of
Project HOPE. Announcement of the
appointment came from Ernest B.
Bresch, board chairman of Ford Mo-
(Continued on page 3)
‘Intl.’ Films

(Continued from page 1)

The report concludes that “Leaders of the continental film industries have repeatedly expressed their wish that Britain should join this movement. If we fail to do so we will lose important of a valuable film community and jeopardising the commercial future of our films in these markets.”

Strike-Hit Commuters

The current strike of the Long Island Rail Road workers has had at least one pleasant result for the commuters using the service. Any commuter forced to remain indoors in New York because of the walkout is invited to attend, free-of-charge, any opening day (Wednesday) performance of Joseph Levine’s ‘Heures Unchained’ at any of the theaters.”

Strike-bound commuters need only show a valid July LIRR Commutation ticket to gain admission to the Skouras Academy of Music, the Riverside or the Nemo theatres.

Pantages, Williams Tour

ALBANY, N. Y., July 11.–Clayton C. Pantages, Albany branch manager for 20th-Fox, is on a three-week tour of the company’s offices in the East, South, Southwest and Midwest for the purpose of building up sales and bookings in a drive extending to the latter part of September. Meanwhile William Williams, sales manager of the firm in New England, is visiting Boston and other key cities for the same purpose.

‘Exodus’ Bow in L.A.

To Benefit Hospital

HOLLYWOOD, July 11.–Mount Sinai Hospital and Clinic of Los Angeles has leased the Philharmonic organization in the West to sponsor the showing of “Exodus,” the Otto Preminger production for United Artists.

Lester M. Finkelstein, president of the hospital, announced that the picture will be presented at an opening at the Fox Wilshire Theatre in Beverly Hills on Dec. 22, as a benefit for Mount Sinai Hospital. The hospital currently spends more than $1,000,000 annually in helping needy sick people who cannot afford to pay for medical help.

Finkelstein said that a special committee of community leaders will be in charge of the affair. The committee is now being organized.

Four Pictures Start;

Total Shooting Is 30

From THE DAILY BUREAU

HOLLYWOOD, July 11.–A number of new major studio starts started this week, the total number shooting is 30. Two were completed during the past week, “Squad Car,” an API production for 20th Century-Fox, and “Parish” at Warner Bros.

Started were “Dondi” based on the comic strip to be produced and directed by Albert Zugsmith for Allied Artists release; “Underworld, U.S.A.” which is filming in and directing for Columbia Pictures; “The Big Boston Robbery,” Bryan Foy production for Paramount Pictures; and “Five Cows to Tombstone” a Zenith Film Production for United Artists release.

Georgia Newspaper Hails

‘Comeback’ by Movies

Special to THE DAILY

TIFFTON, Ga., July 11.–Regional managers of the Martin Theatres circuit meeting here this week were given an account of the “Tiffon Gazette” which praised the industry for meeting and conquering the challenge of television.

“When TV first came in,” the editorial said, “many folks said the movies were a dead duck. Well, they aren’t... Movies met the challenge, turned out a better product and continue to hold their respected spot in the entertainment field.”

‘Windjammer’ Scores

National Theatres and Television’s “Windjammer,” in Cinemiracle, has grossed $14,000 in its first week at the Syosset Theatre, Syosset, L. I., the distributor has reported. “Windjammer” is the best opening-week gross at the house since “Around the World in 80 Days.”

‘Annie Get Your Gun’ Hits 100

In his four-week nationwide tour, “Annie Get Your Gun” has hit the 100th engagement. It is a part of the management of the national tour and is booked through to the end of the year.

Loew’s Circuit

(Continued from page 1)

ended June 9 was $636,700, which compares with $375,100 for the comparable period last year.

Net income for the 40 weeks this year was equal to 61c per share of common stock and 24c per share for the third quarter of last year. The third quarter last year was 14c per share.

UA Book-Film Tie-Ups

At Record Nineteen

A record total of 19 book-tie-ups has been set for current and forthcoming United Artists releases, it was announced by Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation.

“Publication of the book is only the beginning of the joint promotions,” Lewis stated. “We follow up with an intensive program of cooperation between UA at the home office and in the field, and the sales and promotion men of the various publishing houses. We strive to get a maximum point-of-sale impact at the book store picture in the book itself, via credits and photographs, and wherever the books are sold, using displays.”

The vice-president said that the total of 19 does not include UA properties for which production dates have not yet been set.

Democratic Delegates

See ‘Inherit the Wind’

From THE DAILY BUREAU

LOS ANGELES, July 11.—Stanley Kramer’s “Inherit the Wind,” which was previewed today for an overflow audience of delegates to the Democratic national convention here. The United Artists release will be shown tomorrow at a second major scene for convention delegates as part of the official entertainment program.

The candidates for nomination will also be invited by the entertainment committee to attend the showings at the Screen Directors Cudl Theatre in Hollywood. Other screenings will be held for newsmen.

APC in New Offices

HOLLYWOOD, July 11.—Main offices of Atlantic Pictures Corp., production company headed by Irving H. Levine and Harry L. Mandell, are now in operation at 8530 Wilshire Boulevard, Beverly Hills.
lynn, Smith Named

IGM Branch Managers

Vincent Flynn has been named impolospe branch manager, and Le- y Smith named sales manager in another series of promo- nes by Robert Mochrie, eto-Goldwyn-Mayer's general sales managere. Flynn takes over the position held Sidney Eckman, whose appoint- to branch manager in Philadel- ia was announced last week. Smith, whose salesman in Minneapolis, takes over wyn's former position.

Since 1956, Flynn has been branch mager in Des Moines, Prior to that, held a similar position in Omaha.

Koster Named

(Continued from page 1)

Was the service as Heart Chairman" who high in the Motion Picture industry.

The International Chief Barker also announced that James Balmer, of Pittsburgh, would continue as Varie- ty's chief ceremonial officer and ser- geant at arms, Balmer is one of the organization's 11 original founders.

Koster has been prominently identi- fied with Variety activity for many years. For a number of years he has simultaneously served as executive di- rector of the Boston tent as well as administrative vice-president of Varie- ty Clubs Children's Cancer Research Foundation, which is better known as the Jimmy Fund. This has been one of Variety's best known Heart projects.

Greenville Openings

(Continued from page 1)

The group of Greenville area theatres, was on vacation and also unavailable for comment. However, it was learned from other sources that the information on the delivery of the census figures was "on good authority." As noted, this moves up by more than 30 days the anticipated time that the local theatres can request City Council for permission to operate Sunday moving.

It was pointed out that one of the exemptions written into state law regarding the antiquated "blue laws" is to permit Sunday movies in counties which have a city of more than 62,000 population.

Greenville thus qualified under this exemption, with the unofficial 1960 census population figure of 65,773. This figure is not expected to be changed except perhaps by a few counts in the official figure to be re- leased by the U. S. Department of Commerce, Bureau of Census, a spokesman said.

Alain Schuller Dies

Alain Schuller, 74, died recently in Antwerp, Belgium, it has been dis- closed here. Schuller, a chemical engi- neer, was honorary manager of Gavart Photo Printers, N. V., founded in Antwerp, and for more than 25 years had played an important role in the growth of the Gavart organization, a leader in the Belgian photographic industry.
NEW YORK IS A SUMMER FESTIVAL OF 20th CENTURY-FOX BLOCKBUSTERS
Block by block...theatre by theatre...hit after solid hit!
MURDER, INC.  
VICTORIA

CAN-CAN
RIVOLI

Sons & lovers  
Next at the  
VICTORIA  
and the  
BEEKMAN

THE STORY OF RUTH  
Soon  
CITY-WIDE

THE IDIOT  
Next at the  
NORMANDIE

The gala blockbusters keep rolling... from 20th!
Harling View

(Continued from page 1)

table meeting will be held at the Stater Hotel.
In the test of a speech released here today Harling urges exhibitors to give their full support to the organized battle against pay-TV. The address he will make here is part of a series he is delivering before exhibitor groups around the country. His next stops are to be Pittsburgh and Detroit.
As he has in previous talks on the subject, Harling asserts that pay-TV, even if introduced on a test basis would put thousands of theatres out of business before it was proved uneconomical. Again, he also cites statistics designed to show that pay-TV would destroy free TV.

Discusses TV Drive

Harling also discusses the latest development in the anti-pay-TV campaign. This is the plan worked out at a meeting in Harford last week to seek public hearings on the Zenith-RKO General application for a test there. Harling urges exhibitor support of the campaign to besiege congressmen and senators by wire, letters and petitions to lend support to the two Harris bills seeking to ban all toll-TV.

ABC Devises Two-Style Campaign To Promote Films on TV in Britain

By WILLIAM PAY

LONDON, July 11.—After months of development, Associated British Cinemas have devised an entirely original method of promoting new films on television and an intensive campaign using ABC press campaign which exploited the theme “Don’t Take Your Wife for Granted — Take Her Out to the Pictures.”

In the first commercial, personalities will talk of their favourite means of relaxation through a visit to the cinema. This will be followed by carefully chosen scenes from the release production and information concerning local showings.

The second type commercial will establish a typical home setting calculated to show the pleasurable anticipation of a night out at the cinema. Each of the two commercials will extend over 60 seconds and will be televised on several occasions at peak viewing times. They will cover an area in which there are almost 150 ABC theatres and millions of regular and potential cinema goers.

It has long been considered by Associated British Cinemas that an entirely new approach by the industry to advertising was needed in order to gain the maximum of audience participation and support. The plan to use famous personalities not directly concerned with motion pictures is a first major step in this direction.

Long Users of the Medium

ABC have, of course, been consistent users of television for some years and were the first company to measure the effect of the medium on a special concentration of theatres in a prescribed area covered by television. The film in question, “The Lady is a Square” proved conclusively that television properly used can have a most beneficial effect on local releases. This new scheme, which is a complete departure from anything that has gone before, is expected to stimulate public interest in film-going and make as big an impact on the public as did the “Don’t Take Your Wife for Granted” campaign.

British Companies In Canadian TV

From THE DAILY BUREAU

LONDON, July 11.—British program contracting companies are busy planning for the fall television season. This week revealed by an announcement that the Canadian Board of Broadcast Governors has awarded the franchise for the independent television station Ottawa to Boom Television Limited, one of whose principal shareholders is the Granada Group.

This gives Granada its first financial interest in television operations Canadian wide.

Has Quarter Interest in Station

It is also announced that Associated Television has secured a 25 per cent interest in the independent station which will serve Halifax, New Scotia.

At the same time Associated Television revealed that it had sold a series of eight half-hour British television films, “Danger Man,” to the Canadian Broadcasting Corporation for a working for over £100,000 ($280,000).

This is one of the biggest deals achieved for the televising of a British television series in Canada. CBC plans to start showing “Danger Man” this autumn season opens in September.

Story of Security Agent

The films are in production at Elstree by Associated Television Company, an ATV (Associated Television) subsidiary. They deal with the activities of a special security agent.

5 More Stations Buy Old Paramount Films

Suits of the pre-1948 Paramount pictures to five more TV stations have been announced by Lou Friedland of MCA-TV, vice president. Stations involved in the deal are WDEF- TV, Chattanooga, Roanoke; WRVA-TV, Richmond; WKTU, Utica, N. Y., and WMJ- TV, Youngstown, Ohio.

None of the contracts with Friedland in the form of a broadcast license for the films were purchased.

Weather and Biscuits

Carol Reed, “weather girl” on CBS-TV, is now doing commerica for two-one-hour dramas sponsored by National Biscuit Company. The programs are “Wagon Train” on NBC-TV and “Rawhide” on CBS-TV.

An ALBERT ZUGSMITH Production for ALLIED ARTISTS
Quick as you can say American!

HOWPLACE OF LATEST CONVENIENCES, American Airlines' new Jet-Age Terminal at Idlewild Airport, New York, welcomes you with a friendly, restful écor 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.
“Jerry Lewis is the last of the great clowns. For wicki, wacky laughter... there is no one like him!”

—RUTH WATERBURY
Examiner

“Jerry Lewis
as
The Bellboy:
SETS NEW L.A. RECORD FOR ANY STAR ANY TIME

“A unique comedy... Chaplinesque... A new form of comedy!”

—JOHN L. SCOTT
L. A. Times

“'Bellboy' treat for Lewis fans! A howler!”

—GEORGE H. JACKSON
Herald Express

WRITTEN, PRODUCED AND DIRECTED BY JERRY LEWIS • ASSOCIATE PRODUCER ERNEST D. GLUCKSMAN • A JERRY LEWIS PRODUCTION • A PARAMOUNT RELEASE
Committee Against Pay-TV Plans
Petition Campaign to Start Aug. 1

BOSTON, July 12.—The national campaign of the Joint Committee Against Toll-TV to secure 30,000,000 signatures from individuals all over the country protesting pay-TV and asking Congress to outlaw it will get underway on Aug. 1, Philip Harling, chairman of the Joint Committee, said here today. Harling gave the date for the start of the drive and the wording of the petitions being made up as additions to a prepared speech he made at a round table luncheon of the Variety Club of New England here. The rest of the speech, released to the press for (Continued on page 7)

Fox Keeps 'Salammbo'
Titles in Dispute

The decision by an arbitration group of the Motion Picture Association in favor of 20th Century-Fox in a title dispute with the April Company was let stand yesterday by the MPA board of directors when no representative (Continued on page 6)

Hyams Appointed WB
East Publicity Head

Joseph Hyams, veteran motion picture publicist and promotion man, has been appointed Eastern publicity manager of Warner Bros. Pictures, it was announced by Richard Lederer, advertising and publicity director. Hyams, who recently served in promotional posts for Samuel Goldwyn's (Continued on page 2)

Australia Censors Rejected 20 Films Outright
During 1959, Including 14 'Horror' Pictures

WASHINGTON, July 12.—Australia's censorship board cleared 437 feature films in 1959, or 6 fewer than in 1958, the Commerce Department's Motion Picture and Photographic Products Division reports. Fewer U.S. films were imported last year than a year earlier, the figures show, though there was "a decided increase" in the number of European films.

Of the 20 features rejected by the censors, 14 were classed as horror films, which have been denied licenses since 1948. Eliminations were made from 121 films. Excessive violence accounted for many deletions, but "indecent language" and "sex incidents" were more numerous than in prior years.

During 1959 the censors passed a total of 10,446 TV films, mostly 16mm. This represents a 20 per cent rise from 1958, The U.S. supplied 90 per cent of TV films in 1959 while Britain supplied 8 per cent. Imports of feature films in 1959 cleared by the censors were from the following countries of origin (1958 figures in parentheses): U.S., 205 (260); U.K., 120 (111); Germany, 22 (9); Greece, 21 (15); France, 20 (16); Italy, 18 (16); Russia, 16 (10); Japan, 7 (8); other countries, 23 (18).
EDMUND C. DeBERRY, assistant to Paramount vice-president HUGH OEN, is at the Cleveland branch from New York this week.

BYRON ADAMS, of United Artists, Jacksonville, has returned to his duties there following an operation at Baptist Hospital.

MEL HEYMAN, of the M-G-M home office advertising-publicity department, has become a grandfather with the birth of a daughter, Deborah Kay, to his daughter, Mrs. HARVEY LOVIE.

JAMES HUDGENS, office manager for Columbia Pictures in Atlanta, has returned there from Jacksonville.

MIKE SIMONS, sales manager for NTA Pictures, was in Buffalo this week on his way back to New York from a northern Michigan vacation.

FLOYD MORROW, buyer and booker of Indianapolis, was a visitor from there this week in Atlanta.

CLAYTON PANTZER, manager for 20th Century-Fox in Albany, N. Y., was a visitor last week in Jacksonville.

WILLIAM M. SMILEY, on the exploitation staff of United Artists, is recuperating in Buffalo following a virus attack.

‘Apartment’ in 5th Week

Billy Wilder’s “The Apartment” has been held for a fifth week at the Astor and Plaza theaters here after grossing $53,901 for its fourth week of the dual engagement, it was disclosed yesterday by United Artists. The combined UA total is $55,775, Incuded, $18,125 for the Plaza.

Daniel Heads Variety Club Sports Division

DANIEL, sports writer for the New York World Telegram, was elected chairman of the sports division of Variety Club Tent No. 35 at a luncheon meeting of sports writers and sports figures at the Hotel Astor here yesterday.

Max Kase, sports editor of the "Journal American," who has been temporary chairman, will serve as associate chairman of the sports division. The club will establish its own charity, which will be set up under the name of the Bill Comun Fund.

Sports writers, numbering approximately 125, were invited to participate in the fire as a result of a series of promotions, including the upcoming "Elmer Gantry." One writer was invited to select a charity. The committee was voted arrived at by the ratio of sports writers active members of the tent.

’Ocean’ 11’ to Capitol

“Ocean’s Eleven,” a Warner Brothers release, starring Frank Sinatra, Dean Martin, Sammy Davis, Jr., Peter Lawford and Angie Dickinson, will have its New York premiere at Loew’s Capitol Theatre following the current engagement of “Elmer Gantry.”

District Court is the one involving the Gov. Ritchie Drive-in, Glen Burnie, Md., which reached the District Court of Baltimore, Maryland, June 4 of last year, was announced by Judge Ritchie late in June. In this setup, Loew’s owns 37% per cent of the stock, E. M. Loew 37% per cent, George Rittenberg 12% per cent and Donald Thomsen 12% per cent. In 1959, in Middlesex Court here, Loew filed a suit against Loew and the Governor Ritchie Corporation seeking to prevent Loew from voting certain of his shares in the corporation, and Loew’s attorneys immediately filed a demurrer stating there was no claim for the legal suit. The demurrer was sustained by Judge Robert Sullivan.

Loew was represented by the original suit to a personal one against Loew on a promissory note. This part of the case is still pending.

Convinced of Deadline

After certain other legal procedures in Maryland heard before Judge Thomas, he seemed convinced that the case was a true deadlock and made an order appointing a receiver for the Gov. Ritchie Drive-In Theatre, which was directed by the court to submit to the Judge on or before Oct. 1, 1960, a report on the course of the sale of the property. The report is to be followed by a sale and liquidation of the property. On July 5 the receiver stepped in. In effect, the Gov. Ritchie Drive-In is now operating under the supervision of the court, in order to protect the rights of both parties.

D. A. Doran Resigns

HOLLYWOOD, July 12. D. Doran active in Paramount product for the past 15 years, has resigned effective Sept. 15, it was announced today by Jack Karp, studio head.

JET TO BRITAIN aboard BOAC’s daily MONARCH ROLLS ROYCE INTERCONTINENTAL 707 (fastest of all big jets) with ‘Golden Service’ by national screen service

HYAMS NAMED

(Continued from page 1)

"Porgy and Bess" and Batista’s "T Alamo," formerly was publicity manager for Figaro, Inc., and West Coast publicity manager for Hecht-Hill-Las.

He entered the industry in 1947 a member of Columbia’s home-office publicity staff.

WEEVER DIRECTS N.Y.

‘Spartacus’ Campaign

Dick Weaver has been retained Universal Pictures to direct the N.Y. publicity campaign for the served seat engagement of "Spartan," Do Meyer’s in October was announced by Jeff Livingston, film company’s executive coordinator of sales and advertising.

Weaver, who publicizes Broadway legitimate theatre attractions, as well as special road show films, will assume his new assignment in behalf of Universal immediately. On Saturday Weaver resigned said a similar post at Loew-Columbia, where he perused the publicity campaign the New York engagement of "B.H.

He was also in charge of N.Y. campaign on "Gigi" for same company.

Weaver, who maintains his public office in the Playhouse Theatre building, will coordinate the N.Y. publicity and advertising campaign as well as continuity with Jeff Livingston, who is in charge of the national campaign "Spartacus."

D. A. Doran Resigns
Donnelly Heads Obscurity Unit

Special to THE DAILY

L.BANY, July 12—Assembleman
J. Donnelly, 38-year-old Brook-
Republican just appointed chair-
man of the Assembly Committee
On Offense and Obscure Material
second-term member of the Leg-
lure. He succeeds Assembleman
R. Younglove, 37-year-old own
Republican and a 10-term

Donnelly, a quiet spoken keen
man, is a graduate of St.
University and St. John's Insti-
tute. He practices in Brooklyn. He
as assistant general in
Bureau of that office, pro-
ting Labor Law violations—from
chosen to serve in the Assembly at
November, 1956, elections, Mr.
ny did not introduce any bills
ng motion pictures or other
Commendations, at the re-
session. He is married and the
er of four children.

Health Reporting Poor

ouglove, who recently defeated
ives a Republican primary test for Fulton and Hamilton coun-
had not been in the best of
the spring, according to
here. He presumably decided
on the campaign for
and on the position of chair-
the influential Assembly Tax-
should he win.

'Tis expected, despite vigorous
by the Democratic candi-
for the Fulton- Hamilton county
c, Donald B. Bellinger, the first
his party to be elected mayor of
76 years.

ouglove sponsored film classifica-
his at the 1950 and 1960 ses-
including a four year, and
has licensed plans to do so again in 1961.

pect Over 200 at
nn. Golf Tournament
Special to THE DAILY

TRATFORD, Conn., July 12.—
re than 200 exhibitors and film in-
itals from the Southern New
and New York area are ex-
ited at the Mill River Country Club
next Tuesday for the annual golf
ment of the Motion Picture The-
makers of Connecticut, an affl-
e of Theatre Owners of America.
Latter M. Pickett, treasurer of M. Tott,
co-chairman of the event, said
registrations are running ad-
of any prior year. The program
clude the golf tournament dur-
the afternoon and a series of
in the evening. George
kinson, MPTOC president, will
side the dinner meeting.

enneth Mason Dies

OLUMBUS, July 12—Kenneth T.
iones, vice-president of the
glands local, died at his home
. He had been box-office treasurer
the Hartman Theatre.
SMASHING DOWN DOORS

FABULOUS FEATS OF BOX-OFFICE POWER!

HOLD-OVERS!
BOSTON and
NEW ENGLAND SATURATION!

HOLD-OVERS!
MILWAUKEE and
WISCONSIN SATURATION!
HOLD-OVERS!

LOS ANGELES and SOUTHERN CALIFORNIA SATURATION!

HOLD-OVERS!

BROOKLYN at the FABIAN FOX!

AND STARTING TODAY!

DOOR-SMASHING BOX-OFFICE POWER IN THE 150-THEATRE NEW YORK SATURATION!

JOSEPH E. LEVINE PRESENTS

HERCULES UNCHAINED

STARRING

STEVE REEVES as HERCULES

SYLVA KOSCINA, PRIMO CARNERA, SYLVIA LOPEZ, BRUNO VAILATI, PIETRO FRANCISCOL

LUX GALATTA, LUX DE FRANCE PRODUCTION, EASTMAN COLOR, PATHE-SYALISCOPE, DISTRIBUTE BY WARNER BROS.
Buddy Adler, 20th-Fox Studio Head, Dies

(Continued from page 1)

"Buddy," a nickname he eventually accepted by inheritance of title. Several generations of Adlers had owned and operated department stores and the family assumed that Buddy, following tradition, would enter some phase of the retail business. To their surprise he announced, on finishing college, he wanted to pursue a writing career.

Wrote Store Ads

Advised of this preference, the family saw no big prospects for Buddy. The only thing left, they said, was to make him a writer for the Adler stores. Obdiously he he wrote ad copy for a time, but his heart wasn’t in it. After hours he pursued, somewhat furtively, his real objective—the short stories.

He also sold them, to such then-popular periodicals as Liberty Magazine under the alias of "Bradley Allen." He was so busy he wrote story after story, getting paid so much that many that he introduced "Bradley Allen" to his family, revealed his secret and announced that he would write no more ads. The family took it fairly well. His short story period he produced 12 pictures. Among his outstanding productions there have been "Violent Saturday," "Love Is a Many-Splendored Thing," "Bus Stop," "The Henry Hathaway Story," "Alison," "A Hatful of Rain," and recently "South Pacific.

Succeeded Zanuck in 1958

In 1956 when Darryl Zanuck, his long-time associate, was cut out at 20th-Fox, left that post to enter independent production, Adler succeeded him in one of the industry’s biggest, toughest jobs. Tackling his new task with characteristic energy and enthusiasm, his first year of leadership was so impressive that in 1957 the motion picture industry voted him the highest honor it bestows, the Motion Picture Academy Award.

How well 20th-Century-Fox and Adler have since fared was well summarized in a recent editorial appearing in a leading trade publication, in which it was said in part: "Adler’s fine leadership resulted in 20th getting 21 Academy Award nominations during 1956-57, and then 20th smashed through with another four victories this year (1958) to outclass all rivals . . . a record for Mr. Adler and his associates that has never been matched in this business. "Even more significant, under Adler’s leadership, has accomplished in developing new faces and big ticket-selling stars for 20th’s productions."

Organized Talent School

In 1957 he instituted the Studio’s Talent School at a cost of $1,000,000 and from it several students have been added to the studio’s rostrum. He caused to be built a small theatre in which these students can be trained under their ability to perform before an audience of producers, directors and other creators every 12 weeks. He has covered the entire world looking for aspiring actors and actresses to climax his efforts one of his discoveries, Joanne Woodward won the Oscar for the Best Actress in Nunnally Johnson’s production of 20th Century-Fox’s “Three Faces of Eve.”

In response to the need for new producers, he was the first to bring to the screen such sensational newcomers as Elvis Presley, Pat Boone, Tommy Sands, Don Murray, Hope Lange and Diane Varsi.

Brought Back Miss Bergman

Adler went after established stars for his pictures with the same tenacity he employed in looking for new faces. He brought Ingrid Bergman back to the screen after seven years’ absence to star in “Annals of Anna.” And today it is history—she won Academy Award for her performance. He also re-established Jennifer Jones as one of the top stars in the world today when he persuaded her to return to the screen as an Enrassan in “Love Is a Many-Splendored Thing.” Jennifer was also nominated for one of the best performances of the year. And in 1957 he starred Deborah Kerr in “Invisible Man,” which brought Deborah a nomination from the Academy for one of the best actresses of the year. It is an amazing record that in each of the years 1955, 1956 and 1957 has a star nomination in the Best Actress category.

Bought 49 Stories in One Year

In the 12 months of 1957 he cog- nized and purchased 49 drama works and plays for 20th’s production schedule. These include such best sellers as “Peyton Place” and William Faulkner’s “The Sound and the Fury” for Jerry Wald Productions; “The Diary of Anne Frank” for George Stevens’ Productions; John O’Hara’s “Ten North Frederick”; Irvin Shaw’s “The Young Lions”; Francois Sagan’s “A Certain Smile”; Dashiell Hammett’s “These Thousand Hills” and “A Hatful of Rain,” the Broadway stage play.

Record Budget in 1958

More concrete evidence, perhaps of the confidence Adler’s leadership has inspired, is contained in his studio’s announcement that for 1958, a year viewed in some quarters with trepidation, a 20th-Century-Fox (Continued on page 2) for making motion pictures, the largest amount that studio or any other has ever expended in production in a like period.

Johnston Tribute

(Continued from page 1)

thousand and love for the movie picture, a quality which perhaps the finest medium of communications among the peoples of the earth. He knew its limitations as well as its unmatched opportunities and he devoted his life to the public welfare. “As a friend and associate he shall be grievously missed, but he will always live in the memories of all who had the privilege of knowing him. This industry is far better because he was associated with it.”

Windjammer Truck Hits Promotion Road

From THE DAILY Bureau

HOLLYWOOD, July 12—Nation Theatres and Television’s complete self-contained “Windjammer” truck took to the roads over the weekend on a six-day trip to Cincinnati, Ohio, where it will be used commerci- cially for the first time, during t.m. of “Windjammer” at the Drive-In.

Truck Carries 3 Proectors

The concert truck carries three Gin- miracle projectors plus an auxil- single standard projector, and son equipment of Burke-Estaban screen system. The equipment is bolted the floor. Port-holes are provided the sides of the trailer for projection of the picture.

The trailer will tour Cincinnati streets for two days, and will be up in a main square in the city in two additional days for public ins- prior to the opening of the picture on July 20.

“Midnight Lase” Set

At Music Hall in Oct.

“Midnight Lase,” Universal-Interna- national’s new Ross Hunter-Arm Production in Eastman Color starring Doris Day, Rex Harrison and J. Gavin and co-starring Myrna L. Reddy McDowell and Herbert M. shall, will have its world premiere Radio City Music Hall in New York in October. It was announced by Henry H. “Hi” Martin, president, and general sales manager of Univer- sal Pictures.

“Salammbô” Title

(Continued from page 1)

appeared on behalf of the April C. at a meeting of the April Co., which had registered the title “Salammbô,” protested re- tritation by 20th-Fox of “The Lov of Salammbô” and “The Story of S. ammô.” The suit was dismissed in the court of Law on the grounds that the was no “harmful conflict.”

Attorneys for 20th-Fox were pre- ent at the arbitration meeting but the representatives from the company sat with the MPA board. The company filed notice of its resignation from the MPA in June.

Maryland Allied Sets

Annual Outing Aug. 9

Special to THE DAILY

BALTIMORE, July 12—The All Motion Picture Theatre Owners Maryland plan to hold their annual outing all day Tuesday, August 5, at the Bonaparte Country Club, Annapol M.

Walter Getttinger, owner of Howard Theatre, is chairman of or- angements with Vermont Country Club in charge of golf tournament. Jack Whittle is pres- dent of the association.
**ARD」TV CIRCUIT**

**with PINKY HERMAN**

F**unny**, but Monday night, watching the conventions nailing about the L.A. Sports Arena at the opening of the National Democratic Convention in L.A. we seemed to hear above the speeches, the phrase, “Alabama — twenty-four votes for Underwood.” . . . Alan King sweats he heard Esther Williams say this — but we have our doubts. Anyhow seizes, she says, “There’s no pool like an old pool.” Flapper spinners should latch onto the new Caprice waxing by Kay Lande of Frank Stanton’s ballad, “My life is a fly side feature with other Stanton ditty (with Tommie Connor) “All the days of my life.” . . . With Martin Block away on a jaunt to Europe, his musical WABC Chores are expertly handled by Joel A. Spivak, young son of Orch Pilot Charlie Spivak. Joel is heard regularly on his own deejay series down in Houston, Texas . . . Vin Carlo, seen and heard around town with Tony Cabot and Emire Warren Orks, has waxed a listenable LP of Macro Pinkard standards for Broadway Records. . . . The TV arm of King Features will distribute the new album, and will be seen direct from Deibie written by Allen Swift and directed by Gene Deitch for Renowned Film. . . . Screen Gems’ hour-long detective series, “The Naked City,” featuring Horace MacMahon, Paul Burke, Harry Bellaver and Nancy Malone, is currently being filmed in New York and will be slated Wednesdays (10-11 P.M.) ABC (Commencing Oct. 12. Marion Dougherty, for the past 5 years casting director for the "Kraft Theatre" has been named to handle the casting chores for this series . . . Written by Carl Reiner and Joe Stein, “The Debbie Reynolds Special,” starring D.B. Cleary, will be produced by Deibie, and will be seen direct from Deibie for ABC. . . . Bill Colleen will produce-direct.

Dr. Frances R. Horwich (Miss Frances of the Ding Dong School TV series) has been named "Woman of the Year" by the National Ladies Auxiliary of the Jewish War Veterans of the U.S. and will receive the Award at the 33rd annual national convention next month in Miami Beach. Other recipients of this award include Senator Margaret Chase Smith, Eleanor Roosevelt, Sophie Tucker, Dr. Rose Ichelson and Dr. Jessie Rovere Grevs. . . . The initial "Celebrity Talent CBS' program, Aug. 1 (9-9:30 P.M.) with Sam Levenson, Host, will feature Mickey Freeman, the Madison Trio and Mitzi Mason, proteges of Phil Silvers, Ann Sheridan and Audrey Meadows, respectively. New series is co-produced by the three. Versa ... James E. Van Zandt (Penn) has had entered into the Congressional Record his laudatory views regarding California National Productions forthcoming new teleseries, "The Blue Angels," 9 half-hour dramatic stories, filmed in cooperation with the U.S. Navy. Produced by Sam Galt, himself a former Naval Officer who saw service in the Pacific during World War II, the new program will go on the air in the fall . . . Six of "Project 20" series, all originally aired TV shows, have been re-shuffled starting with "The Innocent Years" next Monday. "The Jazz Age" on Friday, Aug. 5, "The Great War" Sat. Aug. 13, "Life in the Thirties," Mon. Aug. 20, "Nightmare in Red," Sat. Sept. 3 and "Not So Long Ago," Monday Sept. 12 . . . When John Gambling, Jr. takes his annual vacation this summer, another Gambling, John, senior, comes out of his Florida nursery to pinch-hit. John senior recently retired after a stint of 34 consecutive years as a WORAce.

**Who's Where**

Walter J. Kaufman has been named assistant to the president at Plamino Telefilm Sales, Inc. Kaufman formerly was associated with Warner Bros., for three years. Kaufman has responsible executive capacities related to both domestic and foreign distribution.

Stephen I. Simon has been appointed director of client services for the Television Audience Research (TAR), a division of NT & Telecal. He will coordinate client activities with clients using the new in-home evaluation service, developed to test the effectiveness of TV commercials and programming.

Martin Stone, a corporation lawyer, has been elected to the board of directors of ElectroVision Corporation, replacing Bruce Fowler, who retired. A former president of the company, Stone also serves as special advisor to the organization on planning and expansion.

Richard Jacobson, formerly station manager of KLAS-TV, Las Vegas, Nev., has been named director of Eastern sales development for KJH-TV, Los Angeles. He will make his headquarters at the offices of BKO General, Inc., in New York.

**Pay-TV Committee**

A publication earlier, appeared in Motion Picture Daily on Tuesday. Harling said signatures secured in the nation-wide campaign would be sent to senators and congressmen from each district or area to influence Sen. Warren Harris, chairman of the House Interstate and Foreign Commerce Committee, who has filed two bills that would outlaw pay-television.

The petitions read: "I object to pay-TV because it would deprive me of the use of free TV, forcing me to pay for something I have never paid for before, and because it is not in the public interest." Harling was introduced to the more than 50 New England exhibitors present today by Chief Barker James F. Mahoney.

Following his address, Harling answered questions from the floor. At the end of his visit, he said, "your very existence as an industry lies in the proper solution to this problem. I urge all of you to write or wire your congressman urging him to vote for the banning of all forms of pay-TV, whether by al or cable. And if necessary, we will take this matter to the U.S. Supreme Court.”
Announcing the publication
August 15, 1960
of a new edition with a foreword by
Edward P. Curtis

MAGIC SHADOWS

The Story of the Origin of Motion Pictures

by MARTIN QUIGLEY, JR.

MAGIC SHADOWS adventurously explores long forgotten yesterdays in both science and showmanship. It is presented in 191 crisp pages, plus 28 rare illustrations.

QUIGLEY BOOKSHOP
1270 Sixth Avenue
Rockefeller Center
New York 20, New York

Gentlemen:

Send me __________ copy(ies) of MAGIC SHADOWS—The Story of the Origin of Motion Pictures by Martin Quigley, Jr., at $4.50 per copy. Shipped on publication date.

☐ Check enclosed.
☐ Send a bill.

Name ____________________________
Address __________________________


Creative Stock Active in Toronto

TORONTO, July 13.—Creative Telefims and Artists, Ltd., one of the busiest traders on the Toronto Stock Exchange this year, is a company which was created originally from Donnell and Mudge. In 1958, when the company was

Two Labor Unions Back Anti-Pay-TV Campaign

Two West Coast labor unions have joined American exhibitors in their campaign against Pay-TV, it was reported here by Philip F. Harling, chairman of the Joint Committee Against Toll-TV, and the Theatre Owners of America’s Anti-Pay-TV Committee.

IFIDA Pledges Fight With Atlanta Censors

A pledge to fight the Atlanta censor board to the bitter end was taken here yesterday by the board of directors of the Independent Film Importers & Distributors of America.

New Organization Buys Theatre in Richmond

Special to THE DAILY
RICHMOND, Va., July 13.—The newly organized Bread Seven Corporation has purchased the National Theatre here and will lease the property to Neighborhood Theatres. A spokesman said Neighborhood Theatres will be delivered by George Adler.

Screen Extras Guild Board Writes Members Asking Strike Against ATPF, Not Majors

HOLLYWOOD, July 13.—The board of directors of the Screen Extras Guild, in a letter containing a strike ballot, which was mailed to all its members today, requested a strike vote against companies comprising the Alliance of Television Film Producers “which has refused to negotiate with us and has been cited by the National Labor Relations Board for unfair labor practices against the SEG.”

Ballots are requested to be returned by July 25. It was noted that if the strike is called it will not be against the major film studios.

Warner Bros. Sells 110 Post-'48 Films to TV

First Big Deal by Major

Warner Bros. yesterday became the first of the major distributors to release to television a substantial package from its post-1948 film library when it announced an agreement with Creative Telefims & Artists, Ltd., of Toronto, Canada, granting a license to distribute some 110 films.

The license gives exclusive TV distribution rights to the pictures to Creative Telefims for seven years in the U.S. and Canada.

Announcement of the long-rumored deal was made jointly yesterday by Benj. Kalmenson, Warner executive vice president, and David B. Stillman, president of Creative Telefims.

The brief statement from the companies yesterday did not give financial details of the deal, but it had been previously reported that Warners has been guaranteed $100,000 per picture, or a total of $11,000,000. After the initial guarantee has been met both Warners and Creative will share in the revenue, it is understood. This could be as much as an additional

Adler Services Today; Industry Heads Mourn

HOLLYWOOD, July 13.—Funeral services for Buddy Adler, executive head of production for 20th Century Fox, will be held tomorrow at 2 P.M. in Temple Israel with Rabbi Max Nussbaum officiating. Adler died here Tuesday after a month’s illness.

The eulogy will be delivered by George Adler.


Honorary pallbearers include Jack Benny, Charles Bens, Harry Brandt, Irving Briskin, David Brown, Hubie

TELEVISION TODAY—page 4
Anti-Pay-TV

(Continued from page 1)

Tol Caravano, Local officers, and from Local 428, International Alliance of Theatrical and Stage Employees, of Stockton, Calif.

The money will go into the fund being raised by the Joint Committee to retain legal counsel, and public relations, economic and engineering aids, in the campaign for passage at the next session of the New York Bills, Nos. 130 and 6245, which would bar pay-TV by cable as well as wire, Harling said.

AIP Officials

(Continued from page 1)

the world," which will be shot partly in Japan.

Nicholson and Arkoft will spend five days in Hong Kong, meeting with local AIP distributors and will investigate the possibilities for co-productions and production facilities for future American-International properties.

To Screen 'Young Men'

HOLLYWOOD, July 13.—"All the Young Men," Hall Bartlett production for Columbia Pictures release, will be screened for the Columbia Press Corps at the newly refurbished Stanley Warner Theatre in Beverly Hills next Tuesday evening (19), prior to the regular opening of the theatre the next day when "Strangers When We Meet" opens. Marla Queenie-Guinn is the first attraction to play the house since it was remodeled at a cost of well over $180,000.

'Todd' Rights to Jesse

COLUMBUS, July 13.—J. A. Productions, headed by George Jessel, has paid $30,000 for rights to produce "The Trial of Mary Todd Lincoln," which the former State Auditor, James A. Rhodes and Dean Jauchius, former member of the Columbus Dispatch editorial staff, Jessel has indicated the film will go before the cameras by the fall of 1961.

Rhodes is a former mayor of Columbus and one-time candidate for the Republican nomination for governor of Ohio.

AIP Signs Price


UA Promotion Meets Take Place on Coast

Roger H. Lewis, United Artists vice-president in charge of advertising, publicity and exploitation, went to Los Angeles, UA publicist manager, and David Chasman, UA advertising manager, left here for Hollywood yesterday for a series of top-level promotion conferences with UA producers and West Coast executives.

The conferences will develop merchandising campaigns on all current and forthcoming product set for release this year. The UA executives returned to the home office on the weekend.

'Horsemen' Will Start

In Fall; Ford to Start

From THE DAILY Bureaus

HOLLYWOOD, July 13. "The Four Horsemen of the Apocalypse" has been given a definite starting date for the autumn, it has been disclosed by Sol C. Siegel, studio head, who stated that Glenn Ford will star in the Ben Hecht and Charles Lederer-written picture which has been brought to the screen as one of the company's most important films. The Julian Blaustein production will be directed by Vincente Minnelli.

Three 'Doni' Tie-Ins

Allied Artists has set a three-way promotional tie-in on the forthcoming "Ziegfeld Follies" and "Doni." The film, which is based on the nationally syndicated comic strip of the same name, will benefit from cooperative action on the part of the Chicago Tribune-N. Y. Daily News Syndicate which ran a national promotion to find a boy to play the title role; Macy's department stores; the Dell Publishing Company, and toy and apparel manufacturers.

'Bellboy' Starts Big

Jerry Lewis' "The Bellboy" is off to a big box-office start with reports from first situations placing the Paramount release well ahead of previous Lewis comedies. It did $206,162, first five days; 20 theatres, greatest Los Angeles, $10,265; first three days, Utah and Romantic Motor Theatres, Salt Lake City, $8,479; first three days, Paramount, Buffalo; $7,394, first three days, Paramount, Rochester, and $7,072, first three days, Tampa Theatre, Tampa.

S. F. Likes 'Strangers'

"Strangers When We Meet," Byra-Quinn production for Columbia Pictures, grossed $16,000 in its second week at the Screen of San Francisco, it is reported by Columbia, which pointed out that the second week's gross was $3,000 greater than the first week's take.

Landau, Unger

(Continued from page 1)

share of National Theatres stock for every share of NTA stock.

Landau and Unger were reported the time to have exchanged approx- mately 100,000 shares of NTA stock for the debentures and warrants.

After consummation of the agree- ment National Theatres changed its name to National Theatres and Tele- visions.

NTA's principal assets include television rights to a large library of classic, including the pre-1949 Fox photoplay remarks, film and radio and television station WNTA in New York.

Terms of the reported offer by Landau and Unger to buy back control of NTA were not stated but it was esti- mated that the deal would involve $30,000,000.

MPPC Mails $546,100

To 22 Beneficiaries

From THE DAILY Bureaus

HOLLYWOOD, July 13.—Check totaling $546,100 were mailed today by the Motion Picture Flame, Inc., a group of industry leaders, who helped to raise the money for the year to disbursement of funds to beneficiaries, the film industry organization.

The largest beneficiaries of the 22 agencies served by MPPC are the community chests of Los Angeles, Glendale, Burbank and Santa Monica which received $357,505, and Re Cross chapters of same areas, which received $198,496.

Under the chairmanship of campaign chairman Sidney P. Solow, MPPF raised in the past year $1,148,82 from 23,673 film industry workers.

'Pollyanna' Drive Set

A nation-wide "Pollyanna" ma chine will be set in motion at one showing the world of new, inviting G features inspired by Walt Disney's "Pollyanna," is being launched by a few department stores in major market throughout the country. In many of the stores, special "back-to-school" Pollyanna fashion shows, in addition to setting up special sections within the women's departments featuring the "Pollyanna" styles. Special window and counter displays will be added to the campaign.

'Bike Month' Aided

The Bicycle Institute of America has recently concluded a successful promotion for its American Bike Month, centering around Alan Ladd who co-stars with Sidney Poitier in Hall Bartlett's "All the Young Men," a Columbia Pictures release. Ladd, a chairman of American Bike Month and "All the Young Men," was spot lighted in all promotion and expendi- ture activities carried out in behalf of the extensive campaign.
Lost World' Finds Crowds of Fans at N.Y. Bow

In Allen's "The Lost World" roared into New York yesterday and was greeted with tumultuous welcome by thousands of youngsters who lined up hours before doors opened the Warner Theatre. Three busloads of Police Athletic League youngsters led a procession down Broadway to the nt.

David Hedison (center) shows one of the "Dinosaurs" in the picture to some of the PAL youngsters before the show started, as Lieut. Robert P. McManns (right) Director of Youth Programs for the PAL looks on.

Rosen (left) vice-president of the Stanley-Warner Corp. Abe Dickstein (right) 20th-Fox New York Branch man-chat with the special policeman on hand to keep the lines in line.

Lines reached around the block more than two hours before the attraction opened yesterday, at the Warner Theatre. Clowns and bands greeted the bow and sustained applause nearly stopped the picture several times in its first performance. The Irwin Allen production is in CinemaScope and DeLuxe Color.

10 full days of national exploitation by the stars of the attraction and producer-director Irwin Allen paid off in 20th's most sensational opening day in New York since "The Young Lions." Here, Allen and Claude Rains, one of the stars of "World" pose before a special preview held in New York.

Hedison (left) another of the stars of "World" helps a special policeman (right) and a PAL representative hand out free copies of the special "World" comic book version to the waiting youngsters.
A first production job, excellent performances and an interesting if somewhat obscure story about the conclusions of youth should produce strong box office results for this Avon production. Its commercial assets are topped by Robert Wagner and Natalie Wood who give top quality to the lead roles, a bit by Pearl Bailey which will delight her admirers, and a slick production job by the dandible Pandro Berman.

The story contrasts the adolescence and loves of Wagner and Miss Wood, children of grinding poverty in a Texas back country community, with those of Susan Kohner and George Hamilton, son and daughter of a wealthy Dallas oliman. Wagner, son of a hall-of-records hopset by a wagon bred by Pearl Bailey, famous singer who has abandoned her career to mourn a lost love, goes to New York with her and becomes an overnight sensation on the nightclub circuit.

Emotions are further intertwined after Miss Wood and Wagner meet in New York and he marries Miss Kohner out of revenge, a motive which leads to a loveless marriage and an attempt at suicide by his bride. Out of it all comes nature love to each of the married couples in a story twist which is no more valid than the preceding confusions.

The story is carried along by a series of rapid cuts revealing parallel character developments in all the people concerned, a cinematic device used with great effectiveness albeit in an obscure cause. The restlessness, despair and longings accompanying the transition from youth to maturity are well depicted but for the most part left unexplained except by the tried cliche of weak, selfish or impervious parental influence.

The photography, in Metrocolor, is technically superb.

Running time, 112 minutes. Release date, August.

James D. Ivers

Record First 6 Months
Reported by WNBC-TV

The first six months of 1960 represented the most successful half-year in WNBC-TV's history, according to NBC vice-president William N. Davidson, general manager for WNBC-TV and WNBC. July sales are breaking station billing records for the 34th consecutive month, and Channel 45's sales for the half-year climbed 12.3 per cent over the like period in 1959, he said.

Among the new clients advertising on WNBC-TV in the first half of 1960 were the Martin Luther King Trust Co., Pepsi-Cola, Chemical Bank-New York Trust Co., Coca-Cola, Dodge Dealers, Howard Johnson, Yuban Instant Coffee, Schweppes, Jomar Instant Coffee, Holiday Cat Wax, Tideveloper Oil, and Golden Encyclopedia.

IFIDA Pledges Fight
(Continued from page 1)

exhibition of Trans-Lux's "The Case of Dr. Lauren" and Times Film's "Naked Amazon," two other films, for which Atlanta has refused to grant licenses. These two pictures received Production Code Seals.

‘Witiness’ Series Debut
In Sept. on CBS-TV

"The Witiness," a new, hour-long dramatic series in which the most notorious rogues of the past and present will be interviewed by a "committee of inquiry," will premiere Thursday, Sept. 20, from 7:30-8:30 P.M. on the CBS television network. It will be sponsored on alternate week by R. J. Reynolds Tobacco Co., Helene Curtis, Esquire boot polish, and Shick, Inc. David Suskind is executive producer for Talent Associates Ltd.

Some of the historical figures under consideration for the series are "Bozz" Tweed, Leon Trotsky, John Dillinger, Billy the Kid and Serge Rubenstein. Jacqueline Babin and Murray Suskind will alternate as producer of "The Witiness."
osenfeld to Europe for Promotion Talks

Jonas Rosenfeld, Jr., Columbia Pictures executive in charge of advertising and publicity, will leave for Europe on Friday, June 18, 1959, on important conferences with Columbia's promotion and sales executives in England and on the continent. Primary purpose of the trip is to deliver a special presentation outlining the world-wide promotional plans for three forthcoming releases, William Goetz' "Song Without End," George Sidney International-Posa Film's "Intolerance," and Carl Foreman's "The Rise of Navarone." 

Will Meet Frankovich

Rosenfeld's presentation will include color footage of the three films trailers, teasers and featurettes—color stills, tapes, records, all campaigns in other advertising media. While in London, Rosenfeld will meet with M. J. Frankovich, chairman of the board of Columbia Pictures, Ltd., of Great Britain and Ireland, and vice-president of Columbia Pictures Corp., and with Columbia's independent producers based in Europe to discuss the merchandising of forthcoming productions.

ometecO Earnings

(Continued from page 1) the corresponding period of $200,-

0, or a percentage increase of 44.5.

Earnings per share, including addi-
tional stock issued in April, 1959, of 29 cents for the 1959 12-
period against 22 cents based on smaller number of shares for the 1958 period.

Gross revenues in the 1959 12-week period were $51,260,306, or 30.6 per
the $2,380,111 of revenues the 1959 12-week period.

The 24-week figures also showed
stantial gains. Gross revenue for the 24 weeks ending in February
1959 was $5,526,953, against gross revenue the same period in 1958 of $4,740,

Earnings per share in the 24-
period of 1959 were 51 cents, as the company reported that in
24-week period of 1959, based on
aller number of shares, they were
cents per share.

Earnings of the Seaquarium were
listed in the company's figures only
April 1, 1959.

theatre in Richmond

(Continued from page 1) will close the building on July
and re-open it July 20 as a
theatre. The National for many
years had stage shows as well as
films. The theatre seats approximately
persons. The building, which also
some offices, fronts 128 feet on
street and extends back 136.
About 16 years ago, the Wilmer
chain sold the National and
rest of its theatres to Fabian
theatrical supply company. The
sale falls Fabian a
theatre in Richmond He
Colonial and the Lee.

Industry Heads Join In Mourning of Buddy Adler

(Continued from page 1) Boscowitz, Sidney Buchman, George
Bums, Jack Coit, Gary Cooper, Pat
De Cicco, Charles Einfeld, Charles
Feldman, Y. Frank Freeman, Clark
Gabrielson, Adam Gimbel, Robert
Goldstein, Samuel Goldwyn, Arnold
Grant, Oscar Hammerstein, II, William
Randolph Hearst, Jr., Donald Henderson,
Henry Gittelson, B. B. Kahane, Jack
Koenig, Otto Kogel, Edward Mannix,
Dean Martin, David May, Tom May, Frank McCarthy,
William Michaels, Joseph Moskowitz, Glen
Norriss, Milton Pickman, Sam Popp,
Tobias Simon, Lawrence Schnick,
Joseph Schenck, Abe Schneider,
David O. Selznick, Sol C. Siegel, Murray
Silverstone, Frank Sinatra, Jules
Stein, Joe Vogel, Hal Wallis, Lou
Wasserman, Lawrence Weingarten,
William Willkorn and Darryl Zanuck.
In respect to Adler's memory, Fox
will close the studio at noon tomorrow:

Company Heads to Attend

A group of executives from the home office are here to attend the services, including Syplos P. Skouras, W. C. Michel, Joseph Moskowitz, and Murray Silverstone.

Meanwhile expressions of high tribu-
t to Adler were made by leading
industry executives both here and in
New York. A few of them follow:

Syplos P. Skouras, president, 20th-

"The tragic death of Buddy Adler comes as a shock to radio, his associates and to all who knew him. To me, personally, his passing is a bereavement that is almost bey-
words to express."

"For this warm, wonderful man was far more to me than just the valued production head of our company. He was a close and trusted friend, whose going has left a void in my heart even more felt by our company. His unflagging, indomitable courage and especially the heroism of his recent dramatic fight is something I will always remember."

"It was fitting that Buddy Adler's achievements in making notable motion pictures had won him unqualified respect throughout the industry.

Proposed by Zanuck

"His accomplishments at our studio steadily enhanced his renown. Only two years after Buddy joined our production staff, our mutual friendship and colleague, studio head Darryl F. Zanuck, deciding to enter independent motion picture making, proposed him as successor."

"It was met with my wholehearted approval."

"In the four years that Buddy Adler presided over production, our company was awarded a record number of honors. Under his leadership, such outstanding productions as "Love
Is a Many-Splendored Thing," "Anas
tasia," "Heaven Knows, Mr. Allison," and "South Pacific" took the top place in this industry's Hall of Fame."

"His efforts in developing new stars and in guiding established ones to even greater glory have been unparalleled in our business."

"Yes, this industry has lost a rare leader, and I have lost a dear, close and steadfast friend. To his widow, beloved Anita, so steadfast and loyal, and to their children Melanie and Anthony, go condolences above our power to say. We know much has been lost this day."

S. Charles Einfeld, 20th-Fox vice-
president: "Buddy Adler was a superb executive. He was also a superior husband and a beloved father. I count myself fortunate that I was among those privileged to know him for many years and to work with him during several of those years."

"Buddy Adler is a rare and invaluable record as a talented maker of motion pictures. More even important he leaves behind him as enviable record as a father, a husband, a faithful friend. "Buddy Adler will be missed."

Joseph Moskowitz, 20th-Fox vice-
president: "I am shocked and deeply saddened at Buddy's untimely passing. He was a wonderful gentleman and I am dowered with great courage and ability. Certainly we all will miss him very much."

William C. Michel, 20th-Fox execu-
tive vice-president: "With the death of Buddy Adler, the executive and creative talents of a rare man pass from the picture scene.

"We who were privileged to observe his unique accomplishments at close hand will most keenly feel his loss."

"The heritage of integrity and achievement that Buddy Adler leaves behind is itself the highest testimonial to a fine man."

Murray Silverstone, 20th-Fox Int'l.
president: "Buddy Adler was a man of world vision; patient, courteous, easily approachable. A man ready to listen to the other fellow's viewpoint and, when debating an issue, to give credit where credit is due. He understood that even if your point of view was not accepted, you went away feeling you were given utmost consideration.

"His simplicity, fairness and brilliancy were a combination so rare in this industry."

Y. Frank Freeman, Paramount vice-
president: "Buddy Adler's passing is a loss both to the motion picture in-
dustry to which he has made many important contributions, and to all of us who knew him warmly as a friend."

Darryl F. Zanuck: "Buddy Adler was a real leader in every sense and his passing leaves the entire motion picture industry and his colleagues in debt to his memory. He was a man who gave of himself and his talents to the benefit of the industry. Buddy Adler's passing will leave a gap in the creative leadership of the motion picture industry that will be hard to fill."

Powers in Fox Post

As Seattle Manager

Mike Powers, eastern Washington sales manager for 20th Century-Fox for the past nine years, has taken over the post of Seattle branch manager of the
firm. He succeeds Mark Sheridan, who has been transferred to Denver, Colorado, replacing Roy Kniffin who has been moved to San Francisco, where the bay area branch manager, Jack Erickson, has retired.
1961 EDITIONS
NOW IN PREPARATION

MOTION PICTURE ALMANAC
TELEVISION ALMANAC

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. Thus these companion volumes are working tools for the whole business world of the screen.

QUIGLEY PUBLICATIONS
1270 Sixth Avenue, New York 20, N. Y.
Report Post-'48s on TV
Have Reached 1,985

Out of 9,200 theatrical feature films available for television showing some 1,985 are post-1945 product, according to the Broadcast Information Bureau here. The Bureau publishes a "TV Feature Film Source Book," the fourth volume of which has just been issued. Some 45 film distributors control the feature films, it is stated. The figures presumably do not include the 110 post-'48s which Warner Bros. licensed to Creative Telefilm & Artists, Ltd., this week.

New Release Schedule
Is Readied by Hyman

Edward L. Hyman, vice-president of American Broadcasting-Farmount Theatres, announced yesterday that his new release schedule covering the releases of the ten major distributors will be ready for circulation early in August.

Hyman has completed visits to all distributors involved, and the date he has gathered is being compiled.

(Continued on page 4)

Name Preston Columbia
Studio Publicity Ass't.

From THE DAILY Bureau

HOLLYWOOD, July 14.—Joel Preston has been appointed Columbia Pictures’ assistant studio publicist manager, it was announced today by John C. Flinn, Columbia studio director of advertising and publicity.

The appointment, which is effective immediately, will have Preston working

(Continued on page 4)

500 in Attendance
Services for Adler

From THE DAILY Bureau

OLLSENDYK, July 14.—More than 500 key industry figures and their guests attended funeral services for the late Edward Adler this afternoon at Temple Emanu-El. "Tony Martin sang "Love Is a Splendid Thing" and "From Eternity." George Jessel de- livered the eulogy in behalf of the Western Club, Inc., and was interred at Forest Lawn Cemetery private.

Report on the Outlook for New Films
Sent to Key Newspapers by MPAA

A report on the outlook for upcoming films in the third quarter of 1960 was released yesterday by the MPAA advertising and publicity directors committee to key newspapers throughout the country.

The report is being planted by the exploitation field committee, which successfully served the Academy Awards promotion and now is established on a permanent basis.

The third quarter report describes upcoming films "that will satisfy the tastes of every type of movie fan."

There is a wide selection of dramatic films, many comedies, a generous selection of family films, musicals and even a number of big spectacles, the release points out.

Each story was accompanied by a five-page list of titles and credits and a selection of scene stills around which any newspaper can build an interesting feature story. The Association plans to furnish similar stories on a regular basis to the daily press throughout the year.

Newspapers
Representatives File
Protest at FCC

WASHINGTON, July 14.—Formal and has been made that the Federal Communications Commission re- ceive a full evidentiary hearing before any action is taken in regard to Hart- ler Phonovision’s application to con- duct a pay-TV experiment over ICT, Hartford, Conn. Attorney Cohn, representing the Joint Committee Against Toll-TV and the motion picture industry, made the request.

The anti-pay TV filing takes issue with one of the points made in reli- gion to the Hartford Phonovision ap- plication. The pay-TV proponents had asserted that FCC itself held a hearing on the question of pay-TV rather than having proceedings (Continued on page 4)

National Allied Board
To Meet August 5

The board of Allied States Ass’n. will meet in Chicago August 5 to 6 to act on the resignation of Abram F. Myers as chairman and general counsel and to consider recommenda-

tions for the future organization of the board in the light of that resignation.

Al Myrick, president of Allied, early this month said that Myers had told a committee appointed to confer with

(Continued on page 2)

Jacker Takes to Road
On 'Gulliver' Bookings

Rube Jacker, Columbia Pictures vice-president and general sales manager, announced yesterday that he will take to the road at the end of this month to personally line up the company’s top showcases for the company’s Christmas release, Charles H.

(Continued on page 4)
A. SCHNEIDER, president of Columbia Pictures, and Leo Jaffe, first vice-president and treasurer, will leave here over the weekend for Hollywood.

• CHARLES SCHLAFFER, president of the advertising agency bearing his name, has returned to New York from the Coast.

• ARTHUR GREENBLATT, Allied Artists general sales manager, was in Atlanta from here.

• STANLEY MARKHAM, for many years in charge of special service activities in the M-G-M publicity department here, is recuperating at Mt. Sinai Hospital following surgery.

• DMITRI TIOKIN, composer-conductor, has returned to Hollywood from England and France.

Mrs. Carmen B. Bunch, head booker for the U.S. Naval Base, Charleston, S. C., and her assistant, Joan Ann Hanagriff, have returned here from a booking trip.

Pittsburgh Meets (Continued from page 1) meeting with branch managers to line up pictures suitable for the campaign. A list of about a dozen attractions scheduled for release in the next two months, compiled from which it is hoped that at least three will be available to the central committee in time to inaugurate the campaign next month.

Six zones were represented at the Pittsburgh meeting. Present were Mike Wellman, Hickory Drive-in, Sharon; Leo Mickey, Penn Theatre, New Castle; B. F. T. Sullivan, Virginia District Manager for Stanley Warner theatres; C. S. Brown, Temple Theatre, Kane; Joe Bagala, Manos Theatre circuit, Greensburg, and Joe Freeman, Main Theatre, Johnstown. Within the next few days Moss will visit the four zone chairmen who were unable to attend the Pittsburgh meeting and bring them up to date on developments so that they may arrange exhibitor meetings in their zones.

In addition to the zone managers, the Pittsburgh meeting was attended by Frank Lewis, of Blatt Brothers chairmanship of the Central Exhibitor’s Committee; George Stern, Associated Theatres; Harry Hendli, Allied MPTO of Western Pennsylvania, and Moss.

Big Attendance Seen For ’Idiot’ Premiere

Motion picture exhibitors will be joined by political and society leaders at the U.S. premiere of the Russian cultural exchange film “The Idiot” at the Normandie Theatre here next Wednesday. This picture was made in the U.S. and Russia, and Fox is distributing the film in the U.S.

From exhibition: Si H. Fabian, president of Stanley-Warner Corp.; George Skorupas, president of Magna Theatres, and Al Heeb, director of RKO Theatres and Joseph Sugar, of Magna Theatres.

Also accepting for the formal event are Matthew Fox, president of Tollvision; H. Abell Holingsworth, president of National Screen Service; Benj. Kalmenson, vice-president of Warner Brothers; Floyd Odlum, former head of the Atlas Corp.; Sum Rosen, vice-president of Stanley-Warner Corp.; Wall Streeter Ira Haupt; showman Billy Rose; Glenn Neville, publisher of the New York Daily Mirror; Nick Schenck, Charles L. Cool, of the Jefferson; Broadway director Cuthric McClintic; Dimitri Mitropoulos; Lincoln Schuster, president of Simon and Schuster, Inc.; Mr. and Mrs. William S. Foley; Mrs. Ogden Riddle, of Riddle Theatres; and Mr. and Mrs. Ira Haupt, showman.

The stars of the Mosfilm production, Yulia Borisova, Yuri Yakovlev and their director, Ivan Pyriev, will attend the opening in person.

Twentieth’s “All About Eve” will open in a gala USSR premiere next month in Moscow.

Ice Palace to Alaska

Warner Brothers’ “Ice Palace” will open simultaneously in Alaska on July 20 at the Empress Theatre, Fairbanks, and in Anchorage, thus officially launching a five-day “Golden Days Celebration” commemorating the discovery of gold in the Tanana district.

Shirley Maclaine Narrates New Trailer for Hospital

Imparting a charm and informal a peal not customarily found in audience appeal trailers for the raising funds, Shirley Maclaine has made this year’s trailer for the industry’s Will Rogers Hospital shots, and authentically the friendly character this “most extraordinary hospital,” E. J. Brice, assistant trailer in the year’s audience collection drive will be proud to have its patrons a that they are taking part in such wonderful movement, he added.

Rogers Hospital Donor: Will Receive Statuette

Special to THE DAILY

CLEVELAND, July 14.—A proposal that a Will Rogers statuette inscribed with the words “Thanks for contributing $200 or more to the Will Rogers Research Laboratory Found” was approved unanimously a meeting of branch managers at radio and TV executives of the Cleveland area.

The idea was offered by Raymond Schermer, distributor chairman, who, in addition to its usual theatre collection policy, a special gift committee be appointed solicit contributions from executives in all branches of the entertainment field. The area goal has been set $100,000.

Memorials Suggested

It was also suggested that conscribers given to a plan which the theatres would conduct memorial contributions in honor of a deceased exhibitor who had contributed active in his community. Such an exhibit would be the will Rogers Hospital at Saranac Lake, N. Y. It was further announced that audience octions will be timed to top picture engagements to assure maximum results.
TALKS WITH SKOURAS

ABROAD WERE 'SOCIAL'

From THE DAILY BUREAU
WASHINGTON, July 14.—Although he met with Spyros Skouras, president of 20th Century-Fox, three times while both were abroad recently, there were no discussions on the company's resignation from the Motion Picture Ass'n., Eric Johnston, MP president, said here today. Most of the conversation was "social," Johnston declared.

Johnston said that Skouras had indicated his willingness to go along with Johnston in any solution to the Spanish problem that may be reached, and that Skouras had also said he would always be glad to cooperate with Johnston on other foreign problems.

Johnston observed that he did not think it appropriate to discuss 20th's resignation from MPAA in a foreign country, and added that he thought that if such discussions were held the presidents of other member companies should be represented.

SAYS RUSSIANS ARE FRIENDLY

Johnston noted that the Russians showing their best product at all festivals, that they entertain lavishly at these functions, and that they "are out of their way to be friendly and cooperative. He pointed out that Hollywood films are being shown all over the world, most often on a low-cost basis. In some cases, the Russians are showing films regularly along with the product of studios in less-developed countries. There are theatres in many countries of the world that show only Russian films. Since the war, the country has clearly improved (though attendance seems to improving), this might well raise question whether these theatres owned or controlled by Russia.

Johnston held discussions with Gorky and other government officials on the Soviet market and common market in the U. S. S. R., film exports. "As of now," he stated, "I'm inclined to believe that they will not have any material effect on imports of American films." He said that this could change, if so, foreign industry groups advance proposals to impose import restrictions.

GOVERNMENT AID LACKING

Discussed with government officials in New York is the industry's case for added government help in the form of adding new restrictions to already existent; in fact, foreign government people seem far more interested in taking steps that could ease the discrimination against films now being practiced.

Johnston's trip to Africa, originally scheduled to begin July 29, has been postponed until Aug. 12. He will return about Sept. 10. Plans still call for the trip to end in early September.

This part of the trip could, of course, be quickly cancelled if U. S. diplomats there indicate that it would be unwise for foreigners to visit.

ABPC TRADING FIGURES UP FOR FIRST QUARTER

From THE DAILY BUREAU
LONDON, July 14.—"Trading figures for the first quarter of the current financial year are definitely better than those for the corresponding period last year," Sir Philip Warner, chairman of Associated British Picture Corporation, stated in his annual report to stockholders.

"In the year under review £2,347,204 (85,057,312) came from the production, distribution and cinema sections," he disclosed. It has already been announced that the Corporation is paying a final dividend of 40 per cent, which, with the interim dividend, makes a total distribution of 60 per cent, the same as the previous year. Contributions on the Group's cinema activities, Sir Philip said: "During the course of the year 13 of the company's cinemas were closed and of these six have been sold; one has been leased and one converted to a bowling alley and cinema. On the other hand, four have been acquired so that the total number of ABC Cinemas at the end of last March was 339.

EXTENDED RUNS CONTINUING

ABC, recorded Sir Philip, has successfully continued its policy of extended runs of exceptional films in a theatre chain which bookable into "hard" money, and a good example of this has been the successful showing of "The Nun's Story" in about 40 cinemas for many consecutive weeks prior to its general release.

Turning to the continued downward trend of admissions, the ABPC chairman concluded his report: "It is true, however, that in the right situation the combination of modern and well-equipped cinema does better than average and it is for this reason that we are continuing and, indeed, increasing the alpine,哪些 endowment and equipment but the money is being devoted to those cinemas which have the best opportunity of doing well in the future."

SIX-WAY TIE-UP PLUGS 'HERCULES' IN CHICAGO

Special to THE DAILY
CHICAGO, July 14. — A six-way commercial tie-up, involving five of Chicago's largest merchants and the Chicago Sun-Times, has been set here to coincide with the Aug. 5 saturation opening of "Hercules Unchained" of more than 90 theatres.

The promotion will encompass newspaper display space, television spots, radio, poster, window and in-theatre displays. The merchants involved include Thriftway, Suresafe, and Mid-West Super Markets, Goldblatt's Department Stores, Grand Central Market and one nationwide-mentioned newspaper Sun-Times Fun Club.

The promotion was set by Paul Montague, Embassy's special field exploitation representative in Chicago.

PEOPLE

John H. Davis, deputy chairman and managing director of the Rank Organization, London, has been named a Governor of the British Film Institute, a government-subsidized body. Ellis F. Pinkney, general secretary of the Cinematograph Exhibitors Association, has been reappointed as a Governor.

M. H. Fritchie, who has spent most of his business life in the Cleveland theatre equipment field, since 1958 as manager of the local National Theatre Supply branch and prior to that as manager of Oliver Theatre Supply Co., which went out of business in June, 1958, has announced his retirement. Succeeding him is Miles M. Ochs, who, in September, will be in charge of management of the supply business with the operation of NTS's motel furniture department.

Milton "Tiny" Pars, formerly assistant production manager at 20th Century Fox, has now joined the staff of Union Film Distributors, Inc., as print booker.

'BEN-HUR' SET FOR DUBLIN

From THE DAILY BUREAU
LODZON, July 14. — Metro-Goldwyn-Mayer's "BEN-HUR" for a long-term engagement at this theatre was signed in Dublin this week by Peter Farrell, managing director, and Charles Goldsmith, chairman and managing director of Metro-Goldwyn-Mayer Ltd.

"BEN-HUR" will play at separate performances on an advance-booking policy throughout its entire Dublin run. There will also be special student's shows, similar in style to the series running at Metro's Empire Theatre in London. Last week it was announced that "BEN-HUR" is to open its first British provincial date in September at ABC theatres in Bristol, Birmingham and Glasgow.

'Hercules' Big $256,491

Joseph E. Levine's "Hercules Unchained" scored an outstanding opening day gross Wednesday of $256,491 initiating the film's mass saturation throughout Greater New York.

FOUNO RIDGE

TOWN'S SMALL ESTATE

Commerative Stone, Quickly Privy

The stone slab, 8 x 1 foot, was recently

 ceremonially placed on the grave of

Walter E. Schmitt. It is of Vermont granite and bears the inscription "Walter E. Schmitt, 1885-1939, beloved husband, father, and friend."

MO 409-0.5" to 0.5, or send a note with your request.

SUNSET MAE ALTMAN SOLA A}

MO 9-3557
Television Today

Says TV Script Quality Won't Be Hurt by Increasing Time Pressures

From THE DAILY Forress

HOLLYWOOD, July 14.—Will the demands of the television industry for shorter scripts to fill the ever-increasing time pressures because of fast turnover? "Certainly not," says Andrew J. Fenady, producer of "The Rebel" teleseries. "Original stories and adaptations from published material are plentiful. Everyone has at least one story that is different from anyone else's story or experience. There are as many stories as there are people."

Postman Had a Story

"Motion pictures, naturally, are in a more advantageous position scriptwise because the fostered treatment and running time of a feature film are appropriate to the adaptation of novels and full-length serials. Nevertheless, television series are written by experienced writers for the medium, and much of the material comes from the unlikeliest sources. A postman in Akron, for example, had a fascinating story to tell, which he wrote in narrative form, then a trained visual writer dramatized it. A woman in Redding, California, found her grandmother's diary of the months the family trekked from Independence, Missouri to California, in a covered wagon, written in the most unlikeliest source material that was suitable to audio-visual writing.

Increasing numbers of students are studying television writing in colleges and universities in various parts of the United States," Fenady said. "The educational institutions maintain workshops in TV writing and production and from this reservoir will come writers of future television shows and teleseries.

"The complaint from many aspiring writers that TV's doors are closed to all but a few seasoned and well-known craftsmen in this particular writing field, is not valid. Television producers are definitely interested in new writers who can do a professional job of writing. But scripts must be good."

Good Writers Welcomed

"Competent writers of original, fresh scripts with new plot, situation and crisp sincere dialogue are welcomed by producers. However, the greatest majority of scripts received fall in the class of mediocrity. Since television audiences are becoming more selective of the presentations that come in, fair or mediocre scripts cannot be made into acceptable TV fare. Nevertheless, I foresee no shortage of good quality story material for television," concluded Fenady, who is interested in the new telescript material, which he called "Las Vegas.""}

Who's Where

Howard C. Barnes has been appointed director of programs, administration, CBS television network, Hollywood, effective Aug. 1. He assumes the position vacated by Norman Felson, who now is vice-president and general manager of MCM Television.

Perry Lafferty has been named director of "Person to Person" on the CBS Television network for the new season. He produced "The Andy Williams Show" last summer and later joined the "Revolu" series for the CBS network.

Wynn Nathan has resigned as vice-president and member of the board of directors of MCA TV Ltd. and MCA International, to organize a new company which will be a television producer's representative. The new company has offices here and shortly will open branches in Beverly Hills and Chicago.

Russell Karp has been named director of contract negotiations for Screen Coms, Inc. He has also been elected assistant secretary of the company.

Demonstration Monday

Of Electronic Splicer

Telescript executives Harrison C. Reader and Peter Jackson will leave here Monday for Hollywood to demonstrate to the press there the company's new TapeEditor, an electronic machine which splices TV tape electronically and reportedly saves time by eliminating hand cutting methods now used in the industry.

In addition to introducing the TapeEditor, Reader, company financial consultant, and Jackson, vice-president in charge of engineering, are planning to expand the company's facilities on the coast. They will visit several plants in the Hollywood area to set up a manufacturing site for the development of new products related to closed circuit television. They also will meet with film and TV producers, for possible mergers in the field of closed-circuit TV.

Meetings have been scheduled with officials of American Electronics, Hal-
Britain’s Film Finance Corp. Cuts Loss; Hopes Costs Will Be Reduced

LONDON, July 17 (By Cable) — The Government’s National Film Finance Corporation’s annual report for the year ending March 31, 1960 says, “It again proved impossible to avoid a loss.” The figure was £194,065 compared with a loss, generally, of £1,382,- for the previous year.

Despite declining attendance and receipts the corporation continued to support British production on a substantial scale at the same time conserving its limited resources so as to keep the lending approximately within the amount of anticipated receipts.

Loans approved totalled £1,382,-

(Continued on page 6)

TOA Warns Exhibitors To Begin Production

Harry Brandt, president of the Independent Theatre Owners of America, told one of the largest membership meetings of TOA here Friday that unless a new production company dedicated to exhibitors’ interest is organized, exhibitors will be forced to go out of business.

The TOA formally pledged its financial support of such a company, as proposed earlier by the American

(Continued on page 7)

Plan to Reduce Admissions in French Theatres Brings Confusion; Which Are Eligible Unclear

PARIS, July 17.—Some French theatres will be permitted to increase admissions by virtue of a new ruling issued by the National Film Center, to take effect July 1.

Already, however, there is some confusion as to which theatres are eligible under the new edict. For one, the ruling excludes “prestige” theatres on the Champs Elysees which feature first-runs, and, generally, the change has brought little comfort to exhibitors outside of Paris. Seat prices here have always been controlled.

Exhibitors in question may choose to reduce their prices to the 1957 level and then add 25 per cent, or retain present prices and give at least three reduced price (40 per cent) performances per week for certain categories and one reduced price performance for others.

The change was discussed and for the most part denounced at the recent Exhibitors Congress meeting held at Nice. Speakers protested against the complications and also against the fact that cinemas are listed under two categories, “prestige” and “controlled.” The Congress called for the right to change programs when they wish and to show as many feature films as they desire.

(Continued on page 8)

Post ’48 Sales Studied

See No Protest If TV Release

Is ‘Orderly’

Only Dumping would Affect Market, Exhibitors Agree

There is not likely to be any organized exhibitor protest against sales of post-48 pictures to television by individual major distributors provided, as seems likely now, the release is “orderly” and confined to the lesser market.

Warner Brothers announced Wednesday that they had concluded an agreement with Creative Telefilms of Canada to release 110 post-1948 pictures for rental to television over a period of seven years. Titles were not announced but the group was said to include “A Star Is Born,” “Battle Cry,” “East of Eden” and “The James

(Continued on page 7)

‘Psycho’ Conferences Begin Here Tomorrow

More than 400 Eastern and Canadian circuit heads, advertising-publicity executives and theatre managers will meet here tomorrow at 9 A.M. at the De Mille Theatre for the first meeting in a series of five regional merchandising conferences where showmanship techniques for Alfred Hitchcock’s “Psycho” will be introduced by Paramount executives.

George Weltner, vice-president in charge of world sales, will be joined in the presentation by Hugh Owen.

(Continued on page 7)
Holy See Has Three-Point Program To Protect Young from Immoral Films

VIENNA, July 14 (By Air Mail) — The Holy See has proposed a three-point program to protect the “souls of the young” from the effects of immoral motion pictures.

The program calls for more decisive civil action to banish “degrading spectacles,” effective enforcement of adulthood-only classifications, and production of movies specifically for young persons.

The proposals were outlined in a letter written in the name of Pope John XXIII by Domenico Cardinal Tardini, Vatican Secretary of State. The letter was addressed to Msgr. Jean Nathan, Secretary General of the Catholic Office for Motion Pictures. It was read at the office’s study congress on “Movies, Youth and Public Authorities,” held here from July 10 to 14.

Cardinal Tardini said that “it is unfortunately a notorious fact that every year sees an increase in the number of immoral films, and all too many of the bad spectacles are the less protected and more impressionable souls, the souls of the young.”

Cites Duties of Government

The Cardinal acknowledged that the “education of youth depends primarily upon the family and State. But, he said, “the civil authority, for its part, cannot ignore the spiritual welfare of young people.

“On the contrary, in view of the communally oriented family with the church, the Church must assure them of the protection they need.”

The Cardinal said: “The first point concerns the cinema in general. One would like to see the civil authority intervene in a more decisive way for the banishment from public life of degrading spectacles, whatever be the public for which they were produced.

“The best undertakings in favor of youth would, in fact, run the risk of bearing little fruit should youth be led to believe that once they have received a certain appeal they are left free of every objective rule of morality and not exposed to the dangers inherent to human nature.”

Fears for Immature Minds

“The second point regards youth specifically. It concerns the matters which one would like to see instituted, and applied for the purpose of protecting youth against movies unsuitable to their age. . . . (so that) adolescents (may) be protected against movies requiring full moral maturity until they have reached an age when they enjoy this maturity effectively.”

“This is finally a third point on which one has the right to expect the collaboration of the public authorities. It is certainly not enough to protect and defend.

“The problems of movies, as far as young people are concerned, will be really solved only when movies are produced which are within their reach and which take into consideration the requirements of their sensitivity and of all the elements that the thorough study of child and adolescent psychology has yielded in recent years. It will be necessary in the future that the first to intervene in this field. But when this is not enough, the help and encouragement of the state, in many cases, becomes useful and even necessary.”

The Cardinal concluded: “May these meetings contribute to an ever-greater awakening of a sense of responsibility in all these people who work together in determining the attitude of the public authorities regarding the field of movies and of youth. May the Catholic film offices in the various countries also promote, with constantly increasing effectiveness, the sovereign demands of conscience for the greater welfare of youth and of the cinema itself.”

Goldstein Accepts Post As Hospital Co-Chairman

Maurice “Razz” Goldstein, Allied Artists sales manager, has accepted the co-chairmanship of the national distributors of the Will Rogers Memorial Hospital. He will serve in cooperation with Jim Velde, who is continuing for another year in this capacity.

In noting that this is ‘O’Donnell Memorial Year’ in the industry, and that the campaign is keyed to creating the new O’Donnell Memorial Research Laboratories, and its attendant expanded research program, Goldstein has said that he regards his appointment as a “welcomed opportunity to do something very necessary, and definitely worthwhile for the people of our industry and to those of O’Donnell, one of our industry’s greats.”

“I shall do everything I possibly can in the campaign to reach our million dollar goal,” he added.

Saul David to Columbia

HOLLYWOOD, July 17 — Saul David, former editor of Bantam Books, will join Columbia Pictures today.

David’s duties will involve the creation and development in book form of properties which will eventually be brought to the screen by Columbia. He will work closely with Briskin and Arthur Kramer, Briskin’s executive assistant.

TOA Delegate (Continued from page 1)

The new developments in the motion picture industry were discussed on page 1.

Concurrent Sessions

Different specialized courses or sub-divisions of the TOA are holding concurrent sessions beginning at the end of each day.

Goldstein expands his role at the TOA conference.

200 ‘Apartment’ Dail Set for Next 3 Weeks

Billy Wilder’s “The Apartment,” United Artists release, will open 200 engagements during the next 3 weeks, beginning Wednesday.

The picture now is holding over 75 key engagements with gross comparable to Wilder’s 1959 “Some Like It Hot.” The new figures have been set for key areas in major markets throughout the country. They will be backed by heavy local merchandising exploitation programs. “The Apartment” is a Mirisch Company picture.
Gable Monroe Clift
the Misfits

...THE ULTIMATE IN CASTING AND BOXOFFICE
SHOOTING STARTS TODAY

the Misfits starring Clark Gable | Marilyn Monroe | Montgomery Clift with Thelma Ritter and Eli Wallach | Screenplay by Pulitzer Prize winner Arthur Miller | Directed by Academy Award winner John Huston | Produced by Frank E. Taylor | A Seven Arts Production | Released thru United Artists
Bob Goldstein
(Continued from page 1)
He was appointed assistant to the vice-president of studio operations in 1948 and was named executive in charge of studio operations the following year.

Goldstein's appointment follows the departure of Buddy Adler, senior vice-president of studio operations, who was named president of the new studio division of Paramount Pictures.

In his new position, Goldstein will be responsible for overseeing all aspects of studio production, including production, technical services, and facilities management.

Goldstein began his career in the film industry in 1940, working as an assistant to Buddy Adler at the New York office of the National Film Bureau. He later moved to Hollywood and worked for various studios, including RKO, Paramount, and MGM.

Goldstein has served as vice-president of production at Warner Brothers and as executive vice-president of production at Columbia Pictures.

He is a member of the Academy of Motion Picture Arts and Sciences and has served on various committees and task forces of the academy.

Goldstein is married to actress Sue Lyon, and the couple has two children.

In his spare time, Goldstein enjoys playing golf and tennis, and he is an avid collector of vintage automobiles.

Goldstein's appointment is the latest in a series of personnel changes at Columbia Pictures, which has been undergoing a major restructuring in recent months.
British Report

(Continued from page 1)

491. Repayments were £1,383,924 plus a share in the profits of successful films totaling £118,016. Of 44 films financed by the corporation, released in 1959, 25 were profitable and 19 unprofitable.

At a press conference John Terry, managing director of the corporation, reported some progress on his call to the industry last year to cooperate in cutting costs. This took the form of British distributors adopting a 70 to 30 pattern of film financing; of the producer and his associates contributing at least five per cent of the cost of the film; and by individuals customarily receiving high cash fees being prepared to take substantially smaller fees plus a share of the profits.

In connection with the latter Terry recalled an editorial on these lines written as long ago as 1923 by Martin Quigley in “Exhibitor-Herald, predecessor of “Motion Picture Herald.”

Makes Four Suggestions

Terry said he believed industry funds could be protected by producers taking more care with script preparation, by unions abolishing restrictive practices and by distributors selling a film for all it’s worth, and by exhibitors reviving the glamour appeal of movie-going.

The corporation’s balance sheet shows an accumulated deficiency of £4,130,991 in its 11 years of operation out of the £8,000,000 it was authorized to lend, with £594,080 remaining available for future loans. Terry said when the corporation’s term will end.

Terry said he hoped that no curtailing of the corporation’s activities would be necessary. He reported happily that British Lion in which the corporation has £600,000 invested “has turned the corner under its new management and is now operating profitably with a provisional profit of £1,000,000 for the year ended last March.” It is still the corporation’s policy ultimately to dispose of this investment to suitable private interests, he said.

M-G-M Names Susse

Detroit Branch Chief

Edward R. Susse has been promoted to Detroit branch manager, it was announced (at the weekend) by Robert McAndrew, M-G-M’s general sales manager.

Susse, who has been an All-Branh Manager, fills the gap left with the promotion of Leo Loven to Central Division Manager. Associated with M-G-M since 1932, Susse became Al- bany branch manager in 1957.

Bronston to Spain Fete

Samuel Bronston, producer of the forthcoming “King of Kings,” has been announced an M-G-M, and a group of stars appearing in the picture are attending the eighth annual International Film Festival at San Sebastian, Spain. Shooting on “King of Kings” will continue following the close of the festival.

IFIDA Envisions Major Court Test

In Battle with Atlanta Censor

In its forthcoming fight with the Atlanta censor board the Independent Film Dealers of America city’s censorship ordinance in the hope that the court will rule that it is unconstitutional in Atlanta.

Rather than merely contest Atlanta’s refusal to permit exhibition of one picture presently being disputed — Continental Distributing’s Room at the Top — IFIDA will bring the ordinance-into-plays, according to Michael Mayer, IFIDA executive director.

“We’re going for the city ordinance and also the one-member censor board. It’s an arbitrary, capricious, unreasonable business,” he said. He further implied that Atlanta’s two-member board which hears appeals on censorship cases is little more than a cover-up.

IFIDA’s censorship committee will hold a special meeting here Wednesday to discuss plans for the Atlanta case. Counsel retained in Atlanta is expected to come here to discuss strategy with IFIDA officers. Mayer said the case will be brought to court in about one month. He personally expects to be present for the hearings.

The “Room at the Top” is one of films currently being denied exhibition rights in Atlanta. The other two are Trans-Lux’s “The Case of Dr. Lau- rent” and Times Film’s “Naked Ama- ter,” both of which received Production Code Seals.

In the case of “Room at the Top,” Mayer said Atlanta’s position was unreasonably unreasonable, because the film has already been exhibited in the city where Continental requested play- dates for it, Mayer said.

Midwest Saturation Set

For Zugsmith’s “College”

“College Confidential,” Alfred Zugs- smith’s production, for all theatrical interna- tion releases, will have its world premiere at the Broadway-Capitol Theatre in Detroit on Friday, Aug. 5, launching a Detroit territorial sat- urnation series of “Top.”

This will be followed by a Cincin- nati saturation starting Aug. 10 and in Indianapolis starting Aug. 17, ac- cording to Henry H. “Hi” Martin, United Artists vice-president and sales manager. A-Mike Vogel, Univer- sal exploitation representative, will be sent to Detroit to help develop the campaign. Stars from the picture also will participate.

New ‘Rachel’ Title Set


Franco-British Ties

See for Co-Productions

Special to THE DAILY

PARIS, July 17.—The French tech- nicians are drawing closer to the British technicians federation’s views on co-production and both groups of technicians are constantly in touch with each other, it was learned here today.

“The British view that co-productions should be only made over and above normal national production is reasonable,” said Henri Bac, secretary of the Federation du Spectacle, which groups technicians of stage and screen. “Until now our policy of co-production has been that artistically the films rarely are satisfactory, causing attendance to fall off sharply,” he added.

He said that producers must be prevented from making films in Yugo- slavia, Italy and those countries where labor is less expensive. He stated that a Serie-Pendennis film, “The Hands of Orcas,” a first Franco-British co- production, had caused a dispute because the British sent 23 technicians to Nice instead of the eight originally planned. The French producer sub- sequently was fined by the French Ministry of Labor for using foreign labor without a permit.

Report New ‘Hercules’

Beating Last Year’s

The second day gross, Friday, for “Hercules Unchained” on the IKO and Skouras circuits in New York, part of the saturation booking in that city, was the gross $10,000 above the record for last year’s “Hercules,” according to Embassy. The picture opened Thursday to a strong $3,500 at the Broadway Capitol in Detroit.

Levinson Gets Two

HOLLYWOOD, July 17.—Distribution arrangements for Richard Kay and Harry Ryback’s “Dr. Blood’s House of Horrors” and “Sin Started With Eye” have been completed with Mike Levinson’s United Producers Releasing Organization. Each of the films will be handled on a “point of sales” campaign basis in each of its key cities, Levinson announced.

Album for ‘Song Out’

The original soundtrack album of William Goertz’ “Song Without End,” the story of Franz Liszt, has been released by Colpix Records on a disc titled Colpix Album. The sound- track recording, the most important album on the Colpix schedule this year, features the piano of Jorge Bolet, with the Los Angeles Philharmonic Orchestra, and the “Song Without End” chorus.

Review:

Trapped in Tangiers

20th-Fox—CinemaScope

Short, shadowy and at times confus- ing because so many of its character- look alike, “Trapped in Tangiers” is an English-speaking film involving ar- rangers from several countries. Edmund Purdom and Genevieve Page are the principals and the young lovers are unravelled each by the end, but only after Ed- mund, tim (Co-Productions) escapes at the hands of an international ma- cotics syndicate in Tangiers.

And who but Gina Cervi, Miss Purdom’s fiancée should be the head of a dope smugglers? Of course Miss Page is unaware of this until she is told by Purdom, an Interpol cop who poses a drug addict so he can join Cervi gang. As would be expected in Tai- gers, there are a number of all threats, double-crosses and one Inter- pol man is tortured to death. But Pu- dom proceeds with authority and he and Miss Page are presumably America, with Miss Page. Her fate was killed by police as he tried to kill Purdom.


Saul Ostrow

Report ‘Lost World’

Openings Hit Record

Theatre reports from first engag- ments across the country indicate Irwin Allen’s “The Lost World” is surpassing 20th’s “Journey to the Center of the Earth” by 30 per cent and more in virtually every situation according to the company it is out 12 days ahead of the Bismarck, “The Young Lions,” “Dog of Flanders,” and “Say One Fo- me.”

In New Orleans at the Stagel’s “World” grossed $3,107 to “Journey’s” $2,025, “Bismarck’s” $1,437, and “Young Lions” $2,258.

In Atlanta, at the Paramount Thea- tre, “World” rolled up $1,662 for the day, passing “Say One For Me,” $1,463. The theatre reported the bus- ness done at the Paramount over a year and a half.

In New York, the opening day at the “World” was $3,530, doubling the opening day of the previous smash, “Pay or Die.” The figure also was a full $1,000 ahead of “Journey’s.” In the case of the Colpix Picture, which played a theatre in N.Y. twice as large, the second day gross at the Warner was $5,841.

In Los Angeles, at a dozen theatres throughout the area “World” is beating “Journey” by percentages ranging from 100 per cent to 25 per cent.

In Washington, at the Metropolitan “World” was $2,602 to “Wake Me When It’s Over” $1,678. At the National, “World” hit $1,445 to “Wake Me’s” $520.
(**Continued from page 1**)  

**SAG Board Turns Down AFTRA Merger Plan**  

*From THE DAILY Bureau*  

HOLLYWOOD, July 17.—The Screen Actors Guild board of directors, completing a seven-month study, has rejected the proposal submitted by AFTRA for a merger.  

The board decided the merger agreement as presented by AFTRA is not consistent with the objectives of either guild.  

**‘Felix the Cat’ Forms Commercial Division**  

The formation of a commercial film cartoon division within Felix the Cat Companies, Inc., was announced this afternoon by Pat Sullivan, president, it was announced today by Pat Sullivan, president of the company, and Charles Zugsmith, executive vice-president.  

The new division will operate as an affiliate of Felix the Cat Companies, Inc., and will enter into the field of all types of TV cartoon commercials as well as animated industrial films from story board to completed films.  

**Person’ to Increase International TV Visits**  

The CBS television network’s “Person to Person” show next season will concentrate on more video-taped visits with dignitaries and famous persons around the world, and will increase the number of full-hour syndicated guest interviews, it was announced by Michael Dann, vice-president, network programs, New York.  

**Video Associates Offers Free Coffee Film**  

An unusual new TV film package on the subject of brewing coffee is forthcoming this month from Vision Associates, Inc., a newcomer in the TV films field.  

The first of these films, which was specifically designed for the television “homemaker” market, is a 5-minute featurette on the right way to make ice coffee, entitled “The Long Cool Summer.”  

**Levine on TV Tonight**  

Joseph E. Levine, president of Embassy Pictures, will discuss his “Hercules Unchained” tonight when he appears on the Jack Paar Show over NBC-TV at 11:15 P.M.  

**‘Dondi’ to Be Series**  

HOLLYWOOD, July 17.—“Dondi,” comic strip by Gus Edson and Irvin Hansen, which Albert Zugsmith now is producing and directing for Allied Artists, will become the basis for a motion picture series. It was announced Friday by Steve Brody, president of Allied Artists.
Be certain to ask about the unusual teaser trailers as well as the powerful "Elmer Gantry" selling trailer available from...
Government Committee Will Explore Pay TV for Britain; See 2-Year Delay

By WILLIAM PAYE

LONDON, July 16 (By Air Mail) — The question of whether or not Britain should have pay television will be explored here by a Government committee named to conduct a wide-ranging inquiry into the future of sound and television broadcasting. Both Telemeter and the Bank Organisation recently announced tentative plans for pay television networks.

Announcing the decision to set up the committee of inquiry, the Postmaster General said "In view of the nature of the problem the committee would have an accent on youth." Chairman of the committee — the only appointment to date — is Sir Harry Pilkington of the glass manufacturers, Pilkington Brothers. He is also a director of the Bank of England and chair-

(Continued on page 7)

Izak Walton Welcome — If He Has a Car

Special to THE DAILY

HARTFORD, July 18.—Atty. George LeWitt, president of the Lakeside Realty Company, and his son, Brooks, owners of the Berlin (Conn.) Drive-In, have put still another innovation into effect, advertising free fishing in the theatre's now-well-stocked lake.

Previously announced — and still very much in effect — are free boat rides for youngsters on a nearly basis, and a Sunday "Swap-and-Sell" Plan whereby a carful of patrons (for only 50 cents admission) can enter the grounds from 9 A.M. to 5 P.M., and participate in either swapping or buying household goods from other patrons.

Paramount Names 12 To Achievement Club

Twelve members of Paramount's domestic organization will be inducted into the company's "100 Per Cent Club," highest honor for year-long achievement that can be bestowed on any of the Paramount field forces, it was announced yesterday by George Weltron, vice-president in charge of world sales. The organization was established 35 years ago to spotlight accomplishment.

Named were: Lillian M. Ahearne, booker, Cincinnati; Joseph L. Benedick, sales, St. Louis; James R. Brookes, head booker, Dallas; Harlan E. Brunt, head booker, Los Angeles; Matthew F. Donohue, salesman, Milwaukee; Max Factor, sales manager, Los Angeles; Robert L. Hames, sales-

(Continued on page 7)
Tisch Named

(Continued from page 1)

Tisch Convention

(Continued from page 1)

Two officers of Theatre Owners of America will each send one of their managers to Hollywood for the 13th annual convention and trade show at the Ambassador Hotel, Los Angeles, Sept. 13-16, as top prize for showmanship contests, Albert M. Pickus, T.O.A. president, reported yesterday.

Roy Cooper, T.O.A. executive committee chairman, is currently holding an exploitation-cruise in his West Side Valley Theatres in the San Francisco, California area, with a trip to the convention as the first prize for the winning manager and Miss Kay Curley, his executive secretary, is being staged by M. K. Kennedy of Birmingham, Alabama, head of Kennedy Theatres, and assistant to the president of T.O.A., which will send the prize-manager to Hollywood. Both Kennedy and Cooper have registered a manager and the manager's wife for the convention, with the names to be supplied when judging is completed.

Exodus' Will Benefit

Will Rogers Hospital

The Will Rogers Memorial Hospital & Research Laboratories of Sunnace, Inc., N. Y. N., will be using the special performance of "Exodus," Otto Preminger's United Artists release, Thomas E. Rodgers and Arthur Rosen, chairman and co-chairman of the hospital's special activities committee, announced yesterday.

To be held Sunday, Dec. 18, the benefit at the Warner Theatre here will constitute the committee's major fund-raising project for 1960. Arrangements for sale of tickets will be announced shortly.

M-G-M Will Release

Levine's 'Wind in Nov.


The picture was written and produced by Jules Dassin, and stars Gina Lollobrigida, Yves Montand and Melina Mercouri. The film which was shot on location in Sicily, marks Levine's first association with M-G-M.

Rep. Stock Sale Okayed

WASHINGTON, July 18 – The Securities and Exchange Commission has given its approval retroactively to the sale of common stock of Republic Pictures Corp. to Victor M. Carter by Associated Motion Picture Industries, Inc. The last is a closed-end non-diversified investment company. The action was necessary because Carter's beneficial ownership of SEC rules.

Goldstein Plan

(Continued from page 1)

to have a big, well-equipped study and not make use of it.

"I am convinced there is a lot of money to be made in this business. Goldstein was an accounting executive in charge of production by Spyros P. Skouras, 20th-Fox president, only last Friday, followed by the death of Buddy Adler, said I was completely appointed. There had not been time, he pointed out, to establish new policy or prepare a new program for discussion with company executives, hence I could not give a precise estimate of how much more pictures it might be found practicable to add to 20th-Fox's 1960's production program.

Approval Expected

Nevertheless, Goldstein's views the desirability of increasing production to a level approximating it in a maximum a studio's facilities can a company. It was said that the astute approval of the national exhibitors. Theatre owners have complained of a product shortage for sev eral years past and after reports that the studios were planning their output are now advanced plans to foster additional production through a new company, the American Congress of Exhibitors, and through play date cooperation of a program of pictures to be sponsored by Pathé Laboratories.

Goldstein also voiced the opinion that producer's budget pictures, which serve in the main to embellish the prestige of either the producer, the studio, or both, are not essentials.

Money Not Enough, He Feels

"Money alone cannot guarantee successful pictures," he observed. "If could, the studios would never mal a bad picture.

It also has no necessity for invest ing huge sums to obtain screen right to best-selling books, and said he b elieves the emphasis on big name sta for almost all productions is mis placed.

"Get young talent and give the good prospects and they can become stars," Goldstein said.

Ed Fisher Ad Director

Of George Sidney Prod

Ed J. Fisher, a member of the C emborium Pictures studio publicity div for the past eight years most recently as studio publicity e ort and feature writer, has been named advertising-publicity director for George Sidney Productions. Fisher, who moved into the studi offices at Columbia this week, will start immediately on the campaign for the company's first 1960 internationand production.
1960's AMAZING BOX OFFICE SMASH!

THEATRE PRESENTATION POLICY for ALFRED HITCHCOCK'S PSYCHO

The Picture And The Policy Are One
...Both Are Sensational Hits— Naturally! A.H.
The results to date...

NATIONAL PRE-RELEASE ENGAGEMENTS CRACK ALL RECORDS IN LARGE AND SMALL SITUATIONS — INCLUDING DRIVE-INS — AS PSYCHO FEVER RISES COAST-TO-COAST!

LEADING CIRCUITS, INDEPENDENT OPERATORS AND DRIVE-INS SET NOW TO PLAY THE PSYCHO PICTURE-AND-POLICY PACKAGE EXACTLY LIKE PRE-RELEASE ENGAGEMENTS!

YOU ARE INVITED WEDNESDAY, JULY 20: SPECIAL DIVISIONAL SHOWMANSHIP MEETINGS IN Atlanta, Chicago, Dallas, Los Angeles!

FRIDAY, JULY 22 — PSYCHO ENGAGEMENTS IN Boston, Buffalo, Cincinnati, Memphis, New Orleans, Denver, Salt Lake City, ...
SENTATION POLICY
BOXOFFICE SMASH!

... and the follow-through to you!

BE SURE TO GET Alfred Hitchcock's own special manual, "The Care And Handling Of PSYCHO," which spells out every last showmanship detail— for smash business in any and every type of situation!

BE SURE TO SEE the sensational 10-minute "Press Book On Film" which shows the theatre presentation policy and campaign in actual work!

BE THERE as Paramount's top-echelon showmanship team gets on the move coast-to-coast to help you sell the theatre presentation policy!

SHOWMANSHIP MEETINGS AT THESE PARAMOUNT BRANCHES: Philadelphia, Pittsburgh, New Haven, Washington, D.C., Cleveland, Charlotte, Jacksonville, Indianapolis, Milwaukee, Minneapolis, Des Moines, Kansas City, St. Louis, Chicago, Seattle, Oklahoma City.

CALL PARAMOUNT NOW!
**Fox Land Sale**

(Continued from page 1)

relieve Zeckendorf of the necessity of raising a minimum of $20,000,000 in addition to the sums already spent on the site and a $27,500,000 mortgage on the site, had been promised by the Prudential Life Insurance Co. of America. Moreover, Zeckendorf is reported to be in the final stages of negotiations to sell to Webb & Knapp the balance of a 99-year lease on the site held by Webb & Knapp, and to sell an adjacent plot on the Avenue of the Americas between 52nd and 53rd Streets to Columbia Broadcasting System.

The two deals will provide Webb & Knapp with a minimum of $10,000,000 cash, real estate circles estimate, and will make possible closing of the deal for the 20th-Fox studio property on schedule. CBS, it is believed, wants the site for a building that will house all of its presently scattered mid-Manhattan operations. Uris is understood to be interested in erecting a combined hotel and office building on the proposed Zeckendorf hotel site.

Expectations are that if the pending deals are consummated, Zeckendorf will close his deal with 20th-Fox within the next 30 days. On closing, he will gain control of the studio corporation, a $5,000,000 down payment, and an additional $38,000,000 within a six-month period following approval of the deal by 20th Century-Fox stockholders.

**Too Many Festivals**

(Continued from page 1)

kins, "far too many festivals." Last year the International Federation of Film Producers Associations received 18 applications. This year the figure was 20.

"Festivals," said the BFPA president, "serve a triple purpose. They help to maintain an artistic standard of film production; they bring all sections of the cinema industry together; and they provide a shop window to the world for everyone in the industry."

"If there were fewer of them," he summed up, "the standard would automatically go up." The whole question of how many festivals will be examined at the international body's general assembly later this month.

**Lewis to Appear**

Jerry Lewis will make a series of appearances on the stages of Loew's Theatres this Wednesday and Thursday in conjunction with "The Bellboy," his latest production for Paramount.

**Levine Chicago-Bound For 'Hercules' Talks**

Joseph E. Levine and Ed Feldi, president and publicity director, respectively, of Embassy Pictures, flew from here overnight to Chicago to attend exhibitors' conferences concerning Aug. 5 saturation of "Hercules" in more than 90 theatres in the Loop area. Levine will also be a guest of press, TV and radio stations heralding the Warner Bros release.

A six-way commercial tie, involving five of Chicago's largest merchandisers and the Chicago Sun-Times, has been set. The promotion encompases newspaper display space, TV promotion and window and store plays. The promotion was arranged by Paul Montagne, Embassy's special field exploitation representative in Chicago area.

Participating in the Chicago promotions are Dave Wallerst, president of Balaban & Katz; E. B. Rusty brideh and Nate Platt, B & H executives; Jack Kirsch, head of the Empire Theatres of Illinois; Dun Kennedy, head of Great States TV, and Montagne.

**Clergymen Attack (Continued from page 1)**

and exhibitors) should not allow the self-sellers nor their wonderful medium entertainment to app to be "prostitutes of violence" or moral behavior," Rabbi Rosenblum commented in a sermon at his synagogue. He said he was asking motion picture producers "to come texts on virtue," but pleas instead for discretion.

Meanwhile, the Rev. Dan M. Pot director of the Protestant Council in the City of New York, said that New York's "summer festival" in the Tin Square area was "repugnant to a person of good taste, let alone those who hold to high moral and spirit standards." He became emotional when he said there are "loaded with sex, vice a crime, brazenly promoted with lust and suggestive come-on posters, bawdy and other outdoor attractions.

**Studio Activity (Continued from page 1)**

Jaye Jones, along with a host of show business personalities make guest appearances in the film.

Starters were: "Reptilius" (Sith Pink production for American International); "The Schnook" (for 20th Century-Fox); "The Misfits" (Sev Arts production for United Artists); and "The World's Great Sinner" (Frenzy production).
Y. Wage Bill

(Continued from page 1)

That is, general for all industries.

That public hearings will run high Aug. 16. First is in Buffalo Thursday. Later hearings for specific businesses are slated including the "amusement and recreation industry" here on Aug. 23. Other hearing will take place in New York.

The amusement and recreation industry is of 10 now covered by minimum wage orders which the Industrial Commissioner promulgates, on ammendations of boards appointed within an industry. Public hearings are held by these boards or panels of minimum wage and employment experts, after they act on minimum wages of industries.

The last directive of the board for ammendment and review was industry increased "filing" for motion picture theatre cashiers, ticket takers, men and matrons to $1 an hour effective April 1. Left unaffected by $1 hourly minimum were usherettes, children's matrons, and a 22-page rules committee bill introduced on March 14, approved by Assembly March 30 and by the Senate on March 31 under a "mesa of necessity" from the governor, Governor Nelson A. Rockefeller's April 18.

In a memorandum accompanying his signature, he stated the measure tends minimum wage coverage to 8,000 workers not covered by either state minimum wage order or by Federal minimum wage law, and abolishes for them a minimum wage $1 an hour. It also "establishes a reexpeditious wage board procedure by reducing from 45 days to 30 days the time delay between the evening of the board and the effect date of new wage orders.

Paramount Names

(Continued from page 1)

n. Charlotte; Charles W. Howell, head booker, Atlanta; Richard A. Garner, head booker, New York; Robert G. Moore, head booker, Boston; J. J. Serfus, sales manager, Buffalo; J. D. John C. Stock, booker, Milwaukee.

Luncheon for Susse

ALBANY, N. Y., July 18—Edward Susse, who has been promoted to post of M-C-M branch manager Detroit, will be honored at a dinner of the Albany exchange directors representatives, circuit in and independent exhibitors, on Aug. 15. The committee on arrangements includes: Herbert L. Gains, Canvier Brothers branch chief; Elias J. Bonger, Fabian Theatre manager; Joe Miller, Menands Drive-in operator and one-time Columbia branch manager.

Susse, who has been associated with M-C-M for more than 25 years, ceeds in Detroit Lou Marks, ad- nced to central division manager, placing John J. Maloney, retired.

Review:

The 39 Steps

20th-Fox—Rank—CinemaScope

The John Buchan spy thriller, initially filmed two decades ago by Alfred Hitchcock, has been produced anew by the Rank organization, and, while, inevitably, there will be comparisons with the first-time-around-effort, the enterprising showman, regardless of his locale, can point reassuringly at contents of this handsomely, resplendent color—CinemaScope presentation and cite improvements on all counts.

The plot is, not, by any stretch of the imagination, to poke antiquity status at the Hitchcock-Robert Donat-Madeleine Carroll version; what went before has served, nobly indeed, as a brilliant format, a working blueprint, of what to do and what not to do as regards a strikingly effective suspense story. Where the Hitchcock forces used black-and-white for effect, producer Betty E. Box and director Ralph Thomas (from a Frank Harvey screenplay, as based on John Lord Tweedsmuir Buchan's novel) turned to modern-day CinemaScope and Deluxe Color. The contrast is something for the screen's historians to fully chronicle.

And where the earlier Hitchcock story brought the hero (Donat then, redoubtable Kenneth More now) to a music hall to hear the significant phrase, "What are the 39 steps?" the integral setting of 1960 is a sunny afternoon in Regent's Park. More discovers that a nanny's baby-carriage contains not a gurgling infant but a gun.

It develops that More is wanted for murder and about all he's certain of at the moment is that the governess' frantically-whispered "39 steps" will lead him to a lonely village in the picturesque Scottish Highland.

Subsequent sequences bring More into forceful encounters with character players as only our British film-making cousins can provide. It's suspense drama, brilliantly, logically, compellingly produced, directed and enacted.

Europe's Taina Elg, seen in a number of top-grossing U.S. attractions over the years; is the girl of the moment; Barry Jones, one of England's best featured delineators plays a scientist; and Brenda Benzie completes the first echelon of acting command, as a crystal-gazer with an imaginative twist.

The Ralph Thomas-Betty Box touches are masterful, ever resilient that they are working with an acclaimed legend of the modern screen. Ernest Stewart's photographic effects and Clifton Parker's music are something to write home about.

There should be a waiting market for this one! Release, July, 1960. Running time, 95 minutes.

Allen M. Widem

Chicago 'Black' Debut

Examined by Press

A long, complimentary look at the extensive publicity and exploitation aids used by Universal when it premiered "Portrait in Black" in Chicago last month was taken last Saturday in the magazine supplement of the Chicago Daily News.

Three pages of text and photographs were employed by writer Dick Christiansen, who explained why Chicago was chosen as the site of the "Portrait" premiere. He wrote that New York and Hollywood have become "jaded" by too many premieres in the past, but in the Midwest and Chicago, such an event is relatively new and likely to get maximum attention and excitement.

The author said producer Ross Hunter himself chose Chicago, largely because two of his earlier pictures, "Imitation of Life" and "Pillow Talk," had "tremendously profitable" openings runs in the Windy City. Christiansen reported that Chicago's role as a good film town has been growing force in Hollywood economics for several years.

W.B. Engages Brumberg

For Coast Exploitation

From THE DAILY Bureau

HOLLYWOOD, July 18—William W. Brumberg has been appointed to the newly-created position of western exploitation and co-operative advertising and publicity director, in line with moves to expand and implement promotional operations of Warner Bros. He will make his headquarters at the Warner film exchange here.

'Sounders': $14,600

A first-week gross of $14,600 was racked up at the Sutton Theatre here for "School for Sounders," it has been reported by Continental Distributing, Inc.

'Sounders': $14,600

A first-week gross of $14,600 was racked up at the Sutton Theatre here for "School for Sounders," it has been reported by Continental Distributing, Inc.

British Pay-TV

(Continued from page 1)

man of the National Advisory Council for Education for Industry and Commerce.

Among the many problems the committee will have to consider are whether Britain should have a third, or fourth TV channel, whether the present limitation on the hours of TV broadcasting should be removed; and whether Britain should have commercial radio stations.

The Pay TV group also announced that the present BBC Charter, due to expire in June 1962, is to be extended to July 1964. This brings the BBC's total cost of $14,000,000, to which the I.T.A. (Independent Television Authority) whose present term expires on that date.

The committee is expected to take two years compiling its report.

Final Argument Heard

In S.F. Embassy Suit

Special to THE DAILY

SAN FRANCISCO, July 18—Closing argument in the 10-year-old Embassy Theatre eight million-dollar monopoly suit under way today with embassy attorney, Robert D. Raven occupying the court's full day with recapitulation of charges of a 'rigged market' in the allocation of product by the defendants.

Chief defendants in the case, being heard by Federal Judge Lloyd H. Burke, are the eight major distributing firms and National Theatres, including its main subsidiary, Fox West Coast Theatres.

Product Pooling the Issue

Basic point of Raven's argument was a detailed description of alleged pooling of product by R.V.C. and its rival circuit operated by Blumfield Theatres in San Francisco, Stockton, Sacramento, Berkeley and Oakland. When the embassy suit first was filed in 1950, the Blumfield circuit also was named as a defendant, but in the interim, the Blumfield suit was separated from the current court action and thus will provide another judicial issue to be heard when the current case is finished.

Daniel McLean and Leland Dibble are the Embassy owners who filed the original suit in 1950 with the claim that their Market Street house was the victim of a conspiracy by the assorted defendants to deprive them of their first run product.

Judge Burke is presiding over the non-jury trial after reading the transcript of the previous evidence heard by the late Judge Edward P. Murphy, who died near the conclusion of the case argued in 1958.

Record for '13 Ghosts'

William Castle's '13 Ghosts' broke the house record at the Paramount Theatre, San Francisco, with a gross of $21,000 for its first three days, it is reported by Columbia Pictures.
Please Don't Eat The Daisies” sprouted seven fresh-as-a-daisy records in its seven weeks at Radio City Music Hall. To quote the Music Hall’s recent letter to McCall’s: “As one precedent-maker to another, may we thank you for your box office assist…” Note: McCall’s was the only women’s service-field magazine in which MGM planted its “Daisies” advertising. Our gratitude for the feature billing—and hearty bravos to the makers of this delightful motion picture, and for the exciting Music Hall stage show. Each month, 13 million entertainment-minded women are in McCall’s wide-screen picture—where lineage and circulation records are going upsadaisy in each memorable issue. Get them into your picture by getting yourself in McCall’s… First Magazine For Women.
Crescent Lauds ACE Production Co.;
Subscribes $50,000 to Founding Fund

Enthusiastic praise of the projected
American Congress of Exhbitors’ pro-
duction company was voiced by D. R.
Buttrum, president of Crescent Ammco,
the company’s subscription of $50,000
to the founding fund.

Buttrum’s letter expressed appreciation
of Eugene Picker, president of
Loew’s Theatres, for his “helpfulness
in clarifying the understanding of Bob
Horse and myself about the exhibitors’
effort in the production field.”

“We enthusiastically inclose here-
with our check in the amount of
$50,000, along with four copies of
(Continued on page 5)

Urge Admission Delay
Policy for ‘Psycho’

More than 400 Eastern and Cana-
dian exhibitors who gathered yester-
day at the DeMille Theatre here for
pre-screen conferences on “Psycho” were
urged by Paramount executives to
carry out the company’s policy of not
admitting patrons into the theatre
once the picture has begun.
(Continued on page 5)

Soviet Director Cheers U.S. Films
But Criticizes Exchange Program

BY SAUL OSTROVE

You wouldn’t think there was such a thing as the Cold War between the
United States and the Soviet Union —
onferent Russian director speak his
pictures throughout the world.

Ivan Pyriev, veteran Soviet director,
whose latest vehicle is “The Idiot,”
being released here by 20th Century-
Fox as part of the cultural exchange
program, was practically all smiles as
he drank orange juice, picked at his
roast beef, and answered with enthusi-
asiasm and solemnity a hundred ques-
tions thrown at him by the trade
press.

Nor was Pyriev alone. He was
flanked by Yulia Borisova, a lovely

Meeting Here

Norris Decries
Complaints of
Film Shortage

Says 20th-Fox Will Deliver
50 This Year; Opens Drive

Pointing to a release schedule of 50
features from 20th Century-Fox for the
current calendar year, Glenn
Norris, general
sales manager, said yesterday
at a meeting with the
personal representatives for the
just inaugurated “all-out sales drive
to meet the challenge of abundance,”

(Continued on page 5)

FCC Hearings in Oct.
On TV Film Programs

From THE DAILY Bureau
WASHINGTON, July 19 — The
Federal Communications Commis-
sion’s investigation of TV program-
ning practices will concentrate on
film tie-ins in a series of hearings
scheduled to be held in Los Angeles
beginning Oct. 5, 1960. They will be
held by chief hearing examiner James
D. Cunningham in the North Spring
Street Federal Courthouse.

The inquiry will seek to determine
whether there are any anti-competi-
tive practices involved in placing films
on TV, and whether the networks
(Continued on page 4)
The UNIVERSITY OF THE STATE OF NEW YORK
THE STATE EDUCATION DEPARTMENT
ALBANY 1

July 11, 1960

Mr. Martin Quigley,
1270 Sixth Avenue
New York, New York

Dear Mr. Quigley:

I would like to take this opportunity to express to you personal congratulations on the occasion of your 45th anniversary of service to the motion picture industry.

Each generation is faced with its own unique set of problems. It is through leadership of such understanding people as you that we as a nation have successfully met each succeeding challenge.

I most sincerely hope that you may long be in a position to add your wealth of experience and good counsel to the motion picture industry in maintaining the high standards which have been achieved in large measure through your efforts in the years gone by.

Best personal regards, I am

Sincerely yours,

Hugh M. Flick

Dr. Hugh M. Flick, who sent this letter of congratulations to Martin Quigley on the occasion of his 45th anniversary, is New York State associate commissioner for cultural education and former director of the State Education Department’s motion picture division. He has long been a firm supporter of the Motion Picture Production Code and the industry’s system of self-regulation.

TOA Sets Slogan for Coming Convention

“Make Way for Tomorrow” will be the theme for Theatre Owners of America’s annual convention at the Ambassador Hotel, Los Angeles, Sept. 13-16.

“This theme was selected,” Pickus said, “because it suggests upbeat, hopeful, longevity, imagination, and practical planning. It connotes the forward look of all theatre owners, and will dominate all sessions of the four-day national meeting.”

Will Aid Trade Show

Pickus said the theme would also be particularly appropriate for the trade show, to be held in conjunction with the convention, under the joint sponsorship of TOA, the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association. The show, he said, will feature the latest developments in theatre and concessions equipment, supplies and products, all leading toward greater profits for theatre owners.

Florida State Will Reopen the Arcade

Special to THE DAILY
JACKSONVILLE, July 19.—Louis J. Fisnse, president of Florida State Theatres, says the Arcade Theatre on Adams Street in downtown Jacksonville will reopen Aug. 10 as the Center when a renovation program costing more than $100,000 is completed.

Fisnse said the Arcade, dark since June 6, has been completely cleared inside. The theatre opened in 1914 as a vaudeville house, and was remodeled as a motion picture theatre in 1934. Its seating capacity has been cut from 1,200 to 750. “Ben-Hur” will be the reopening attraction.

June Dividends Up

WASHINGTON, July 19.—Motion picture companies paid cash dividends of $3,662,000 in June, 1960, compared with $3,317,000 a year earlier. For the year’s first half, movie companies reported a total of $122,283,000 paid in cash dividends, down a trifle from the $125,200,000 paid in the comparable period of 1959.

The finest carbons ever made...

National Projector Carbons
RODGERS & HAMMERSTEIN'S
SOUTH PACIFIC
A Magna Production

CONTINUES RACKING UP TOP THEATRE GROSSES ALL OVER UNITED STATES & CANADA FIRST RETURNS DRIVE-IN ENGAGEMENTS AT THESE EX-CHANGES ALSO TRULY SMASH!

Chicago
Indianapolis
Albany
Dallas
Kansas City
St. Louis
Cincinnati

Buffalo
Philadelphia
Minneapolis
Memphis
Salt Lake City
Boston
Milwaukee

Denver
Jacksonville
New Haven
Atlanta
Pittsburgh
New York
San Francisco

Contact 20th Century-Fox Exchange Reserve Your Print
**NTA Return**

(Continued from page 1)

time to be supervised by Oliver A. Unger, NTA president, whose home office will now be located on the East Coast.

Unger pointed out that current TV sales conditions make it imperative that greater emphasis be placed on New York as the center of both national and regional sales efforts.

"It is advantageous for us to maintain our own sales force at Desilu," he said, "since the major advertisers and program buyers are concentrated," he said, adding, "We will continue to maintain regional sales offices in other major centers."

Tabakin to Stay on Coast

Beme Tabakin, vice-president in charge of New York City operations, will continue to maintain his headquarters in Beverly Hills, E. Johnny Graf, vice-president in charge of East Coast sales, will remain here as head of the regional office. Marvin Lowe will continue in charge of NTA's Midwest office in Chicago.

"NTA's future plans call for a pronounced increase in the production of network shows and in turn will require closer coordination with NTA telestudios, the NTA-owned and operated tape facilities, where production will take place," Landau said.

Close Liaison with WNTA-TV

He stated that there will be closer cooperation with WNTA-TV, where NTA tape programming is shown.

B. Gerald Cantor, board chairman and president of NTXT, said that NTA will continue to be represented in the Beverly Hills NT&T headquarters. When NT&T acquired control of NTA last year, NTA transferred most of its activities to Beverly Hills. Current readjustment is expected to give NTA greater strength on both coasts.

**FCC Hearings**

(Continued from page 1)

buying practices are calculated to encourage competition or not. The inquiry, which started more than a year ago, concerns the policies and practices of networks and others in the ownership, acquisition, production, distribution, selection, sale and trade licensing of TV programs.

**Theatrical Productions**

(Continued from page 1)

next year was $25,000,000, with a net income of $811,500, equivalent to 70

cents per share, an increase from 22 cents per share for the preceding year. Stockholders present approved an increase of the board of directors from five to seven members, with Argyle, Nelson, vice-president in charge of production, and Milton Rudin, counsel, added to the board, which includes Arman, Lucille Ball Arman, Martin Leeds, Charles Schwartz and Edwin Holly.

Following the meeting, which was followed by a friendly repartee, Desi Arman, Desi, and Lucy, and during which the Arman announced that he and Lucy have no intention of reducing their stock holdings, the board of directors declared a quarterly cash dividend of 15 cents per share on the common stock, payable August 26 to stockholders of record August 12.

No dividends were declared on class B common, all of which is owned by Desi and Miss Ball.

**The Soviet View**

(Continued from page 1)

implying that in Russia as here dollar, as well as the State, we controls the film industry, does most talking.

It was revealed that they believe that Skouras, Fox president, was pick up the tab for the Soviets’ tour junket to America. Washington Los Angeles also are part of it itinerary, and ordered them their trip to visit Disneyland, a declared off-limits to Nikita Kh in when he tried to gain entra there last Full.

Tells His Liks and Dislikes

Pyrev, an expansive talker, did evasive direct and sometimes embar

He was full of opp cloth such as these: he was tremendous impressed with “The Apartment,” and sometimes, and an Sat; in Stanley Ke and John Ford; he thought the French Eye “an interesting experience picture,” he thinks France’s “In the Wave” spends too much time on the dialogue. He also insists that the intensity of “400 Blows” was a superior picture. He he views “New Wave” as a younger Russian directors, and, since, is disappointed in the habits of the cultural exchange (Continued from page 1)

"Ocean's Eleven" Bow

In Las Vegas on Aug. 3

From THE DAILY Bureau

HOLLYWOOD, July 19.—A New Year's Eve celebration in mid-Summer will launch the world premiere of "Ocean's Eleven" on Aug. 3 at the Fremont Theatre in Las Vegas.

Frank Sinatra, Dean Martin, Sammy Davis, Jr., Peter Lawford, Angle Dick, and other Warner production for Warner Brothers will participate in the festival with the form of a two-hour public "Block Party" starting at 10:00 P.M. and will be followed by the premiere showing of "Ocean's Eleven" on the theatre screen at midnight.

The event will receive international newspaper, radio and television coverage.

**MPAA Withdraws**

(Continued from page 1)

Academy will now be compelled accept a commercial sponsor award in the spring of 1967.

It is regrettable that our show, while consistently the greatest work wide listening and viewing aud an of any comparable program, will continue to be sponsored by the indus
59 Attendance in Netherlands Was Off

From THE DAILY Bureau
ASHINGTON, July 19.—The motion picture industry did not benefit from the general upward trend in the nation's economy, reports an D. Colman, director, Scientific, Picture and Photographic acts Division, Department of Commerce.

uring the 1959 annual report of the Netherlands Motion Picture Assoc., Colman says that theatre attendance in Holland's 14 principal cities dropped from 38.5 million in 1958 to 3.5 million last year. In other areas of the country, the drop in number of admissions was from 23.2 million in 1958 to 23.2 million in 1959, or an over-all decrease of per cent.

On the side of steps, plus increasing interest in trips and tourism, are given as the main cause for the decline. Furthermore, there is entertainment and turn-over taxes totaling 1.1 percent of receipts, which increase ticket sales and discourage movie-going. In 1959, 215 U.S. feature films were released, compared with 290 in 1958. An drop in number of imports was 508 in 1958 to 455 last year, U.S. share of total net receipts used, however, and represented per cent last year, up from per cent in 1958.

Imports of British films rose from 1956 to 83 in 1959, while French films enjoyed a year-to-year rise of 48 to 51. Italian film imports from 1954 to 1958 dropped from 45 to 27 last year. In 1958, 24 per cent of features from West Germany dropped from 111 in 1958 to 89 in 1959.

Norris Decrees Complaints of Film Shortage

(Continued from page 1)

and members of his home office sales cabinet. The representatives are managers Clayton G. Pantages of Albany, William B. Williams of Dallas, and Gordon Lightstone of St. John, N. B.

They returned here yesterday to report to Norris on their findings in a survey that took them to 32 branches in the U.S. and six in Canada.

Norris told the conference that all of 20th-Fox's 1960 releases, with the exception of those already delivered or are nearing completion at the West Coast studios or on location here and abroad. "The time has come when the industry can no longer sit by and do nothing about exhibitors' cries that their distribution is stunted because of a lack of product," Norris said.

"In the case of 20th Century-Fox such a cry does not apply. Never in this company's history have we released more commercially-produced feature attractions, nor supported them with anything remotely approaching the promotional investment we have made and will continue to make in our product.

"By the end of this year, this company will have released 50 feature attractions. Twenty-seven of them will have been made playable between the beginning of this month and the end of December.

"Into this quarter of 1960 we have slotted 16 attractions, more than one a week, to meet the box office requirements of every type of indoor and outdoor theater. Included in these 16 pictures are at least eight 'blockbusters,' representing a production cost of more than $15,000,000.

"In the final quarter of this year we will release 11 features, including five block-busters. Never before has this company made available to exhibitors as many top, mass-appeal attractions as are scheduled for release in the last six months of 1960.

"Hence, any cry that an exhibitor lacks product to continuously operate lacks substantiation. As far as 20th Century-Fox is concerned, we will continue to provide ample product, week in and week out, for every type of theatre.

Wide Coverage Planned For 'Inherit' Opening

More than 100 press, radio, television and newsroom representatives from 15 nations will cover the first American showing of Stanley Kramer's "Inherit the Wind" tomorrow in Dayton, Tenn. In keeping with the theme, a "Scopes Trial Day," marking the 50th anniversary of the famed "Monkey Trial."

United Artists, which is releasing "Inherit," also announced that the picture will be previewed for delegates to the Republican National Convention next Wednesday and Thursday in Chicago. The picture will be shown on a 12-week schedule to the Democratic National Convention in Los Angeles.

Psycho' Confab (Continued from page 1)

vice-president, told the exhibitors that the growing exhibition trend has been to eliminate a co-feature, thereby allowing theatres to schedule an additional showing of "Psycho" each day.

Paramount broadened its plea by showing a "pressbook" on film, outlining the promotional campaign for "Psycho." The six-minute picture offered exhibitors a detailed analysis of the seating policy — how well it has worked during pre-release engagements and how important trailers have been in publicizing this policy. The filmed "pressbook" will be distributed to every Paramount branch in the world. It was photographed here and in Philadelphia, Stamford, Conn., and other cities where "Psycho" is playing.

Yesterday's was the first of five regional presells on "Psycho." The others will be held to-day in Los Angeles, Chicago, Atlanta and Dallas.

ACE Praised (Continued from page 1)

the escrow agreement and corporate resolutions to be closed with Chemical Bank New York Trust Co., as you see fit," Buttry's letter continued, and the statement went on to say that we can be helpful in finalizing this most important effort, please feel free to let us hear from you. I am taking the liberty of copying this letter to the other four exhibitor companies who have shown the way and along with you are rendering a great service for the benefit of us all.

Was Formerly a Bank President

"The approach you have taken in this matter is most impressive to an ex-bank president with only three months experience in the movie business," Buttry concluded.

ACE made public the letter as characteristic of many covering letters accompanying participating checks for the forthcoming exhibitor-sponsored production company which it said will be received from exhibitors in all parts of the country.

The five major circuits have contributed $2,000,000, and leading independent circuits approximately $1,000,000 additionally.

Rudi Bach to Retire

ALBANY, July 19 — Rudi Bach, salesman for George Waldron Pictures in the Buffalo and Albany, N. Y., territories, will retire Aug. 1, and move to California. Associated with the motion picture industry in this country and abroad for many years, and at one time a director in Hollywood, Bach is slated to be honored at a dinner to be given here the day of his retirement.
Play it for out-of-this-world business!

From 20th! WAshington, D.C.

The Lost World in New Orleans and New York, L.A.

The Earth's Journey to the Center of Chairs.
Lutheran League Calls for Study Of Immorality in Films and TV

MINNEAPOLIS, July 20.—Congress should convene a conference to deal with the problem of immorality, violence and bad taste in the mass communications media, the Lutheran Laymen’s League declared at its 43rd annual international convention here.

Such a conference should be attended by federal, state and local officials, together with representatives of other interested groups, including churches, a resolution adopted by the league said.

“Decent citizens of the United (Continued on page 6)

Mrs. A. S. Long Elected President of Pastime

Special to THE DAILY

CHARLESTON, S. C., July 20.—Mrs. Albert S. Long has been elected president of the Pastime Amusement Company, which operates six motion pictures theatres in the Charleston area.

Mrs. Long succeeds her father, the late Albert Sottile, who headed (Continued on page 6)

29 Meets on ‘Psycho’ Policy Tomorrow

Exhibitor meetings on merchandising Alfred Hitchcock’s “Psycho” will be held in 29 key cities in the U.S. and Canada tomorrow, Paramount Pictures, distributor, announced. The meetings, to be hosted by Paramount (Continued on page 2)

SAG Says June TV Residuals at Record Level; $15,456,000 Collected to Date

HOLLYWOOD, July 20.—Residual payments for TV reruns of television entertainment films, collected by the Screen Actors Guild and distributed to members during the month of June, reached an all-time record of $635,078.73, it was announced by SAG president George Chandler.

These amounts do not include payments to actors for theatrical films sold to television nor use payments on TV commercials which alone total more than $11,000,000 a year, SAG pointed out.

No Unanimity ‘Oscar’ Video Costs Viewed As Uneconomic

Academy, Sans Cost Data, Wanted Decision by Aug. 1

Top executives of Motion Picture Ass’n, member companies made it clear here yesterday that the decision not to sponsor the next Academy Awards program was dictated primarily by economic considerations.

At the same time, it was stated that the MPAA’s annual contribution of $150,000 to the Academy of Motion Picture Arts & Sciences is not affected by the sponsorship decision, and will be continued.

Company executives said that the approximately $600,000 annual cost of sponsoring the NBC telecast of the Awards presentations is excessive from the standpoint of its doubtful benefits to the industry over a commercially sponsored program.

Moreover, not all member companies of MPAA were agreeable to share (Continued on page 6)

Three Webs Interested In ’Oscar’ TV: Kahane

By SAMUEL D. BERNS

HOLLYWOOD, July 20.—Following the announcement yesterday by the Motion Picture Association of America that it would not participate in sponsorship of the next Academy Awards telecast, B. B. Kahane, Academy president and executive of Columbia Pictures, reported interest by three major networks to acquire rights (Continued on page 6)

‘Conspiratorial’ Meeting Cited at Embassy Trial

Special to THE DAILY

SAN FRANCISCO, July 20.—A “conspiratorial” meeting in 1938 of representatives of Fox, West Coast Theatres, the major film distributing exchanges, the Bumfalo and the Nafiy-McNeil (now United California Theatres, Inc.) circuits, was outlined today in the Embassy Theatre eight (Continued on page 2)
**PERSONAL MENTION**

**IRA TULIPAN**, Columbia Pictures’ assistant national director of advertising, publicity and exploitation; **Richard Kahn**, exploitation manager; and **Raymond Bell**, public relations representative, will cover New York today for Washington.

**Edward Morey**, Allied Artists vice-president, will leave New York today by helicopter for Long Island for a board of directors meeting on the Coast. He will return here at the weekend.

**Jule Styne**, composer, will leave here on Sunday for the Coast.

**Lynda Burnett**, United Artists booker in Atlanta, has left for a vacation in California.

**Herbert Schwartz**, branch manager for Columbia Pictures in Albany, N. Y., has returned from his vacation.

**Arthur Hornblow**, Jr., producer, and **Mrs. Hornblow** will leave New York aboard the “United States” today for Europe.

**Mrs. Matthew Moltch**, who has given birth in Washington to a son, Howard, Father is assistant manager of Clark Transfer Co. there.

**Clayton G. Pantages**, branch manager in Albany, N. Y., for 20th Century-Fox, will leave here today for Hollywood.

**Tommy Jones**, son of Tom and Mary Jones, of Jones Booking Agency, Columbus, Ga., was married here to Anne White.

**Cinerama Trucks Take Equipment to the Coast**

Six trucks carrying more than a million dollars worth of Cinerama sound and camera equipment have left New York for the M-G-M studios in Culver City, Cal., strengthening the belief that the entire Cinerama organization will eventually be located on the West Coast.

The caravan is expected to arrive in Culver City about three weeks, and the equipment will then be readied for an early fall start in production of “How the West Was Won,” to be produced by M-G-M and Bing Crosby Enterprises in cooperation with Cinerama.

Other films, stories for which are now in preparation, will be produced later by M-G-M.

**Smith Circuit** (Continued from page 1)

totalling 64 lanes at Westerly, R. I., and West Roxbury, Mass., are under construction and due for completion in November.

Construction is scheduled to start on an additional 396 lanes at 12 locations in Massachusetts, New Hampshire and Maine. Ticket offices and shopping center locations, six of which will be leased from Allied Stores, Stop and Shop Co., or Star Market Co. The additional centers will be located in Massachusetts at: Braintree, near the South Shore Shopping Plaza (40 lanes); Cambridge, where the company will undertake its most ambitious project, an 80-lane center; Gloucester (20 lanes); Vineon Square, Swampscott (24 lanes); Shoppers’ World, Framingham (32 lanes); Redstone Shopping Center, Stoneham (24 lanes); American Legion Parkway, Riverside (40 lanes); Route 3, Woburn (32 lanes) and Westport (24 lanes).

In New Hampshire, the company will construct a 24-lane center at the New Hampshire Mall, which will build a 32-lane center in Portland.

Funds for the building program have been provided by proceeds from a recent public offering and by 20 men from manufacturers, from internally generated funds and from capital surplus, Mr. Smith said.

‘Psycho’ Meeting (Continued from page 1) branch managers are in addition to those already held in New York, Los Angeles, Chicago, Dallas and Atlanta.

Presentation of the “Pressbook on Film,” as well as round-table discussions on enforcement of the “no one admitted after the start of the picture” policy, will be the order of the day at the meetings. Special cards, including the presence of an official policy instruction manual, will be distributed to exhibitors, who will also be invited to attend a private screening of the picture.

Hitchcock Among Reporters at ‘Psycho’ Coast Meeting

HOLLYWOOD, July 20. — More than 50 West Coast theatre circuit representatives and exhibitors were shown dramatic new showmanship techniques created by Paramount for Alfred Hitchcock’s “Psycho” at the studio conference today.

Hitchcock personally met those attending the conference, which was conducted by Martin Davis, national advertising, publicity and exploitation manager.

Neal East, Paramount Western division head, presided. All Western division branch managers also were present.

‘Ben-Hur’ Domestic Gross Passes $16,000,000 Mark

Currently playing 61 engagements in the United States and Canada, M-G-M’s “Ben-Hur” has grossed the 16-million-dollar mark at the domestic box-office, the company announced yesterday, pointing out that approximately 9,000,000 seats have been booked by the William Wyler production.

Longest run of “Ben-Hur” is at Loew’s State Theatre here, where the picture is in its 35th week.

Expect AFTRA to Make Guild Merger Offer

From THE DAILY BUREAU

WASHINGTON, July 20.—An offer to merge with the Screen Actors Guild is expected to be one result of the July 20 conference of the dominant group here. National executive secretary Donald F. Conway indicated, however, that the Guild has not shown a genuine wish to merge which makes an amalgamation less likely.

Demands to Be Outlined

The AFTRA meeting, which is being attended by 160 delegates, will formulate the demands that will be made on radio and TV outlets when present labor agreements expire Nov. 15.

Electrovision in Bid for Aviation-Missiles Firm

From THE DAILY BUREAU

HOLLYWOOD, July 20. — In an initial move of diversification into fields other than entertainment, Electrovision Corp., operating the first-run Hollywood Paramount and Beverly theatres among 46 outlets, the company is considering negotiations for acquisition of the Air Cargo Equipment Co. of Glendale, engaged in aviation and missiles work.

Martin Stoll, California branch manager and negotiator on new acquisitions, stated the deal is expected to be completed within 30 days.

‘Psycho’ Sets Record

Alfred Hitchcock’s “Psycho,” which enters its sixth week at the DeMille Theatre here today, scored a new high for a Tuesday at the house on July 19, when it grossed $5,102, it is reported by Paramount.

‘World’ 1st Week Strong

“The Lost World” grossed more than $38,000 in the first week of its run at the Warner Theatre here, the biggest single week in the history of the house, it is reported by 20th Century-Fox.

‘Carny’ at $259,874

In nine domestic engagements United Artists’ “Elmer Gantry” grossed $259,874, it has been announced by William J. Heimann vice-president.

TOA Conclave (Continued from page 1) ceived at “a rate far surpassing year’s record registration,” it stated.

The Bulletin reports that a fea-

TP 67

TOA Conclave (Continued from page 1) million-dollar monopoly suit now closed involves the size of the case that has been fought out for more than years in Federal Court here.

Attorney Howard M. Down the case to the legal philosopher, says the better part of the day in telling Judge Lloyd H. Burke that the spiritors’ illegally and might agree to the then NRA where he is closed schedule by putting the sub-run 14-day area through the San Francisco exhibitor area. Downs also charged adm- price “fixing” on the by the tenants was tied into the “rig discrimination cleared.

Downs went on to allege that the “dominant power in fishing and policing the class system.

Close to Conclusion

The Embassy suit against FWC others defense is now in the of closing all arguments, Chief attorney Robert D. Raven, for Embassy, and his associates, had estimated their closing arguments for two weeks, in which the defense, headed by ney Arthur B. Dunne, will butto the long drawn out litigation.

Ross on ‘Spartacus’

Paul B. Ross, industry pub, has been engaged by Universal, special assignment on the casting of the ‘Spartacus’ which has its world premiere at the Mille Theatre here on Oct. 6.

‘Carny’ at $259,874

In nine domestic engagements United Artists’ “Elmer Gantry” grossed $259,874, it has been announced by William J. Heimann vice-president.
Reactions to Post-'48 Sales

(Continued from page 1)
will retain these for theatrical re-release, and that the number of films involved is relatively small.

Both the two major aspects of any large-scale dumping such as was disastrous to both exhibitors and the film companies about five years ago. We have every reason to believe that while the film companies are anxious for the extra revenue from such sales, they will release the films to TV on a limited and controlled basis so as to minimize the effect upon theatrical of their post-'48 releases," the TOA Bulletin concludes.

The TOA comment came as reports circulated in the industry that 20th-Century-Fox has leased a number of its post-'48 releases to NTA, 26 of which are included in a package of 50 currently being offered by NTA to television film buyers, and that additional post-1950 films have been released by United Artists to its television subsidiary, United Artists Associated.

Efforts to reach 20th-Fox and UA Associated officials for comment yesterday were unsuccessful. Columbus official denied recently that they have concluded any deal for re-release of post-'48 films to television.

British Managers Seek Salary, Hours Benefits

From THE DAILY Bureau

LONDON, July 18 (By Air Mail) - Cinema managers are pressing for a salary increase of £2,10.0. ($7) a week, three weeks annual holiday instead of the present two weeks, and a reduction from 48 to 44 hours in the working week.

These are the main demands put forward by the SCMA (Society of Cinema Managers) in their case for a revised agreement with the CEA. Increased subsistence allowances are also claimed. £2,10.0. ($7) increase would bring the pay scale for first-grade managers up to £11 ($30.80) and for top-grade managers to £23 ($64.40).

The SCMA submission has been referred to the CEA's negotiating committee. The present agreement between the two bodies expires at the end of the year.

Dayton in Festive Mood

For 'Inherit' Bow Today

Special to THE DAILY

DAYTON, Tenn., July 20.—A festive atmosphere pervades this city as it prepares for tomorrow's first American showing of Stanley Kramer's "Inherit the Wind." Sen. Estes Kefauver will head a group of more than 1,000 prominent citizens who will attend the single performance of the United Artists release.

Dayton, the scene of the famous "Monkey Trial" of 1925, has proclaimed tomorrow as "Scopes Trial Day." The event will be covered by an international press corps.

Universal Signs Darin

Bobby Darin has been signed by Universal - International to co-star with Sandra Dee in "Come September," it has been announced by Ed- ward Mulh, vice-president in charge of production.

Museum Meeting Today

HOLLYWOOD, July 20.—Approval of by-laws and election of officers for the Hollywood Motion Picture and Television Museum will be held tomorrow at the Tally-Ho Restaurant.

2 Milwaukee Houses Being Renovated

From THE DAILY

MILWAUKEE, July 20.—Extensive refurbishing is planned for the downtown Towne and Palace theatres here.

Installation of 70mm equipment will be parallel with improvements scheduled for the Towne. drew M. Sperieh, president, said, it will be the second theatre here so equipped. "Can-Can" has been booked for the first attraction, starting July 27, following completion of the improvements.

At the Palace, Cinerama equipment will be installed at a cost of about $45,000, Albert P. Frank, general manager, said. Closed this week, it will reopen July 28.

Read's Kingston Sold To Furniture Concern

Special to THE DAILY

ALBANY, July 20.—Wallace Read, Jr. has sold the 1,800-seat Kingston, in Kingston, to Union-Feuro Furniture Company, which is converting it into a store, according to word received here.

Located on the main street in the Hudson Valley city, the theatre had been operating weekends. Reade still owns the Community, conventional house completely refurbished several years ago, and the 9-W-Sunset drive-ins, at Kingston.

He also has sold the Community Court Motel, Saratoga Springs.

Starts Southern Press Tour for 'Hercules'

Embassy Pictures press aide Dick Brooks has left here for a two-week tour of Miami, Atlanta, Nashville, Birmingham and New Orleans on behalf of "Hercules Unchained." In Miami, Brooks will coordinate the final advertising and promotional plans for the area opening of the Joseph E. Levine presentation with J. D. Woodard, Warner Brothers field exploitation representative for the Southeast.

He will also meet with W. O. Williams, Warner Brothers Southeast division manager in Atlanta, and Warner Brothers branch manager Luke Conner in New Orleans.

PEOPLE

Robert H. O'Brien, vice-president and treasurer of Metro-Goldwyn- Mayer, Inc., and James H. Richardson, treasurer of Fox Film Corp., have been elected to the Times Square Advisory Board of the Chemical Bank New York Trust Co.

Thomas F. O'Brien, Columbia Pictures branch manager in Boston, and George Roberts, treasurer of RKO Pictures, have accepted the distributor of the firm, and F. William O'Brien, respectively, for the New England engagement of the O'Donnell Memorial Campaign for the Will Rogers Memorial Hospital and Research Laboratories at Saroize Lake, N. Y. The appointments were made by A. Montague, president, and S. H. Fabian and Ned Depinot, national co-chairman of the hospital drive.

Paul Cunningham, ASCAP director of public affairs, has an article in the July issue of American Legion Magazine titled "Songwriting Soldiers and Sailors." It tells of the exploits of the music men who contributed not only their talents, but their service, in times of war.

A. B. Bray, who has been assistant secretary of Columbia Pictures Corp., Ltd., has been named secretary of the organization, as well as for Columbia (British) Production, Columbia Pictures (Export) Ltd., and Columbia Music Publishing Co., Ltd. He already is secretary of Columbia's television division, Screen Gems, Ltd.

Sam Breitstein, who designed and was the plant superintendent of Mecca Film Laboratories, has been named vice-president of the company, a subsidiary of Byron Mor Pictures.

Harry Freeman, former advertising and promotion manager for the Fox Theatre, Philadelphia, is handling the local exploitation here for "Hercules Unchained," which opened on Tuesday at the Goldtone Theatre.

Jackie Martin, still photo editor of Norwood Studios, Washington, has been elected vice-president of the organization in charge of sales and public relations. Prior to joining Norwood some years again, Miss Martin worked for five years in Paris, establishing and directing the 18-country regional photo operation for the Marshall Plan information service.

Allen Reisner, film and television director, has purchased the film rights to Robert Colby's novel, "The Captain Must Die," for filming next year. Reisner will direct. An independent producer will be engaged.

Dick Balaban, son of Harry Bal- ban, president of H & E Balaban Corp., Chicago, has joined the staff of the Surf Theatre there.
This is Franz Liszt!

No man loved more scandalously, played more divinely, lived more fabulously.

Liszt's life on the screen spans the golden age of music and romance. It sweeps the world again into a Lisztiana of love and song...throb with the beloved melodies of the masters...reproduced in the unbelievable magnificence and fidelity of stereophonic sound.

To make his dreams for this momentous production come true, Hollywood producer William Goetz recreated the fabulous story in its authentic settings. He took his huge company to Vienna, to Bayreuth to the dazzling palaces and concert halls where Liszt lived his legendary career.

England's popular Dirk Bogarde plays the tempestuous Liszt, at the height of his power, in the arms of the two most important women in his life — the Princess, played by France's renowned model, Capucine, and the Countess, played by captivating Geneviève Page. Around them, a roster of international talents join in bringing the stirring story to life!

For music lovers...for entertainment lovers...this is a motion picture event not to be missed!
One of the most luxurious pictures to come from Hollywood in a long time. It was made to please as many people as possible and it will do that. Music lovers will be satisfied, general film fans will appreciate the picture's scope, and Capucine, who is being publicized heavily in the press, will stir interest. The picture is more than just another successor to film biographies of great musicians!

—Motion Picture Daily

"Rich in music, drama, color... a profitable boxoffice presentation!"
—Hollywood Reporter

"One of the most beautiful and opulent pictures made in years!"
—Redbook

"A beautiful picture with beautiful music!"
—McCall's

"Color, charm and thrilling music. The settings are luxurious, the costumes magnificent. A pleasure to watch and a joy to hear. Do see it!"
—Good Housekeeping

"Excellent! A cinematic achievement of high quality... an attraction which combines commercial with prestige value!"
—Motion Picture Herald

"Beautifully mounted. Lovely music, stunning sets. Has wide popular appeal. There is something in it for just about every type of audience. As such it should register strongly at the boxoffice!"
—Film Daily

"A prestige picture... in addition to the inspiring music, the colorful backgrounds which were photographed in their actual locales add much to the merits of the picture!"
—Boxoffice

"A must-see for music lovers, an enriching experience for family audiences! A striking film spectacle filmed in fascinating authentic Continental locales sure to enthrall the spectator. It is a feast of sight and sound!"
—Daily Variety

"Those lovers of good music in abundance will get a special thrill out of this well-made film as will those who like their stories spiced with romance and compromising situations!"
—Motion Picture Exhibitor
No man loved more scandalously, played more divinely, lived more fabulously

Liszt's life on the screen spans the golden age of music and romance. It sweeps the world again into a Lisztiana of love and song... throbbing with the beloved melodies of the masters... reproduced in the unbelievable magnificence and fidelity of stereophonic sound.

To make his dreams for this momentous production come true, Hollywood producer William Goetz recreated the fabulous story in its authentic settings. He took his huge company to Vienna, to Bayreuth to the dazzling palaces and concert halls where Liszt lived his legendary career.

England's popular Dirk Bogarde plays the tempestuous Liszt, at the height of his power, in the arms of the two most important women in his life -- the Princess, played by France's renowned model Capucine and the Countess, played by captivating Genevieve Page. Around them, a roster of international talents join in bringing the stirring story to life!

For music lovers... for entertainment lovers... this is a motion picture event not to be missed!

COLUMBIA PICTURES      WILLIAM GOETZ PRODUCTIONS

SONG WITHOUT END

The Secret Passion

DIRK BOGARDE

GENEVIEVE PAGE  FRANCOIS TRUFFAUT  CHRISSY BOYD

CINEMASCOPE  EASTMAN COLOR

Complete sound track music available on

COLUMPICS

WORLD PREMIERE ENGAGEMENT AT RADIO CITY MUSIC HALL IN LATE SUMMER
“One of the most luxurious pictures to come from Hollywood in a long time. It was made to please as many people as possible and it will do that. Music lovers will be satisfied, general film fans will appreciate the picture’s scope, and Capucine, who is being publicized heavily in the press, will stir interest. The picture is more than just another successor to film biographies of great musicians!”

—Motion Picture Daily

“Rich in music, drama, color... a profitable boxoffice presentation!”

—Hollywood Reporter

“One of the most beautiful and opulent pictures made in years!”

—Redbook

“A beautiful picture with beautiful music!”

—McCall’s

“Color, charm and thrilling music. The settings are luxurious, the costumes magnificent. A pleasure to watch and a joy to hear. Do see it!”

—Good Housekeeping

“Excellent! A cinematic achievement of high quality... an attraction which combines commercial with prestige value!”

—Motion Picture Herald

“Beautifully mounted. Lovely music, stunning sets. Has wide popular appeal. There is something in it for just about every type of audience. As such it should register strongly at the boxoffice!”

—Film Daily

“A prestige picture... in addition to the inspiring music, the colorful backgrounds which were photographed in their actual locales add much to the merits of the picture!”

—Boxoffice

“A must-see for music lovers, an enriching experience for family audiences! A striking film spectacle filmed in fascinating authentic Continental locales sure to enthrall the spectator. It is a feast of sight and sound!”

—Daily Variety

“Those lovers of good music in abundance will get a special thrill out of this well-made film as will those who like their stories spiced with romance and compromising situations!”

—Motion Picture Exhibitor
Mrs. Long Elected

(Continued from page 1)

the company for more than 50 years. He died April 2.

Frank J. Sottile was elected to fill the vacancy on the board caused by his father's death.

Mrs. Long announced that the operation of the Pastime Amusement Company would remain the same, and that the policies and practices established by her father would be adhered to. She expressed optimism about prospects for continued success in operation of the company.

Johnston, Hetzal

(Continued from page 1)

journey may omit the new Congolese Republic, if unrest there is still widespread in late August. However, if conditions are favorable it will remain on the itinerary. Mrs. Johnston will be a member of the party, which will be aboard about a month.

Three Webs Interested

(Continued from page 1)

for 1981 telecast. He said the Academy will weigh proposals by ABC, CBS and NBC on the basis of sponsor, product and sales approach, as well as commitment to cover the entire cost of show, before making a decision.

Queried Regarding Oldsmobile

Questioned on the possibility of Oldsmobile interest in taking over sponsorship, Kahane related remarks by John West, NBC's West Coast vice-president, who said, "If NBC re-

‘Cold Wind’ to 20th-Fox

"The Cold Wind and the Warm," S. N. Behrman's play of last season, has been purchased by 20th Century-Fox for future production.

Lutheran Unit

(Continued from page 1)

States and Canada," the resolution said, "are becoming increasingly disturbed by the prevalence of immorality, vulgarity, and violence in publications, motion pictures, television and radio programs, and in the mass communications media generally.

"The fundamental values of respect for God, for human life, for marriage, home and family, for property, for virtue, for good name and reputation are being degraded and eroded by these unwelcome influences and material.

"These evils can be combatted and rooted out only by the united and persistent efforts of all decent citizens."

The laymen commended producers of "all acceptable publications, motion pictures and television and radio programs for recognizing and discharging their moral responsibilities in this respect."

Postmaster General Praised

They also commended Postmaster General Arthur E. Summerfield "for his diligent efforts to ‘clean up the mails.’"

An auxiliary of the Lutheran Church-Missouri Synod, the league also approved an "Expounding Horizons" program under which the laymen are to rededicate their lives to a personal application of the Lutheran Hour messages. The Lutheran Hour is an international radio broadcast sponsored by the league.

Two weeks ago Dr. Oswald C. J. Hoffmann, speaking on the Lutheran Hour broadcast, deplored the drift of motion pictures toward immorality and violence and cited the problems raised by the many "adult pictures."

"For the benefit of concerned parents," he said, "there are several intelligent rating services available . . . the Roman Catholic Legion of Decency has an excellent service today conducted . . . with the utmost sympathy toward the producers of good films."

Mrs. Long Elected

(Continued from page 1)
The Call it what you will—a mounting farce, a burlesque or simply the ignoble truth; but whatever else it is "School for Scoundrels" is one of the gayest in the long, pleasant string of British comedies to lately arrive here. It should prosper as much from favorable word-of-mouth reception as through the usual avenues of exploitation.

It's no surprise to find Ian Carmichael and Terry-Thomas together again and at odds with each other over the hand of Janette Scott, "sweet thing." But the consequences of Carmichael's finding some solace in his, the most naive of all possible worlds, go deeper than the quest merely for a woman. Cast so appropriately as the kindly sap and tool of mercenary in "I'm All Right, Jack," Carmichael again makes a marvelously booh, this time, though, for only half a picture. And that lemon-hearted rogue Thomas is the boor, the sweet-talking scoundrel, the rallying point for the ghost of every intolerable snob who ever has lived.

Carmichael conversely is the classic collector of injustices, the chap who falls over chairs of stuck with the check, invariably loses the girl in the last reel and who is an easy mark for rascals such as Thomas. When Thomas succeeds in blufing Carmichael out of the competition for Miss Scott, Ian lifts outs for the provinces and "Professor" Alistair Sim's "College of Lifemanship.” Where, there life's "winners’ quickly are separated from her "losers," he learns "woomanship," "gamenmanship," "partymanship," and how infallibly to be "one-up” on the next fellow, whether by honorable or slightly wretched means. (The picture's alternate title, incidentally, is "How To Win Without Actually Cheating")

RETURNED TO LONDON a clever and immensely more confident fellow, Carmichael takes his revenge in small, sharp swallows. He is "one-up" all the way, infuriating Thomas by his nonchalance, causing him to smash up his fine sports car, beating him at tennis, and enticing Miss Scott away from him. All of this nonsense (albeit necessary and solemn nonsense) is perpetrated under the caustic eye of "Professor“ Sim, who slaks about his pupil's stage confirming Carmichael's "post-graduate" progress. The turnaround? In the telecast it is Thomas, of all beings, who is seen entering the "College of Lifemanship." So Sim has dismissed with high honors one pupil at the expense of a prospective eurolell, thereby pulling the last irony out of the fire.

The picture's hilarity is sometimes cut-and-dried but frequently it is of a more obvious order, visual and explosive. All of the players are appealing but none more so than Sim, whose timing shines. A couple of swindling automobile salesmen, Dennis Price and Peter Jones, also have a pair of long, pulsating goes with Carmichael, before and after he becomes "educated." The familiar comic twitch of John Le Mesurier, cast as a snobbish head waiter, is profondly present.

This Guardians Film Production, released by Continental Distributing, Inc., is based on the series of books, "Lifemanship," "Gamenmanship," and "Oneupmanship," written by Stephen Potter. Adapted originally by Peter Ustinov, the screenplay was written by Patricia Moyes and Hal E. Chester, who also was executive producer. Douglas Rankin was associate producer and Robert Hamer directed. Music was composed and conducted by John Addison.

Running time, 94 minutes. July release.

SAUL OSTROFF

‘Oscar’ Cost

(Continued from page 1)
ing the cost another year and the people who were agreeable, nevertheless, not wish to absolve the non-participating companies’ share.

The Academy had asked MPAA’s committee organizing next year’s Oscar program by Aug. 1, or at least for agreement in principle by that date. This, in effect, required the MP/ member companies to make up their minds as to picking up the check for the next Awards program presentation, without knowing how much it would cost them.

All Networks Invited

On June 2, B. B. Kahane, AU- euric president, told Morton Piccc... Day that, in order to avoid

sided with a "last-minute decision，“the Academy had initiated action to determine what next year’s program would be and be commercialized. He said that all

the networks had been invited to bid for the program, probably the most popular single annual event on television.

One network, Kahane said, had dictated it would handle the show a public service program for no more than out-of-pocket costs. Follow- long spring's telecast, the MPAA last spring’s telecast, the MPAA requested the Academy to submit report on the costs of the program and attitudes of all networks on handling it next year, before another event is rehearsed.

NBC-TV has had the program on a three-year basis, underwritten by its industry. The cost has been approximately $600,000 annually, exclusive of the $100,000 contribution made by the Academy yearly by MPAA. If

NBC contract expired with a spring’s program. Prior to that, the telecast was commercially sponsored for several years by Oldsmobile.

Many Officials Opposed

The difference to the industry between commercial sponsorship of the kind and its own non-commercial sponsorship is not commensurate with the cost to the industry in the operation of many companies. Some pointed out that the television industry's own Emmy Awards programs are sponsored, and so was a recent Democratic National Convention in Los Angeles. Films are at that much more exclusive, some of served.

At last week's MPAA board meeting it was felt that the Academy should continue to be supported as long as there was unanimous agreement among member companies to do so. There was no unanimity on sponsoring again, so the MPAA board decided to drop it.

Opposition to contributing to television sponsorship costs has been voiced in the past two years. Last year, Universal decided to participate, and Warner did so reluctantly, after first having refused.

But at last week’s MPAA board meeting it was felt that the Academy should continue to be supported as long as there was unanimous agreement among member companies to do so. There was no unanimity on sponsoring again, so the MPAA board decided to drop it.

Opposition to contributing to television sponsorship costs has been voiced in the past two years. Last year, Universal decided to participate, and Warner did so reluctantly, after first having refused.

acquires the broadcast rights, Oldsmobile would be given first refusal. We took it away from them when MPAA wanted to sponsor.”
The Bellboy" is the biggest grossing Jerry Lewis hit in history! Laugh records and attendance records smashed in Los Angeles, Salt Lake City, Rockford, Ill., New Haven, Philadelphia, Memphis, Omaha, Atlanta, Jacksonville, Harrisburg, Miami-Miami Beach-Coral Gables! Every Lewis movie has been a winner—but "The Bellboy" is Jerry's greatest boxoffice bell-ringer!

Call Paramount Now!
AS PREDICTED...

"FROM THE TERRACE"

IS A BLOCKBUSTER!

Broke opening day record, Murray Hill, N.Y.! Great at Paramount Theatre, N.Y.! Smash in Boston!
Snowed 'em under in Miami and L.A.!
100 Expected

Reelection of Walsh As L.A. President Seen

ate Unopposed as Board

ees; Convention Near

Richard F. Walsh, international president of the IATSE since 1941, is
ected to be reelected to that office
r another
ur at the organization's annual
nvention which will open on
1st October, 1960, at the Conrail
oon Hotel, Chicago.
The conven
il be preceded by a regular annual conven-
ng of L.A. general executive board in
same hotel starting Monday,
ushed, accompanied by Harlan Holm-
, general secretary-treasurer; Wal-
. F. Diehl, assistant international
ent, and members of the gen-
uice office staff will leave here to-
t for Chicago to prepare for the
(Continued on page 6)

OMPO Ad Examines

Complaints to Papers

A charge that many of the com-
ants against movies and movie ad-
ing, published in newspapers, are
spired by persons or organizations
remote from the scene is made in the
8th in the series of COMPO in
"Editor & Publisher." The ad,
titled "Spirit of Tooley Street
Spars Letter-Writers," will ap-
 tomorrow, July 23.
The ad says in part:
"Remember the Three Tailors of
ley Street? Their description of
selves as 'We, the people of
gland,' has won them a lasting
(Continued on page 4)

TELEVISION TODAY—page 4

TV Code Board Hits Film Advertising
But Scores Bras and Girdles, Too

Television commercials promoting feature motion pictures, because of the
emphasis of some of them on sex and violence are "a cause of concern" to
the Code Review Board of the National Association of Broadcasters. E. K.
Hartenbower, chairman of the Review Board, said, "We are seeking to
have movie distributors use more care in the material selected for tele-
vision display. Some theatre promotional commercials have been totally
unacceptable. Scenes involving sex,
(Continued on page 4)

1960 Nominees Chosen

For Directorial Honors

From THE DAILY Bureau

Hollywood, July 21. Six
motion pictures released during
the first six months of 1960 have
been selected as nominees for the Directors
Guild of America's annual Awards for
cinematography and directorial
achievements. The announcements
were made today by
Frank Capra, president of the guild.
Four of the films were released during
(Continued on page 4)

Sol Lesser Reelected

L.A. Museum Chairman

From THE DAILY Bureau

Hollywood, July 21.—Veteran
film producer-exhibitor Sol Lesser
was reelected chairman of the Los
Angeles County-Hollywood Motion
Producers who will descend break-on
Commission at the organization's first
annual meeting.
Edmond L. DePatie, vice-presi-
(Continued on page 4)

Col. Global Executive
Contingent to Studio

From THE DAILY Bureau

Hollywood, July 21. Abe
Schneider, Columbia Pictures presi-
dent, will head a gathering of the
company's top men to attend from the stu-
dio, home office and abroad who will gather
next Wednesday for a series of produc-
tion conferences.
High on the agenda will be discussions
of the global sales and promotion
policy for "Pepe," the George Sid-
ney-International-Films Interna-
tional Production.
At the conferences in addition to
Schneider will be: Samuel J. Briskin,
vice-president in charge of West
Coast activities; Sidney, producer-di-
rector of "Pepe," and Carl M. Italia,
its star; Jacques Gelman, associate pro-
ducer and a partner in Posa Films;
Abe Montague, executive vice-presi-
dent of Columbia; Leo Jaffe, first
vice-president and treasurer; and Paul N.
(Continued on page 2)

Six Months' Report

AB-PT Shows
45% Increase
In Earnings

Estimate Net $5,653,000;
See More Gain in Summer

Six months and second quarter operating profits of American Broadcast-
ing-Paramount Theatres, Inc., were the high-
est in the his-
tory of the com-
pany, Leonard H.
Goldenson, president, reported today.
For the first six months of 1960, estimated net operating
profit was $5,653,000 or $1.25 a share, an increase of
45 per cent over the $3,866,000 or 90c a share for the like period of
1959. Including capital gains, consolidated net earnings rose to
$6,981,000 or $1.67 a share from $3,858,000 or 90c a share reported
last year.
For the second quarter, estimated net operating profit was $2,317,000
or 55c a share, an increase of 47
(Continued on page 2)

Flick Lauds Younglove For Service to Youth

Special to THE DAILY

Albany, July 21.—Assemblyman
Joseph R. Younglove, Johnstown Re-
publican, who recently retired as
chairman of the Joint Legislative
Committee, made an "outstanding
contribution" to its achievements
in pursing "a bold and constructive
policy which has served the youth of
the state, in helping them to reach
social maturity, and which has
laboriously to protect their moral
development," Dr. Hugh M.
Flick, new associate commissioner for
educational and one-time di-
rector of the State Education Depart-
(Continued on page 4)

"Institutional" Commercials, and Few,
Is Kahane Plan for 'Oscar' TV Show

From THE DAILY Bureau

Hollywood, July 21.—B. Kahane, president of the Academy of Mo-
tion Picture Arts and Sciences, adding to the report on the determination
of factors affecting sponsorship of the next "Oscar-cast" in 1961, today said
that the Academy's objective is
to deal with a sponsor that will
present the event as a public service and will limit its commercial time to insti-
tutional copy with perhaps three dif-
ferent spots in the 90-minute pro-
gram.
The Academy is not interested in
commercial contracts, he declared.
Kahane predicted that the greatest
problem would be getting stars to par-
ticipate in the festivities who
might be reluctant to appear gratis on
a commercially-sponsored show,
or whose television commitments
would be in direct competition to their own
sponsor.
Kahane voiced confidence in the
Academy's ability to make a deal with
(Continued on page 4)
**AB-PT Earnings Rise 45%**

(Continued from page 1)

period, than was shown in the quarter just ended.

Since the start of the year, ten marginal properties were divested and one drive-in theatre located in Salt Lake City was acquired.

Disneyland Jack Sold

Goldenson reported the sale of the company's 25 percent stock interest in Disneyland Park for $7,500,000. No dividends had been received since the original investment of $500,000 by Goldenson in 1954. At the time of the sale, the $2,02,500 was received in cash and reported as capital gains.

The balance of $5,475,500 will be paid in equal installments over a period of approximately 25 years as capital gains as the cash is received. The proceeds will be added to working capital to be applied to the company's expanding requirements in television and other related fields. As part of the arrangement, the company continues to operate its profitable food concessions in the park.

A.F.M. Asks Republicans To Back Arts Support

Herman Kenin, president of the American Federation of Motion Picture Employees yesterday [sic] that the Republican platform committee in Chicago is being urged to incorporate a plank pledging governmental support of the living arts.

Through Kenin's West Coast representative, Don Jacoby of Waukegan, III., a brief was presented to the committee requesting "suffer for the arts in the form of the material aid that is provided by nearly every European nation, or by creating a cabinet-rank director for cultural affairs, or both."

**'Usher' Sets AIP Mark**

HOLLYWOOD, July 21— Topping Los Angeles openings of all previous films from American International Pictures, "House of Usher," James Nehay and Samuel Allard production, took up $21,327 on its opening day yesterday at 20 theatres and drive-ins in this area, the company has disclosed.

The previous record holder for an American - International film was "Goliath and the Barbarians," which grossed $15,167 in 22 situations.

Skouras Theatres Hosts

A cocktail party and buffet was held by Skouras Theatres at the Gramatan Hotel, Bronxville last evening to mark the opening of the circuit's new Bronxville Theatre. Sahah M. Hassanein, circuit president, was host.

**Columbia Meet**

(Continued from page 1)

Lazarus, J., vice-president; Rube Jacker, vice-president and general sales manager; Mo Rothman, executive vice-president of Columbia Pictures International; Lacy Kastner, vice-president of Columbia Pictures International; Robert S. Ferguson, national director of advertising, publicity and exploitation; M. J. Frankovich, vice-president and head of European production; vice-presidents B. B. Kahane and Irving Briskin; Arthur Kramer, executive assistant to Briskin; Gordon Stulberg, executive assistant to Briskin.

Also, Lillian Burns, associate of the Sidney company; Dorothy Kingsey, writer of the "Peepe" screen play; John C. Flinn, studio director of publicity and advertising; Bob Price, publicity manager, and Jack Atlas, head of the trailer department.

The two-day executive conferences will open with a screening of "Peepe."

**'Ghosts' to Chicago**

The Columbia Pictures release of "13 Ghosts," a William Castle production, will open at the Chicago Theatre on July 29, Rube Jacker, Columbia circuit vice-president and general sales manager, reported.

**ABC Vending Dividend**

ABC Vending Corp., yesterday declared a regular quarterly dividend of 25 cents on the common stock, payable Aug. 25, to stockholders of record Aug. 11.

Para. Reports Strong Grosses for 'Bellboy'

Jerry Lewis' "The Bellboy," which opened in New York this week in a more than 90 neighborhood theatre circuit, continues to turn in strong grosses in out-of-town openings, Paramount Pictures reported yesterday.

The following figures were as typical: $19,560, first four days; Loew's 170th Street Theatre, Manhattan, $7,079, first five days; Paramount, New Haven, Conn., $7,472, first six days; Strand, Albany, $15,261, first five days, Stanton, Philadelphia, $8,769, first four days, Plaza, Memphis, $11,941, first three days, Fox, Atlantic City, $5,200.

Also, $6,084, first two days, Town & Country, Jacksonville; $8,835, for five days, Boulevard Drive-In, Albion, $5,332, second day, Loew's Canton; $7,195, first five days, Paramount, Nashville; $5,766, for three days, Lucas, Savannah.

Paramount said the $57,730 taken by the picture on Wednesday in 3 Loew's theatres was the best single day's gross for a Paramount release in the history of Loew's metropolitan circuit. Lewis made personal appearances at 18 Loew's theatres on Wednesday and Thursday.

Upstate Drive-In Adds Auto Racing Sundays

Special to THE DAILY

ALBANY, July 21 — Sunday afternoon features at Woodstock have been started on a track built inside the Ideal Drive-In, operated by Donald Gibson at Canton, St. Lawrence County, N.Y. It is believed to be the first time, in this section of the country at least, that such races have been held within a drive-in.

Sponsored by the St. Lawrence Kart Club, an all-six race program of admission is 90 cents. At the automobilist's concession stand is operated. Both direct and indirect benefits to the drive-in are realized.

'Finn' Saturation Set

M-C-M's "The Adventures of Huckleberry Finn" will open in approximately 100 New York theatres Aug. 3. Included in the line-up are 27 houses on Loew's neighborhood circuit, plus theatres in the Bronx, Randolf, Sko- ros and Century chains.

To Rebuild Fl. Theatre

JACKSONVILLE, July 21—Tommy Hyde of Cocoa, general manager of Kent Enterprises, announced yesterday that final architectural plans have been approved for the early rebuilding of the former Tallahassee Drive-In Theatre, which was completely destroyed by fire three months ago.
YOUR NATIONAL CARBON MAN...
*Sells you the best product—gives you the best service*

The illustration shows a NATIONAL CARBON Sales Engineer using a brightness meter for checking the reflected screen light to obtain a reading in foot-lamberts. This is another one of the services performed by your NATIONAL CARBON Sales Engineer to help you realize the ultimate in picture quality.

These sales engineers—equipped with compact service kits containing the most modern tools in the trade—stand ready to assist you on any screen lighting problem you might encounter.

Use "National" projector carbons and call on NATIONAL CARBON for free technical service. For details, contact your NATIONAL CARBON supply dealer or write to National Carbon Company, Division of Union Carbide Corporation, 270 Park Avenue, New York 17, N. Y. In Canada, Union Carbide Canada Limited, Toronto.
Flick Praise

(Continued from page 1)

Dr. Flick pointed out that the joint group has "forthrightly taken a position in an area where some or many people hesitate to act, because of the belief that it may be contrary to our republic's philosophy and the American way of life."

Assemblyman Younglove co-sponsored, this year, the Joint Committee-drafted bill proposing a film classification system for primary and secondary school students. It overwhelmingly passed the Assembly and, Capitol Hill observers believe, would have won Senate approval—were a floor vote taken before adjournment.

Dr. Flick is an advocate of this plan, which Younglove had indicated would be presented again early in the 1901 legislative session. The motion picture industry strongly opposes it.

Assemblyman Harry J. Donnelly, 38-year-old Republican and a two-termar, is the new chairman of the bipartisan Joint Committee on Offensive and Obscene Material.

Directorial Honors

(Continued from page 1)

the second quarter of the year, while two were holdovers from the first quarter nominations.


Directorial nominations will be selected during the remaining six months of the two-year period to be announced at the guild's annual awards dinner early next year.

'Ghosts' Big in Canada

William Castle's "13 Ghosts," a Columbia Pictures release, has opened strongly in Canada, duplicating its performance in the States, the distributor reported. Opening day in Toronto, where Castle made a personal appearance tour, it grossed $7,500 in seven situations. It will be shown in its first three days at the Vanity, Windsor, and $1,150 in three days at the Centre, Chathains, Ont., Columbia reported.

Cabaldon to Attend Bow

JACKSONVILLE, N. C., July 21.--C. Caballdon, on whose story Allied Artists' "Hell to Eternity" is based, will attend the world premiere of the picture at the Center Theatre here on July 27.

Caballdon, credited with the capture of more than 2,000 Japanese soldiers on Saipan in World War II, is now touring the Carolinas. He will also visit New Orleans.

More Producers Wanted,' Says Shingle at Republic

HOLLYWOOD, July 21.--Republic is hanging out the "more producers wanted" sign on its front door, claiming that every two of its six stages under today's streamlined operations do the work of those of a year ago.

"There's plenty of room for other independent producers to join the already on our lot," Victor M. Cart- president of Republic Corp, the parent company, declared.

Carter praised Daniel Bloom, Republic Studios vice-president and manager of the one-year-old C. ter, regime, for streamlining produc-

Compo Them

(Continued from page 1)

place among the more endear- characters of history...

placed this space advertisements explaining the purposes and operation of the Advertising Code of the Motion Picture Association of America. In operation since its adoption 30 years ago, the Advertising Code has tried to regulate motion picture advertising so that reasonable people would find nothing offensive in it. Advertising to a spectacular extent it has been successful.

Says Some Can't Be Pleased

"That there are still complaints, of course undeniable—there are some people nothing but pleas. The complaints are not necessarily nor- mous as one would be led to believe by the noise they create. Further, there is evidence that many of them have been inspired persons or organizations remote from the scene.

Nearly all of them seem to have one characteristic in common— to speak for 'all decent-minded people' This, of course, is not true. They are merely using the inflated claim the Three Tigers of Tooley Street

Lesser Relected

(Continued from page 1)
nent of Warner Brothers, was elected assistant chairman at the session, he American Empresa of Hollywood Brown Derby.

Supervisor Ernest Debs, who year ago presented the ordinat by which the County Board of Suprevisions created the commission establish a museum for motion pictures, television, handed the good news during the first year's commission's existence.

MRS. MURRAY DIES

ATLANTA, July 21.—Mrs. Katherine M. Murray, widow of the late W. T. Murray, former owner of the Atlanta Rialto Theatre here for many years, died at a local hospital.

Television Today

TV Code Unit

(Continued from page 1)

violation and horror clipped from a theatre feature film are not suitable for the family viewing audience." The reference to motion picture advertising, which puts television on the side of some newspapers in demanding censorship of film, Huxley predicted that B. H. Huxley was vice- president and general manager of KCMO-TV, Kansas City, as an ad- denda to a report by the board's sub-committee on Personal Products Advertising. The sub-committee has been reviewing commercials in this area in the light of the Television Code, and reported progress in good taste.

Improvement Called 'Amazing'

The report said, "Last April the Code Board sat down and reviewed most personal products and then the air. It was a pretty chilly experience. We had the same thing yesterday. There has been an amazing improvement in good taste and acceptability."

The sub-committee found however, that the advertising products, and gels and needed a note of caution.

"Some commercials in this classification need revision," Hartenbower said, "and there appears to be a tendency on the part of some advertisers and agencies to go beyond the limits of acceptable good taste. Our Code staff has been instructed to discuss specific commercials with the proper agencies and arrange to modify some of these objectionable techniques."

Meeting Scheduled Oct. 4

The full Code Review Board will hold its regular quarterly meeting in Washington Oct. 4. The subcommittee on Code planning is scheduled to meet immediately before the session of the full Board.

Graziano to Star in New Schenck-Koch Series

Special to THE DAILY

MIAMI, July 21.—A million dollar budget has been allocated for filming a new television series titled "Miami Undercover," featuring Tom Bowman and Rocky Graziano, which will use the Eden Roc Hotel of Miami Beach as headquarters. This announcement has been made by Harry Mufson, president of the Eden Roc Hotel, and Howard W. Koch of Schenck-Koch Enterprises. Koch will arrive in Miami Beach this week, and shooting will start by the end of the month. It is expected that the cast and crew will be in Miami Beach for approximately 14 weeks in order to film the 26 in- stallments. Pilot film for the series was shot at the Eden Roc last year.

The series will be syndicated by Ziv Television to stations across the United States starting in mid-Septem-
What Is Your Showmanship I. Q.?

With many exhibitors these days decrying the lack of product or the quality of it as responsible for the poor state of their business, Harry Hendel, chairman of the board of Allied Motion Picture Theatre Owners of Western Pennsylvania, in Pittsburgh, has put the onus of theatre success, or lack of it, squarely up to the theatre operator himself. It is Mr. Hendel’s contention that the profit-making theatre is one that constantly is plugging its merchandise, day-in and day-out.

The organization executive, in a “Flash” memo to his members, says, “The movie business, despite prophets of gloom, is still the most dynamic and most popular of all commercial entertainment mediums—still drawing more paying customers weekly than all other box office amusements.”

Along with the memo, Mr. Hendel attached a questionnaire asking the showmen to ask themselves just how much effort they have been expending in their operation—and to gauge themselves by their answers to the 25 questions posed.

Exhibitors are invited to test themselves on what they do for the picture by checking off their answers to Mr. Hendel’s 25 questions, as reprinted below. How do you rate?

☐ 1. Do you belong to the Chamber of Commerce, American Legion, Rotary, Kiwanis, Lions or other civic organizations in your community?

☐ 2. Do you know the chairman of the P.T.A., the Women’s Club and other local business groups?

☐ 3. Do you know your school officials (high school principal), and teachers in your community?

☐ 4. Are you acquainted with the Clergy and religious leaders of the various churches in your community?

☐ 5. Do you know the Mayor, Members of Council, Chief of Police and taxing authorities in your city, town or borough?

☐ 6. At off hours is your theatre available for civic meetings for the use of reputable and worthy organizations?

☐ 7. Do you hold advance screenings for opinion makers of selected pictures? Do you arrange special shows for certain groups on selected pictures?

☐ 8. Do you run special children’s matinees? Do you assist Boy’s Clubs, Girl Scouts, etc., in order to build your audiences of the future?

☐ 9. Do you make yourself available to serve on committees that promote community welfare and charitable causes? Will you take an active part?

☐ 10. Have you suggested a theatre tieup instead of carnivals or bazaars as a fund raising project for local organizations?

☐ 11. Are you building a mailing list? Do you get on the phone and call a cross section of people about a special picture?

☐ 12. Do you analyze and select possible advertising media appropriate to your area and potential patronage on a particular picture?

☐ 13. As people leave the theatre are you available to receive their comment? Do you poll your audiences? Do you ring doorbells to ascertain their views?

☐ 14. Do you get up on your stage to talk to your audience, telling them what you are trying to do and invite their suggestions?

☐ 15. Do you give your advertising an institutional slant? Do you advertise on the amusement page of your newspaper or in the different media to sell your theatre?

☐ 16. Do you know the store owners or managers in your area? Could you go to them about cooperative picture tieups or for assistance in fighting adverse legislation?

☐ 17. Are you on friendly terms with the editor of your local newspaper and the operator of the radio and TV stations in your area?

☐ 18. Without being a braggart, have you reminded the people of the contribution of movies and the importance of your theatre to the community?

☐ 19. Are you giving your theatre the best you can afford in new technical improvements, such as good lighting, sound and air conditioning?

☐ 20. Do you personally check on your housekeeping? Are you giving the most in comfort, cleanliness and friendly service?

☐ 21. Do you read the trade papers and see as many pictures as you can before you show them? Do you know what you are selling?

☐ 22. Do you study programming, selecting the best features and shorts available for playing time according to your type of audience?

☐ 23. Are you a dues paying member of Allied of Western Pennsylvania — your local trade association? Do you respond when asked to cooperate?

☐ 24. Do you make every effort to attend organization meetings and other trade affairs? Are you open minded toward new ideas?

☐ 25. Do you exert every effort to stimulate your business instead of blaming TV, etc., for declining receipts?
Expect Reelction of Walsh

(Tom Drudeaux, "Life’s" entertainment editor, in the July 25 issue tells how Judy Holliday, Betty Condon and Adolph Green, friends for 21 years joined talents in making the joyous MGM musical "Bells Are Ringing."

A funny big song was needed for Judy and the article explains how it was written just before dawn and how Judy was awakened by Adolph Green to hear it. The song "I'm Going Back to the Bopもう Tréssee Brasserie Company" became the hit of both the stage show and the movie.

Judy, Condon and Green were part of a night club act 21 years ago. They had been in the lead photo doing a farcical jam session at a Greenwich Village nightclub.

"Bells Are Ringing" is having its premiere at Radio City Music Hall, with strong box office figures.

Anyone wishing to know what it is to be a colored man on South Africa today should see "Come Back, Africa" according to Florence Somers who wrote in the August issue of "Redbook."

This film was made by Lionel Rogosin in Johannesburg and is an unforgettable expose of a cruel political situation.

John Wayne, producer, director, and star of "The Alamo" is on the front cover of "Look!" August 2 is issue backed up by his co-star Linda Crystal.

Wayne told Jack Hamilton who wrote a cover story on this durable star that in producing "The Alamo" it is the first time in his life that he has been able to express what he feels about people. Wayne also said "I've gambled everything I own in this picture - all my money $150,000 and my soul." Director John Ford calls "The Alamo" the greatest picture he's ever seen. It will last forever - run forever - for all people, all families everywhere.

Lucille Ball who is co-starred with Bob Hope in the "Raising of the Facts of Life," will have her own TV Guide's July 12 issue.

Don Jenkins has written a cover story and he quotes Lucy as saying in reply to his question, are you happy? "I am happy? No. Not yet. I will be. I've been humiliated. That's not easy for a woman."

Lee Remick who plays an impoverished widow in "Wild River," and does it without makeup is profiled by Mark Nichols in the August issue of "Coronet."

She has a natural humility which prompted her to say "When I saw myself in 'Anatomy of a Murder,' I looked at my husband and said: Oh, well, I guess motherhood is my forte." She has a 22-month-old daughter executive board meeting and convention.

The present slate of officers is unopposed insofar as is known in advance of the convention, hence the reelection of Walsh and other international officials is anticipated. The election will be held during the convention, week after next.

Sandwiched between the general executive board meeting and the International convention, will be the conventions of all 14 I.A. districts. For the most part, these will be held during the course of the weekend of July 27-28.

Approximately 1,100 delegates are expected to attend the international convention which the organization has said will be confronted with "some very serious problems of re-evaluation and adjustment." These are said to stem in large measure from workings of the Landrum-Griffin Act, enlisting new costs, filling of additional reports, changes in traditional organizing and collective bargaining procedures and other innovations.

In addition, the convention will consider problems arising from "far-reaching changes taking place within the entertainment industry." Membership shrinkage is said to have hampered the operation of many I.A. locals, especially in the smaller cities, and underscored the need for mergers and possibly other remedial steps.

Other matters on the convention agenda will include the recruiting of new craftsmen in I.A.'s various fields because the hardy survival of stage and screen, notwithstanding competition from a host of other forms of entertainment, often has made the filling of available jobs difficult.

Chicago locals have set up convention committees consisting of their presidents and business agents to handle arrangements for the gathering and serve as hosts to the delegates during their stay.

Saturation Opening for 'Time' in Chicago Today

MGM will launch "The Time Machine" today with a saturation booking in 65 theatres in the Chicago metropolitan area.

The "Look's" TV campaign, supervised by Terry Turner, has been set up in conjunction with MGM and local exhibitors. Over 50,000 heralds are being distributed by the theatres. Also eight one-minute trailers, four 20-second trailers, and a special TV promotional featurette have been prepared as part of the campaign.

Indiana Builds Drive-in

HAMMOND, Ind., July 21—Construction has started on the new Hammond Drive-in theatre.

It is named Kate. When Kate becomes just slightly ill, Lee quickly becomes one of New York's most worried mothers.

"A Raisin in the Sun," the David Susskind-Philip Rose production receives considerable promotional aid in the current issue of "Jet."

The issue has a pictorial essay spotlighting Sidney Poitier who stars in this new Columbia release.

Lucille Ball has written the captions for photos made on the sets of "The Facts of Life," which appeared in a pictorial essay in the July 17 issue of "Photoplay." The Desilu production and Lucy quotes her co-star Bob Hope in a caption for the lead photo as saying "this is the first time I ever got to kiss my boss." A photo made at her home showing Lucy reading to her two children Lucie Desiree 9 and Desiderio Arnold 7, is an insight into Lucy's devotion to her children.

Cohen Reopens House

JACKSONVILLE, July 21—C. Glenn, Cohen, local exhibitor, has reopened his recently-acquired Victoria Theatre, New Smyrna Beach, after air-conditioning the auditorium and refurbishing the theatre's entire interior.
 aftermath. The Allied board, under influence of the budgetary proposals, has now decided to go forward with the merger, which is expected to be consummated by the end of the year.

In the meantime, the merger is not likely to be settled until at least the panel's adjournment on page 12.

Michigan Film Business Gets First Invitation
To Participate in Annual State Fair, Sept. 2-11

Local leaders of exhibition, distribution, the projectionist union and amusement industry publicists met in the Century-Fox screening room here late last week with Gerry Lacey, in charge of sales for the 11th State Fair, who proposed to them that the motion picture industry be represented this year. Lacey explained that the industry had not been approached before because all available space had been spoken for in advance by industries traditionally associated with the Fair. This year, Ford Motor Co. is donating one of its geodesic domes which can provide up to 9,000 square feet of space, most of which could be made available to the industry if a reciprocal formula can be worked out between the Fair, exhibitors, distributors and equipment makers. An industry committee was named which will meet in the next few days to ascertain the wishes of the local trade.

An attendance of 500,000 is predicted for this year's Fair, many of whom are not theatre-goers and who could be exposed to both exhibits and projection of promotion reels.

**N. Y. Meeting Opens Will Rogers Drive**

At a pre-drive conclave Friday conducted by Emanuel Frisch, New York exhibitor chairman, and held in the M-G-M screening room, some 80 circuit heads from the metropolitan area gave their endorsement to the Will Rogers Hospital's Audience Collections, and the 1960 trailer which will be released this week for the campaign now getting under way.

The trailer was narrated by Shirley MacLaine against a background of Will Rogers shots. In the unanimous

**See Embassy Decision Delayed Till September**

**Special to THE DAILY**

SAN FRANCISCO, July 24.—Contrary to previous expectations, a decision in the lengthy Embassy Theatre $8,000,000 anti-trust suit, which has dragged through Federal court here for more than 10 years, is not likely to be settled until at least the Los Angeles hearing.

The executive board session is in advance of the I.A.T.S.E. convention. which will open at the International Hotel tomorrow and continue throughout the week.

**I.A. Delegation in Chicago for Meeting**

Special to THE DAILY

CHICAGO, July 24.—I.A.T.S.E. members will be represented in this week's Chicago convention by a delegation which will be present at the meeting.

**AFTRA Accepts SAG Terms for Closer Liaison: Hopes for Closer Ties Later**

By E. H. KAHN

WASHINGTON, July 24.—The American Federation of Television and Radio Artists has voted to accept the terms of a proposal for closer cooperation previously made by the Screen Actors Guild.

Delegates to AFTRA's convention here said that they were disappointed by SAG's rejection of a merger proposal, but they indicated hope that experience in limited fields of cooperation will lead to closer cooperation. The SAG proposals, which AFTRA's convention has approved, amount to a partial amalgamation in two fields and exploration of closer ties in another two areas.

AFTRA's board had earlier voted to accept—subject to the convention's approval—an offer of partial amalgamation.

(Continued on page 4)

**Norelco to Supply Dealers, End Todd-AO ‘Exclusive’**

Norelco Universal 70/35mm projection equipment has been made available from theatre supply dealers throughout the United States. This was revealed in a joint announcement by Niels Tuxen of North American Philips Company, Inc., manufacturers and national distributors of Norelco equipment; and George E. Scowen of the Todd-AO Corporation, which has several years exclusively handled the sale of this equipment directly to exhibitors.

The change in distribution policy becomes effective immediately, the announcement states, which explains that the move has been brought about.

(Continued on page 6)

**Rank’s Latin-American Operation in Block**

From THE DAILY Bureau

LONDON, July 24.—"The Rank Organisation’s distribution network in Latin-America is proving a highly successful operation," reported W. H. Jamieson, supervisor for that market, on his return here on leave.

Today, he said, the operation is more than paying its way and ranks in importance with the longer-established major American distribution set-ups there.

June produced an all-time record.

(Continued on page 5)

**Soviet Director Says TV Doesn’t Hurt Films**

From THE DAILY Bureau

WASHINGTON, July 24.—Theatrical motion pictures and television coexist peacefully in Russia, says Soviet film director Ivan Pyriev, because they do not compete economically. The state takes care of financing both films and TV, so budgets don’t really matter, he said.

Nevertheless, he drew attention to

(Continued on page 5)
**PERSONAL MENTION**

DAN FRANKEL, president of Zenith International Films, and Mrs. Frankel, left New York at the weekend for Biarritz, France, on a combined business and vacation trip. They will return on Aug. 8.

- JOSEPH M. SUGAR, vice-president and general sales manager of Magna Theatre Corp., will leave New York today for San Francisco, Seattle and Portland.

- JACK KARP, Paramount vice-president in charge of production and head of the Hollywood studio, has arrived in New York from the Coast.

- SHIRLEY JONES, one of the stars of United Artists’ “Elmer Gantry,” left here on Friday for Washington.

- KATHY MARSHALL, manager of Hanfich’s Olympic Theatre, has returned to her duties following recovery from pneumonia.

- DORIS BOGARDUS, who portrays Franz Liszt in Columbia’s “Song Without End,” will arrive in New York today from London.

**I.A. Delegation**

(Continued from page 1)

same hotel a week from tomorrow and also is expected to run a full week. More than 1,100 delegates are expected to register for the annual convention.

Next weekend, annual conventions of the 14 I.A. districts will be held individually in the convention hotels. Full meeting facilities have been provided the international despite the strain on hotel accommodations locally as a result of the Republican National Convention being held here this week.

**Rogers Drive**

(Continued from page 1)

opinion of those present this year’s trailer outranks all others for its authenticity and sincerity.

The circuit men also heard a tape recording which is to be a feature of the trailerings, now being carried up in the exchange areas. Copies of the tape have been supplied to all distributor chains. Campaign procedure and objectives are outlined on the tape. The president of the Hospital, Richard F. Walsh, who succeeds the late R. J. O’Donnell, as chairman; and the chairman of the national committees, Jim Osgood, President; Martin Quigley, dressed the distributors, and Charles Kurtzman the exhibitors, as national chairman of those respective committees.

Started by Fabian, Depinet

Si Fabian and Ned Depinet, national chairman of the overall campaign gave the drive its official start, and put in an appeal for “any new ideas from the field” that could be used to further advance “the things we are working for at Will Rogers.”

Eugene Ficker, finance chairman, makes the point that this year’s goal of $300,000 is the first $1,000,000 the world-wide audiences and Christ- mas salute to the physical expansion of the research laboratories, for building new living accommodations for the re- sidential staff thus making available additional space for more patients, and also for the annual operating costs of the hospital’s healing and research program.

Sol Schwartz, president of RKO Theatresocco called out support of the campaign, and said, in reflection of the enthusiasm evidenced at the meeting, that he is confident that his circuit will far exceed past performance.

**Memorial to O’Donnell**

This year’s drive is keyed to the O’Donnell Memorial Research Laboratories and their expanded program. This recently was dedicated by A. Montague as a living memorial to R. J. “Doc” O’Donnell.

New York exhibitors, in recognizing O’Donnell Memorial Year, have taken on a goal of $300,000 for the area.

**On Road for ‘Gulliver’**

Rube Jacker, Columbia Pictures vice-president and general sales manager, leaves for Detroit today (25) on the first leg of a cross-country tour to personally line up the country’s top showcases for the company’s Christmas release, Charles Schnee’s “The 3 Worlds of Gulli- ver,” in SuperDynamation and color.

**Dayton Bow of ‘Inherit’ Gets National Publicity**

Special to THE DAILY

DAYTON, Tenn., July 24.—Some 5,000 persons, one of the largest audiences ever to attend a single film performance in Tennessee, were among the premiere audience for Stanley Kramer’s “Inherit the Wind,” Thurs- day at Rhea County Drive-in Thea- tre here. Among those present was John T. Scopes, whose trial 33 years ago inspired the story on which the United Artists film is based.

The day’s program started with a panel, 9:45 p.m., which was followed by a benefit concert, a fashion parade and, at 7 p.m., the introduction of Scopes on the steps of the Court House. Then a motorcade pro- ceeded to the theatre and the show- ing of the film.

The events, covered by all news media and filmed, were shown Sat-urday night on the NBC-TV network at 6:45 p.m., and on the CBS video web at 7 p.m.

**British Institute Stages Mankiewicz Festival**

From THE DAILY Bureos

LONDON July 21 (By Air Mail).

-A festival of the films of Joseph L. Mankiewicz began in London yes- terday under the sponsorship of the British Film Institute, the world-director-producer arrived for the festi- val premiere from the south of France, where he has been working on the script of the forthcoming 20th-Century-Fox release.

The British Film Institute frequent- ly runs special series and retrospective groups of films but this is one of the rare occasions where the entire work of a director is devoted to the work of one man. Such Mankiewicz films as “All About Eve,” “A Letter to Three Wives,” “Julius Caesar,” “Bare- foot Contessa,” “No Way Out” and “From the *Fingers*” will be presented.

Mankiewicz is due to return to New York in early September.

**Embassy Sui**

(Continued from page 1)

middle of September. The original prediction was for a decision by Aug. 1. The new delay became apparent Friday when the court adjourned the weekend, with counsel for plaintiffs outlining the case and through closing oral arguments before Judge Lloyd H. Burke.

Chief trial attorney for the Es- sassy, Robert D. Rine, told Mor- picture Daily Monday that in light of the de-cision he expects to argue for two or perhaps three days more, after which the defense will be given a chance to reply.

Arthur B. Dunne, who heads the crew of attorneys for the various funding exhibitors and distributors, indicated the defense could not possibly complete its arguments by Aug. 1.

During the month of August Judge Burke will be absent because of assignment to preside through the next term of the United States District Co in San Diego.

Jurist Makes Prediction

Before the weekend adjournment Judge Burke made it clear that he was sufficiently familiar with the case which he inherited after the death of Judge Murphy to make a decision either then or the next week a decision “soon after both sides have completed their closing arguments.” All of the direct testimony was heard by Judge Murphy at a hearing two weeks ago and Judge Burke subsequently was empowered to rule on the trial transcript, hear the close arguments and render a verdict.

Closing arguments in this trial for the purpose of establishing the questions of liability and damage both sides are confined strictly to amining testimony presented during the original trial heard by Judge Murphy.

“I prefer to decide a case imme- diately following closing argument, it is as possible,” Judge Burke stated, and added in a weary voice “a case can get awfully stale.”

**Bells’-Astaire Tie-In**

McG-M has concluded arrange- ments for a major national tie-in with the Fred Astaire Dance Studios to promote Bells Are Ringing. 45 Astaire studios, in their bulletin and mailings, are describing the top chorean aspects of the film, which features the Judy Holliday-Dean Martin duo and the cha-cha of Don Avida.

**Dobe Left $364,500**

GRAYSLAKE, Ill., July 24.—Fr. W. Dobe, owner of the Family O De- door Theatre here and builder of Liberty Theatre in Libertyville, has died of a heart attack at 87. He was 18 at the age of 87.
'Hell to Eternity' Wins Raves from Showmen

Edward L. Hyman, V.P. American Broadcasting-Paramount Theatres, Inc.,
"Great entertainment for mass audiences from Allied Artists. Anticipate outstanding grosses."

Harry Mandel, V.P. RKO Theatres
"HELL TO ETERNITY is a big picture, a memorable war drama. It is loaded with ingredients to bring happy results at the box office—plenty of sex, suspense, heartwarming situations and powerful performances by an excellent cast."

John F. Murphy, Executive V.P. Loew's Theatres
"HELL TO ETERNITY is one helluva picture."

Left to right: Harry L. Mandell, production executive; Morey R. Goldstein, vice-president and general sales manager, Allied Artists, and Irving H. Levin, producer.

"HELL TO ETERNITY"
An Atlantic Pictures Production
Produced by Irving H. Levin
Production Executive Harry L. Mandell

Clem Perry, Astor and Victoria Theatres
"Tremendous action drama with a heart and wide range appeal. Another surefire winner from Allied Artists."
Television Today

AFTRA-SAG

(Continued from page 1)

AFTRA Sues to Stop RCA in Philadelphia

WASHINGTON, July 24—AFTRA, the American Federation of Television and Radio Artists, has filed suit to prevent the renewal of the license of NBC's Philadelphia Channel 3 station, WRCV-AM-TV. AFTRA argues that NBC should not be allowed to broadcast until the case is settled in court.

One Philco Plea Rejected

The Federal Communications Commission has rejected Philco's plea for a license for the Philadelphia Channel 3 as "legally insufficient." Philco's new application to the Court also seeks to stop the renewal of NBC's Philadelphia stations for the Boston outlets of RKO-General and the sale of NBC's stations in Washington, D.C., to RKO-General.

AFTRA Honors Becker With Lifetime Card

From THE DAILY BUREAU

WASHINGTON, July 24.—AFTRA's George Heller Memorial Award, a gold lifetime membership card, has been presented to an industry man for the first time. It went to L. Becker, vice-president of CBS Radio in charge of business affairs.

In citing Becker, the industry chairman of the union's pension and welfare fund, AFTRA observed that his "regard for rates and percentages is exceeded by his sense of human dignity and concern for the welfare of performers."

Northshield Producer of NBC 'Today' Show

Robert J. Northshield, an actor, has been named producer of the NBC television network's "Today" show. He replaces Robert Bendick, who will shift from the Monday-through-Friday series to a new NBC-TV assignment.

Northshield joined "Today" in May as program manager, after having produced several of the network's outstanding shows. He is a former columnist on the Chicago Sun-Times.

Vadin Film to Premiere

French director Roger Vadim's first American film, "Blood and Roses," a modern suspense drama, will be released later this year by Paramount Pictures.

Six on SAG Board

HOLLYWOOD, July 24.—Warner Anderson, John Doucette, Alan Hale, Roger Smith, Michael Ansara, and Jane Powell have been elected to fill vacancies on the board of directors of the Screen Actors Guild and will serve until the guild's annual election next November.

N. J. Allied

(Continued from page 1)

at this popular resort, more than 100 conventions arranged over the weekend and many more are expected to make inquiry. Sidney Stern, New Jersey Allied president, whose objections to serving another term in office were overcome by members of his board of directors, has scheduled business sessions for Tuesday and Wednesday. The election of officers will be held Tuesday, with the present slate expected to be returned intact. So changes in the board of directors anticipated, however.

With distribution representatives and other guests scheduled to be housed, an attendance of close to 500 is expected for the banquet which will bring the convention to a close on Wednesday night.
Quarterly Nominations
Set by Producers Guild

From THE DAILY Variety

HOLLYWOOD, July 24. - The second quarter winners of nominations for the Screen Producers Guild "Best Feature Picture Award" for 1960 were announced by Jerry Bresler, S.P.C. feature awards chairman.

They are:


Final award, to be voted annually, will be made early next year at the annual guild dinner.

Rank in Latin-Am.

(Continued from page 1)

number of billings, reported Jamie- son, since the establishment of the office four years ago. But, he added, British films are not merely playing at so-called art houses but in the biggest cinemas and throughout the country.

Rank's "Tiger Bay," he pointed out, is now in its ninth continuous week in Buenos Aires, and it has already netted $60,000 in Caracas, Venezuela. In addition to Rank films, they handle product from ABPC, Anglo-Amalgamated, Disneý, the RKO Radio backlog and in Cuba, Paramount's output. "Northwest Frontier," "Sup- posed," and "Ferry to Hong Kong" and "Bachelors of Hearts" are other British films currently selling successfully in South American markets.

Jaimson said that he was particu- larly pleased to report that British comedies are also establishing them- selves in Latin America. The "Carry On" and Norman Wisdom films have proved very popular.

ReneW Talks

Lesser President
Of Museum Group

From THE DAILY Variety

HOLLYWOOD, July 24. - Sol Lesser has been named president of the Hollywood Museum Associates, non-profit corporation formed to fur- ther the interests of the Hollywood Museum Picture and Television Mu- seum.

Lesser also is chairman of Holly- wood Motion Picture and Television Museum Commission created by Los Angeles city to establish a museum, but the Museum Associates will operate outside of county jurisdiction.

Other officers, most of whom are also members of the board, were named at corporation board's organ- izational meeting.

The Museum Associates will pub- lish the museum and its events and is expected to give gifts on be- half of the museum.

Soviet Director

(Continued from page 1)

the fact that one of his films, "Take of Siberia"--cost 15 million rubles to produce and grossed 250 million rubles at the boxoffice in one year. He noted that since there is no real economic competition, new theatrical releases are shown on TV, without charge, sometimes as long as a year after their theatre release. But, Pyriev added, theatres in the Soviet Union now only change their features unless they fill at least 70 per cent of their seats.

Pyriev, who is in the U.S. along with Russian stars Julia Borisova and Yuri Volkoviy, in connection with the U.S. run of "The Idiot," also as- serted that saturation release, as distin- guished from roadshow, was the best way for a film to get its produc- tion costs back quickly.

The two actors had high praise for U. S. exhibition facilities. Singled out for special commendation were the "wooden sal saltheaters", with excellent sound, and good lighting. Apparently of considerable surprise to the Rus- sians was their observation of "very few people in the theatres," Pyriev noted that the growth of TV in Rus- sia has not impinged on theatre attendance.

"The Idiot," one of the films in- cluded in the U. S.-Soviet cultural ex- change agreement, is being distri- buted in this country by 20th Cen- tury-Fox.

The Mark' in Work

"The Mark," third co-production of Continental Distributing, Inc., is now in work at the Bray Studios in Dublin, Ireland, Ireland Wallace, president of Continental, reports.
New Bronxville Theatre Opens

The Skouras circuit opened its entirely rebuilt and redecorated Bronxville theatre Thursday night with an elaborate reception for trade executives and civic officials of that Westchester community. The reception preceded the invitational premiere of "Windjammer," and was accompanied by the searchlights, the marching bands and all the trappings of a Broadway opening. At right are George Skouras, president of United Artists Theatres, Inc., with Donald Henderson treasurer of 20th Century-Fox. Above are William J. Heineman, UA vice-president in charge of distribution; Salab M. Hasanein, president of Skouras Theatres; Elbert H. Hugill, Jr., mayor of Bronxville, and James Velde, UA vice-president and general sales manager.

Frisch Represents ACE At Va. MPTA Meeting

Special to THE DAILY

RICHMOND, July 24.—Confirmation that Emanuel Frisch, treasurer of Randforce Theatres, Brooklyn, will represent the American Congress of Exhibitors at the Virginia Motion Picture Theatre Association convention at Virginia Beach, Va., this week completed the panel of speakers for two business sessions, Wednesday and Thursday, it was announced by Carlton Duffus, VMPTA executive secretary.

Walter Reade, Jr., president, Walter Reade, Inc., Oakhurst, N. J., will be the keynote speaker when the convention gets under way Wednesday morning. Reade is flying to the convention immediately after returning from Hollywood to give a firsthand report on production and on Motion Picture Investors of which he is president. C. Glenn Norris, general sales manager for 20th Century-Fox, will report on his company's plans for the future, and Maurice Silverman, Anti-Trust Division, Department of Justice, Washington, D.C., will speak on the government and small business.

Frisch First Speaker

Frisch will be the first speaker at the final business session Thursday, and he will be followed by Mrs. Margaret Twyman, director of community relations, for the Motion Picture Association. Sumner Redstone, president, Northwest Drive-In Theatre, and James Velde, UA vice-president and general sales manager.

Albert Goldberg, Col. Receptionist, Dies

Albert Goldberg, a receptionist at the Columbia Pictures executive offices for 24 years, passed away Thursday at the age of 71. Goldberg, a popular industry figure affectionately known as "Goldie," joined Columbia in August, 1936.

Funeral services were held yesterday at the Hirsch and Sons Funeral Home, 167th Street and Jerome Avenue in the Bronx. Internment was at Beth Israel Memorial Park Cemetery, Woodridge, N. J.

Goldberg is survived by his wife Celia, son Leonard, daughter Mrs. Joseph Herman, two grandchildren and one great-grandson.

Ladd Signs Fellows

Robert Fellows, who in the past has produced for Paramount and RKO, also in association with John Wayne in Wayne-Fellows Produc- tions, has been signed by Alan Ladd's Jaguar Productions as executive producer.

Corp., Boston, will be the final speaker with his views on the future of the industry.

One member to the board of directors will be elected from each of 10 congressional districts of the state and 10 members at large will be elected to the board of directors immediately following the final business meeting.

Broader Sales

(Continued from page 1) by a desire of both Phillips at Todd-AO to broaden the distribution of Norelco equipment "in view of the continuing trend toward 70mm in the industry."

"Practically every major product company and the important independent have 70mm pictures in distribution for production or in the planning stage," the statement continues, "as with the growing demand for great brilliance, more detail and sharp definition in motion picture projection. As we progress in the enlargement of the number of theatres, include drive-ins, which will install 70mm projection equipment."

More than 115 of the finest theatres in the U.S., a total of 230 world-wide are currently using Phillips Norelco 70/35mm projectors. The announcement further asserts that Todd-AO, with American Optical Company and Philips of Eindhoven, the Netherlands, contributed to the development of the Norelco projector, will continue to be an important sales and service center for this equipment.

In addition to Norelco 70/35mm projectors, the complete line of Philips projection and sound equipment will also be made available to exhibitors through selected supply dealers in the U.S. The line includes the FP-7 35mm projector and the new FP20-2 "shutterless" 35mm projector with a charged gas discharge light source, as well as portable 35mm and 16mm professional projectors. The equipment available in Canada through Philips Electronics Industries, Ltd., in Toronto.

'College' Drive Set For Three Key Cities

Plans were completed in Detroit late last week for the world premier "campus and territorial" opening of Universal - International's "College Confidential," an Albert Zugsmith production. Present at the planning conference were home office representatives and special promotion men assigned to the territories.

The campaign will be used in the Detroit world premiere press release in the Cincinnati "College Confidential," an Albert Zugsmith production. Present at the planning conference were home office representatives and special promotion men assigned to the territories.

The campaign will be used in the Detroit world premiere press release in the Cincinnati and Indianapolis territories.
plans skyscraper
CBS to Build
Text Door to
Radio City
headquarters to Be on Ave. of Americas; Site Bought
---

CHICAGO, July 25—CBS plans to erect a new CBS headquarters building and purchase of a large New York site were announced yesterday by the Columbia Broadcasting System.

The new building will be the east side of the Avenue of the Americas between 52nd and 53rd streets, and is scheduled for completion in the spring of 1964.

CBS has retained Eero Saarinen & Associates to design the building. The 15-story building will be the first skyscraper designed by Saarinen, who is known for such projects as his General Motors Technical Center, the Esso Auditorium at Massachusetts Institute of Technology, and the U.S. Embassy in Oslo. Among the architect's current projects which have attracted considerable attention in and outside architectural circles are the new TWA terminals (Continued on page 5)

FTRAD Moves to Play Major Role in Pay-TV

From THE DAILY Bureau
WASHINGTON, July 25—AFTRA said it is in its recent convention here that it expects to play a major role in the pay television industry. This comes as a factor in the American television scene. AFTRA has been urging a letter of agreement with the Federal Communications Commission (Continued on page 5)

Wometco, Diversifying, Boosts 6 Months Profit

Wometco Enterprises, Inc., of Florida had a net income, after estimated taxes, of $499,235 or 51 cents a share for the 24 weeks ended June 28, 1960, compared with $371,267 or 41 cents a share for a similar period of 1959. The circuit's net income for the 12 weeks ended June 28, 1960, was $239,014, an increase (Continued on page 6)

2-Hour TV Special on Hollywood Planned by Wolper-Sterling, Inc.

A two-hour television special described as an entertaining and authoritative documentary about the motion picture industry will be the first project of the new Wolper-Sterling Productions, Inc., it was announced yesterday.

Expected to cost $400,000, "Hollywood and the Movies" will be produced by David L. Wolper in association with Saul J. Turell. Sidney Skolsky has been assigned the screen play, and Jack Haley Jr. has been set as associate producer. No production date was announced.

The documentary will show Hollywood as a "vitally important projec-

EKC Sales and Net Set 6-Month Mark

Sales and earnings of the Eastman Kodak Company for the first half of 1960 were moderately higher than a year ago and were the best the company has had for any first half, it was reported yesterday by Thomas B. Hargrave, chairman, and William S. Vaugn, president.

Consolidated sales of the company's United States establishments (Continued on page 5)

Rosenfield Cites Col. Promotion Plans Abroad

From THE DAILY Bureau
LONDON, July 23 (By Air Mail). "Block-busting promotion for block-busting pictures" was the theme of Jonas Rosenfield, executive in charge of world-wide advertising, publicity and exploitation of Columbia Pictures Corporation, addressing exhibitor and trade press representatives here on the company's marketing plans.

Rosenfield introduced a screen (Continued on page 5)

Marion Jordan Resigns U-I European Post

From THE DAILY Bureau
PARIS, July 25—Marion Jordan, continental supervisor for Universal International since February, 1958, has resigned his post, it was announced today by Americo Abroad, vice-president of the American and general Foreign (Continued on page 6)

Court Bars I.A. Pickets At Todd AO Theatre

Special to THE DAILY
ATLANTA, July 25.—A temporary restraining order by Superior Court Judge Jesse Wood has been issued by Fulton County Superior Court Judge Jesse Wood.

Frederick G. Storey, president of Todd Theatres, which operates the Todd-AL building, told the court the union struck his theatre in violation of their contract, threatening a delay in reopening the house next week for the Dixie première of "Can-Can," because employees of the firm which installs Todd-AL refused to cross the picket lines at the theatre.

TOA Drive-In Clinic To Learn First-Hand

For probably the first time in exhibition history, a national exhibitor's session on drive-in theatre operation will be held in a drive-in theatre. Theatre Owners of America announced yesterday that the drive-in conference scheduled for its 13th annual convention and industry trade (Continued on page 2)

Was Pioneer Hold Funeral Services Today For Blumberg

Universal Chairman Dies At 66 After Long Illness

From THE DAILY Bureau
HOLLYWOOD, July 25.—Funeral services for Nate J. Blumberg, chairman of the board of Universal Pictures Co. and industry pioneer, will be held Tuesday at the Valley Jewish Community Center in North Hollywood.

Blumberg, former head of RKO Theatres, died at his home in Van Nuys on Sunday following a lengthy illness. He was 66 years old. Burial will take place at Mt. Sinai Memorial Park.

Blumberg's home office in New York will close at 1 P.M. tomorrow (Continued on page 4)

Einfield to Brief Field Men on Filming Abroad

Charles Einfield, 26th Century-Fox vice-president, will fly to Chicago this week to institute the first multi-regional United States meetings on the company's expanded European production schedule. The briefing sessions will be attended by the company's foreign offices.

Julius Plaine, 94, Dies
In Glens Falls Hospital

Julius Plaine, the father of Mrs. Herman Bobbitts and Mrs. M. L. Kaufman, died Sunday night in the Glens Falls, N. Y., Hospital at the age of 94.

The "Governer," as he was affectionately known to the family (Continued on page 2)
ToA Clinic in a Drive-in

(Continued from page 1)

show in Los Angeles, Sept. 13-16, will be staged in the new Canoga Drive-In Theatre, in Canoga Park, in the San Fernando Valley section of Los Angeles. Cars will transport delegates from the Ambassador Hotel, convention headquarters, on Sept. 14, to the drive-in.

At the theatre conventionees will be taken on an inspection of an experimental physical plant, which is believed to be one of the country’s most modern, and then will move to an open-air amphitheatre in the drive-in on Sundays and holidays, by Quigley, publishing business building, and other specialized phases of management pertinent to drive-ins.

The drive-in will be completely staffed for this special day’s operation, with boxoffice, playground and concessions all open, so conventionees can talk to the management as well as see the physical plant.

The Canoga Drive-In is a unit of Pacific Drive-In Theatres. Arrangements for its use were made by Lester Blumberg, general manager of Pacific, working with M. Spencer Lewin of National Theatres and Television, Inc., an assistant to the president of TOA, and William H. Thedford, general manager, of NTX’s Pacific Coast division.

The outdoor forum will be another "class" in the "on the job" curriculum of TOA’s convention "University."

Julius Plaine

(Continued from page 1)

friends of Herman Robbins and key personal of the National Screen organization when they visited Schreon Lake, lived with the Robbins family there every summer for the last 30 years.

Four years ago he underwent two major operations from which he had a remarkable recovery, fully regaining his health, vigor and keenness of mind. In the last year he had been sullen, but only recently his condition became critical.

UA Opens Western Sales Meet in Omaha

James R. Vobbe, United Artists vice-president in charge of domestic sales, and Al Fitter, western division manager, will hold a two-day sales meeting in Omaha, starting Wednesday, July 27.

Another Reiman, western division contract manager, will attend from the home office.

Midwest district manager Mike Lee will participate in the conferences and will be joined by all branch managers. They are Ralph Amacher, Kansas City; Joe Inahof, Milwaukee; Carl Olson, Minneapolis; and Donald McLucas, Omaha.

Drive-in Meet Today

HARTFORD, July 25.—Sperri Perkos, general manager of Perkos Theatre Associates, independent Connecticut circuit, will preside at tomorrow’s (26) 12:30 noon luncheon meeting of the Connecticut Drive-In Theatres Assn., at the Colonial House, Hartford, Conn.

Mitchell Camera Joins Vinten in New Firm

The Mitchell Camera Corporation and W. Vinten Limited have joined in the formation of a new firm, Arthur Mitchell, Inc., with offices in Glendale, Calif., and New York City. As addition to promoting the sales of Vinten products in America, the American market, servicing and manufacturing facilities will be available in America for Vinten products, according to John McCull, executive vice-president and general manager of Mitchell, Vinten, in turn, will manufacture Mitchell products in England.

The new company will cultivate the European market for Mitchell products and service products. London for them, Charles Vinten, managing director of W. Vinten, L

Confer on Distribution Plans for ‘Ben-Hur’

Maurice Leffo, MGM sales executive in charge of domestic distribution, for ‘Ben-Hur,” will meet with Metro regional managers this week and next to formulate "Ben-Hur” distribution plans, and during the day he confers with Louis Forman, western region manager, in Washington, D. C. tomorrow and Thursday he meets in New York with Saal Gottlieb, eastern division manager.

Next Monday, Aug. 1, and Tuesday he confers in Chicago with William Madden, middle west division manager. He meets with Lou Marks, central division manager, in Detroit at 3, 4 and 5.

Second Wave Here to ‘Hercules’ Tomorrow

Joseph E. Levine’s “Hercules” is scheduled to begin a second wave of exploitation of the greater New York area tomorrow, and the play opens in 114 additional theatres.

The second saturation follows first wave of 135 neighborhood theatres, in which the film grossed $76,000 in several weeks.

The Embassy Pictures production, filmed in Technicolor and Eastman Color by Pathé.

Lawrence Gen’l Manager

Of Hammer Company

From THE DAILY BUREAU

LONDON, July 25.—Brian Lawrence has been appointed general manager of the Hammer Group, it was announced by managing director James Carreras. Under the appointment, Lawrence also becomes personal assistant to Carreras. Since 1931 and for the past 17 years loyal service with the organization.

PERSOHAL MENTION

PAUL N. LAZARUS, Jr., Columbia Pictures vice-president; Mo Forn- man, executive vice-president of Columbia International, and Robert S. Ferguson, Columbia’s national director of advertising-publicity, will leave New York today for Hollywood.

Leon Leondoff, Radio City Music Hall’s senior producer, will leave this week for Rio de Janeiro.


Howard Minsky, assistant to George Weltmayer, Paramount vice-president in charge of world sales, is in Minneapolis from New York. He will return here tomorrow.

Col. William Feezor Ruffin, president of Ruffin Amusement Co., Covington, Conn., and Mrs. Ruffin today are celebrating their 40th wedding anniversary.

Delmer Davies, director, and the location troupe of Warner Brothers’ "Parish," have returned to the Coast from Martha.

Robert Greenleaf, manager of the ST. John’s Theatre, Jacksonville, will be married tomorrow at Immaculate Conception Cathe- dral, and will return to the Theatre in the Florida Theatre.

Alan Mink, son of Max Mink, managing director of the Palace Theatre, Cleveland, has returned to that city from Fort Sill Okla., having completed a six-month training period in the Army Reserve.

Watkins Heads IFFPA

LONDON, July 22 (By Air Mail).—Artur Watkins, president of the British Film Producers Association was elected president of the Interna- tional Federation of Film Producers’ Associations at its recent General Assembly held in San Sebastian, Spain.

NEW YORK THEATRES

RADIO CITY MUSIC HALL—Rockefeller Center • C 6-6000

"BELLS ARE RINGING" An Arthur Freed Production starring
JUDY HOLLIDAY • DEAN MARTIN on the great stage “MAMMIE, 우리나라.”

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherman Kane, Editor; James D. Ivers, Managing Editor; Richard Gerner, News Editor; Herbert V. Pelt Advertising Manager; Gus H. Paunel, Production Manager, TELEVISION TODAY, Charles A. Atwood, Editor-in-Chief; Pinky Herman, Eastern Editor. Hollywood Bureau—Yarns-Weave Building, Samuel D. Berns, Manager; Telephone Hollywood-7-2195; Washington, D. H. Kahn, 5% National Press Bldg., Washington, D. 4, 4-1-1; Chicago Bureau—Rothman, 224 East Washington Blk, Chicago; New York Bureau—444 Madison Ave, C. L. Bradley, Secretary; Richard J. Dooley, Managing Editor; Editor-in-Chief: Raymond Gallatin. (Published daily except Saturdays. 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 Americas and $12 foreign. Single copy, $0.25).
To our beloved

Nate J. Blumberg
(1894-1960):

You have enriched us all
and you will always
be part of us.

The Universal Family
Hold Funeral Services Today for Blumberg

Tribute Paid

By Leaders of Industry

(Continued from page 1)

as a mark of respect to the deceased.

Born in Racine, Wis., on Feb. 4, 1894, and raised and schooled in that city, Blumberg, as a boy, got his first taste of show business by selling candies at school corners and after school hours and he liked it so well that it became his life’s work.

He was in business for himself several times, 1914, during his earlier years in show business, was general manager for the Wisconsin sector of the erstwhile Universal Theatres.

Divisional Head for All Houses

When the Orpheum Circuit became a part of the Radio Corporation’s ambitious RKO organization, Blumberg became divisional manager for all RKO Theatres in Chicago and the West in 1929. He then moved into the New York office as assistant general manager and eventually into the vice-presidency in charge of theatre operations.

Through the experience he gained as operating head of RKO Theatres. Blumberg was eventually called to head Universal Pictures and on January 1, 1936, he became its president.

In 1946, Blumberg, in association with J. Cheever Cowlin, who was then chairman of Universal’s board, consolidated Universal with International Pictures.

On July 15, 1952, simultaneously with the election of Milton R. Rackmil as president of Universal, Blumberg was elected chairman of the board.

Statement by Rackmil

In connection with Blumberg’s death, Rackmil said, “I am deeply saddened by the passing of my dear friend and devoted colleague, Nate Blumberg. A great industry leader and a true humanitarian, Nate was beloved by all who were privileged to know him. His friendship and counsel were a source of strength and inspiration, and I shall always cherish the years and the experiences we shared together.

‘He leaves a heritage for all of us to share and remember. His life was full of accomplishment. He reached the heights of our industry but never lost his humility. His heart was as big as his being and he gave of himself to all who knew him as a friend and they were legion.

“The Universal family shall miss him and we shall mourn his loss, but he shall live on with us always for he has enriched us through the years.”

Blumberg is survived by his wife, Vera; a son, Lewis, and daughter, Mrs. Stanley Meyers, all of Van Nuys, Calif.

Other industry leaders, of Universal and of other major companies in our industry, paid tribute to Blumberg for his contributions down through the years to the world of the motion picture. Included below are some of these tributes.

B. M. Cohn: “In the passing of Nate Blumberg, we of Universal overseas have lost a warm personal friend and advisor. The industry has lost one of its pioneer pillars. We extend our sincere condolences to the bereaved.”

Edward Muhl: “Nate Blumberg, was a gentleman and a showman and always a credit to the industry to which he devoted all of his working years. His passing is not only a personal, but an industry-wide loss.”

Barney Balaban: “Any list, large or small, or the industry’s great pioneers and developers must include the name of Nate Blumberg. He knew this industry from a lowly candy-selling post to the presidency of a major company, and in every step along the colorful way between these two spots he made contributions of massive importance to the progress of our industry. He knew also the very human nature of our business, so that wherever he went, with whomsoever he dealt, he made friends. He had a fine human influence on the entire industry, so that his passing from the film scene is a deeply regretted loss to all of us.”

Samuel Goldwyn: “Nate Blumberg was a fine and generous man whose passing is a loss to the community and the motion picture industry. My sincere condolences go out to his family.”

Sol A. Schwartz: “All of us at RKO Theatres feel deeply the loss of a great man. Nate, theatre man-fruitful years with our company and his warm friendship and willing helpfulness is something we will always remember.

Frank Freeman: “I have known Nate Blumberg since the early 1930’s when both were in New York, and since he moved to Hollywood. I have known and respected him since the very day I arrived. He was the kind of man who is respected and admired more than I did Nate Blumberg for his honesty, democratic principles and his charitable life. I feel that his passing is not only a great loss to the motion picture industry, but also that America has lost an outstanding citizen.

Arthur L. Mayer: “In the passing of Nate Blumberg’s passing we have lost not only a wonderful human being but also a superb showman. My acquaintance with Nate dates back 40 years when he was a Kenoosha, Wis., theatre manager, of a type grown increasingly rare—indefatigable but aggressive.

“He was in show business not because he could make money in it but because of the joy his daily work afforded him. He advanced steadily from one important post to another more important, in part because of his intelligence, integrity and independence, but above all because movies were his life and his life was movies.

“If our picture business is to survive and prosper, we need more men like Nate, rising from the ranks full of confidence, and faith in the future.”

Steve Brodsky: “We will not soon again see the like of Nate Blumberg. He was a good friend, a master builder of the industry, and a humanitarian.”

Samuel Binzler: “Nate Blumberg was more than a pioneer and more than an exhibitor who became president of Universal. He was a tower of strength, a man of vision and courage whose dynamic and inspirational leadership will long be remembered. As personal friends of long standing, we extend our heartfelt sympathy and condolences to Vera and the family.”

John J. O’Connor: “In the passing of Nate Blumberg, the industry has lost one of its great leaders and I have lost one of my best friends. I will always treasure more than 25 years I have been associated with him. He has been an inspiration to me in my own life.”

Henry R. “Hi” Martin: “The passing of Mr. Blumberg will be a great loss to the entire motion picture industry. His wisdom and lore were always helpful. To the employees of Universal he was ‘Uncle Nate.” We especially miss his guidance and good counsel.”

Maurice Bergman: “Nate Blumberg was a loyal friend who was always there for the benefit of his friends. He was an exceptionally fine executive and a wonderful human being. I shall always remember him for the many kindnesses showed to me during our long association, and for the sympathy guidance he showed to me.

“Our industry loses a construct and creative leader.”

Philip Gerard: “Nate Blumberg was a rare human being. He was gentle and kind and we shall miss him. He was a wise man who was a good man. We mourn his memory and cherish his friendship.”

Adolph Schimel: “In the passing of Nate Blumberg, I have lost one of my dearest friends. His inspirational leadership has touched all of us and we have been associated with him.

Felix M. Sommer: “It was a great shock and deep regret when we received the news of Mr. Blumberg’s passing. I counted him as my best friend. I think of his guidance in a personal relationship with me as well as a valuable experience but a precious memory.”

Budd Boggs: “In the passing of Nate Blumberg I have lost a great personal friend and the industry has lost one of its finest and strongest leaders. His loss will long be felt by all of us. He made a wonderful contribution to all phases of the industry as well as being a great influence in the welfare of United Pictures.”

Praised as Ke-Figure in Rise Of the Cinem

Art House Cuts Rates

HARTFORD, July 25. — The New Theatre Circuit has instituted a new policy price (50 cents). Rates will be effective 1 to 5 P.M., Mondays through Fridays, at the Crown Theatre, New Haven, a first-run art salad. Next by opposition tickets charge at which within 60 to 90 cents during the same time span.
EKC Mark Set

(Continued from page 1)

for the half year (24 weeks ended June 12) were $411,217,847, about 4 percent above the $400,756,335 reported a year ago. Compared with corresponding periods last year, sales advanced slightly more in the second quarter than in the first. They were up 3 percent in the first quarter and 5 percent in the second.

Net earnings after taxes for the half year were $54,958,850, or $1.42 per common share. This was about 4 percent more than the $52,720,909, or $1.36 per common share, earned in the first half of 1959. Net earnings were 13.2 percent of sales in the first half of each year.

Earnings from operations, while slightly ahead of last year for the second quarter, were almost 3 percent lower for the half year. The lower rate of earnings from operations this year reflected the impact of increased costs and expenses. Sales promotion and advertising expenditures were up particularly for products recently introduced.

For the second quarter of 1960 total sales of $302,448,846 were pared with $210,985,239 for the corresponding period last year. Net earnings for the quarter were $30,771,380, or $.80 per common share, a gain of about 3 percent over the $29,888,489, or $.77 per share, earned a year ago.

"Kodak's sales strengthened moderately during the second quarter," Hargrove and Vaughan commented. "For the first half of the year, total sales of both photographic and chemical products advanced.

"Barring a major downturn in general economic conditions, we expect that the company's business for the rest of 1960 will continue to compare satisfactorily with that of a year ago," they said.

Rosenfield Tells Plans

(Continued from page 1)

presentation heralding "The New Era at Columbia" which featured the various production and publicity stages of three of Columbia’s major productions—"Song Without End," "Pepe" and "The Guns of Navarone." These are just a few results, said the Columbia executive, of the realignment of our world publicity and exploitation departments into one integrated unit.

Carl Foreman was present to comment on a filmed report of his "Navarone." Provincial presentations on the program, said Rosenfield, are planned in other parts of the United Kingdom and he left here at the weekend for a tour of Columbia’s Continental offices to set up similar meetings with extradition and foreign press.

Record Print Shipments

United Artists set a new all-time company high of 28,404 print shipments for the two-week period designated "United Artists Weeks," June 27 through July 11, it was announced yesterday by James R. Velde, UA vice-president in charge of domestic sales.

AFTRA Convention

Re-elects Officers

(Continued from page 1)

WASHINGTON, July 25.—The incumbent officers of AFTRA were re-elected for another term in an unprecedented action by the organization’s national convention.

In another move, the organization endorsed the proposal that Federal Communications Commission hearings be required when license renewals are sought by the blue-chip entities, the hearings, licenses would be required to show that they had lived up to promised service programming.

Levine to Host Toronto ‘Hercules’ Party Tonight

Special to THE DAILY

TORONTO, July 25. — Joseph E. Levine, president of Embassy Pictures, will host a third "Night with the Gods" party here tomorrow night at the Lord Simcoe Hotel to herald his "Hercules Unchained" before more than 75 Canadian press radio and TV representatives.

Levine arrived here today from New York, accompanied by Ed Feldman, Embassy publicity director. The party will feature foods from all parts of the world and it will be surrounded by a bevy of Grecian gods and goddesses to further the evening’s Herculean theme. The picture opens next Monday in nine Toronto area theatres.

$286,000 for ‘Bellboy’

Jerry Lewis’ "The Bellboy" turned in a gross of $286,419 in its first five days at 20 Loew's theatres in the greater New York area. The total is well ahead of all previous records set by other top Paramount attractions, including Cecil B. DeMille’s "The Ten Commandments," "The Greatest Show on Earth" and "Shane," the company said.

2 More ‘Strangers’ Bows

"Strangers When We Meet," Bryna-Quine production for Columbia release, opened to excellent attendance in two more situations: Buffalo, N. Y., and Wildwood, N. J., it was reported yesterday by Columbia, which quoted weekend figures of $11,700 at the Strand Theatre, "Wildwood," and $8,900 for the Century Theatre in Buffalo.

Players to Attend Bow

Nancy Root and Theocona Bryant, featured in "College Confidential," the Albert Zugsmith Production being well sold by Universal Internationals, will participate in the Detroit world premiere of the picture and the three territorial saturation openings out of Detroit, Cincinnati and Indianapolis, starting in Detroit on Aug. 5.

L.A. ‘Gantry’ at $18,829

United Artists’ "Elmer Gantry" grossed $18,829 for its third week at the Paramount Theatre in Los Angeles; it is reported by UA vice-president William J. Heineman.

CBS to Buy

Purchased from 3 Companies

CBS purchased the midtown site comprising some 40,000 square feet from three organizations for $25 million. The deal is expected to be announced later this week at a meeting of stockholders. The property will be used for new studios and offices.

Two-Hour TV Special

(Continued from page 1)

program will integrate films of the period with live studio audience and filmic sequences that have never before been seen by the public. Most major studios and distributors have agreed to support the film. Special arrangements have been made with Paul Kilian, producer of the most expensive film collection to be produced for the show. Other collections have been obtained from the Pathe library, Sherman Grunberg, the Burton Holmes collection and the Raymond Rohauer collection. Music Corporation of America will handle national sales rights to the program.

AFTRA and Pay-TV

(Continued from page 1)

national Telerama, a Paramount subsidiary, that sets forth the union’s jurisdiction over pay-TV productions. The letter specifically gives AFTRA jurisdiction over a production of Menotti’s "The Consul" and all future pay-TV productions of International Telerama. "The Consul" has been taped, but it has not yet been released. Under the agreement, all pay-TV performers will get a minimum of network TV rates, plus an as yet undetermined percentage of the pay-TV gross.

Screen Gems Promotes

Bogans and Weiner

James Bogans has been named syndication traffic manager of Screen Gems, Inc. Sid Weiner, presently syndication traffic manager, has been appointed administrative assistant to Stanley Dudelson, syndication sales manager of the Columbia Pictures TV subsidiary.
Emfeld to Brief
(Continued from page 1)
pany’s regional advertising-publicity managers from 12 branches representing the mid-West, South and Western parts of the country.
Object of the briefing is to bring the field men up to date on the more than $40 million production schedule underway in many parts of the world. Between now and the end of the year, 20th-Fox will put on record a number of top-budget films before the cameras in England, Greece, Italy, and France and will shoot key scenes for several productions in parts of Africa.

Regional Heads to Attend
The meeting will be attended by Manny Pearson of Cleveland, Tom McGuire, Detroit; J. E. Watson, Cincinnati and Indianapolis; Sal Gordon, Chicago; Louis Orlove, Milwaukee; Bob Farnam, St. Louis; James McGuire of Atlanta; and Bob Crowe.

Executive producer Howard S. Berger, who will get the last word of the session, will be crucial to the realization of the many projects assigned to the studio heads.

The program will include the complete launching plans for the company’s fourth quarter releases.

Returns on Monday
Emfeld will remain in Chicago over the weekend, returning to New York next Monday.

Jordan Resigns
(Continued from page 1)
manager of Universal International, now in Europe conducting a series of sales meetings.

Jordan’s resignation, prompted by his desire to return to the United States, where he will probably enter into a business of his own, has been accepted with regret, as his services with U! ever since he joined the company in 1951 have been of exemplary loyalty and most valuable, Abood said.

Wometco Diversifies
(Continued from page 1)
of 44.5 per cent over the net of $200,643 for the similar period of 1959.

The report to the stockholders issued this week by Mitchell Wolfson, president, announces further diversification in the amusement field. This month, the report said, Wometco will open “a unique type of indoor amusement and snack bar. Located in the new Jefferson Superstore in Fort Lauderdale, the park will include a 30 horse merry-go-round, bumper cars, bowling games and rifle games.

Wometco Enterprises will own a majority of the stock in the Jeff-Fun Caper, Boston, operator of the amusement center, and the report says, “If the Jeff-Fun is as successful as we anticipate, the company expects to add other units as new Jefferson supermarkets are built.”

The report points out that Wometco’s vending division is now the largest automatic vendor in Florida with

FEATURE REVIEWS

Cage of Evil
UA-Zeasith

HARTFORD, July 25
Ron Foster, delving into quite an action-element starting a pattern (he may be remembered from the recent UA release, “The Music Box Kid”), top-lines this Robert E. Kent production, directed by the sensitive strokes by Howard L. Cahn, working from an Orwell H. Hampton screenplay. It is for the action theatres or for the companion half of a double bill in any general outlet.

Police detective Foster is assigned to track down Howard McLeod, believed to be involved in a huge jewel heist which has resulted in one death. After getting acquainted with McLeod’s girl friend, Pat Blair, finds romantic interest in the gangster’s moll. And when Foster’s passed over for promotion, he cold-bloodedly convinces her, with the coolly calculating Miss Blair to kill McLeod, take over the jewels and disappear. The decision spells his fatal downfall; an elaborate plan backfires when a plumber happens to recognize Foster, the corpse is killed by police officer, and Miss Blair, c reassessed, is taken into custody.


-A.M.W.

Night of Love
Howco International-Hakim
(French-Italian, Dubbed in English)

HARTFORD, July 25
This Caston Hakim presentation of a Hollywood International Picture, released on the state rights banner by Howco International, stars Brigitte Bardot, of the internationally-known alluring figure, in a melodrama of World War II. Dubbed into English, it can probably pass any given number of conventional situations, over and above the art house circuit.

The setting is German-occupied territory towards the end of World War II. Brothers George Alberazzi and Pierre Cressoy are divided in their outward loyalties, Alberazzi an avid followor of the Nazi line, Cressoy a fervent patriot and underground organizer.

Because Cressoy is an excellent pianist, he is able to tour extensively, the while bringing much-needed esprit de corps to a leggingunderground. Mickey Bardot is cast as the niece and pupil of the lieutenant of the Nazi forces, a frequent visitor to the Albertazzi-Cressoy house.

Alberazzi has romantic interest for the acquisition in June of Walker Vending Service of Duval County, operators of in-plant food and beverage.* J. L. Walker
In addition to its theatres Wometco also owns television and radio stations and a Seaquarium, in Miami.

Mlle. Bardot, but since he’s a reserved and proud individual, and also has had an awkward limp since childhood, fears to reveal such sentiment. One gloomy day, he announces his feelings, but Mlle. Bardot, already swooning over brother Cressoy’s handsome countenance, rebuffs him. Cressoy plays into Nazi counter-espionage unwittingly by providing Mlle. Bardot with an important message for the Rome underground. Two-faceted Cressoy is an intelligence agent for the Nazis, but his dastardly action is circumvented by a fast-moving Cressoy, who escapes from entrapment and joins Mlle Bardot in free territory.

Mario Bonnard’s direction is at times heavy-handed. Debbi Colli was responsible for some fine photographic effects. Jules Dassin wrote the screenplay.


-A.M.W.

Name 6 International
Variety Representatives
Special to THE DAILY
PHILADELPHIA, July 23. — Appointment of six international representatives each of whom will serve as a link between Variety Clubs International and a group of tents in an assigned region, was announced today by chief banker Edward Emanuel.

Morton Gerber of Washington, Joe Podoloff of Minneapolis, Robert Bostick of Memphis and Gene Murphy of Las Vegas were reappointed, and John J. Fitzgibbon, Jr. of Toronto and Harry Kodinsky, Pittsburgh, are replacing former international representatives William Koster who is now Variety’s heart chairman, and Ralph Fries who is now international director.

Jack Fitzgibbon, chief Barker of the Toronto tent and general chairman of Variety’s 1960 annual convention, will supervise Region One, New York, New York, Albany and Toronto. Morton Gerber’s Region Two will include Charlotte, Atlanta, Miami, Baltimore, Jacksonville and Washington. Kodinsky’s territory will include Pittsburgh, Cleveland, Philadelphia, Cincinnati, Indiana and Dayton.

Region Four headed by Podoloff consists of tents in Minneapolis, Des Moines, Chicago, Detroit, Kansas City, Philadelphia and Seattle. Morton Gerber’s Region Five, which includes Memphis, New Orleans, Dallas, Oklahoma City, St. Louis, Houston and Mexico City. Tents in Los Angeles, Seattle, San Francisco and Las Vegas will be supervised by Gene Murphy.

Berg J. Latta, former child star, actor of the London (England) tent, will continue as international European representative.

All-Day Activities He For ‘Black’ Tomorrow

An intensive schedule of press activities will be activated all day tomorrow at the RKO Palace Theatre here for the opening of “Portraits of a ‘Black’.” With the opening of the office, the first 400 male patrons receive copies of the Bantam paperback of the novel from the film was adapted. The first 400 female will be given copies as well. The film opens on Aug. 15. The prices offered are a share for the $4 preferred stock and up to 500 shares of its $6 preferred stock.

All-Day Activities He For ‘Black’ Tomorrow

An intensive schedule of press activities will be activated all day tomorrow at the RKO Palace Theatre here for the opening of “Portraits of a ‘Black’.” With the opening of the office, the first 400 male patrons receive copies of the Bantam paperback of the novel from the film was adapted. The first 400 female will be given copies as well. The film opens on Aug. 15. The prices offered are a share for the $4 preferred stock and up to 500 shares of its $6 preferred stock.

All-Day Activities He For ‘Black’ Tomorrow

An intensive schedule of press activities will be activated all day tomorrow at the RKO Palace Theatre here for the opening of “Portraits of a ‘Black’.” With the opening of the office, the first 400 male patrons receive copies of the Bantam paperback of the novel from the film was adapted. The first 400 female will be given copies as well. The film opens on Aug. 15. The prices offered are a share for the $4 preferred stock and up to 500 shares of its $6 preferred stock.
N. J. Allied Sees Clearance Problem Near Solution; Stern Is Reelected

KIAMESHA LAKE, N. Y., July 26.—Historic problems of clearance and availabilities which have confronted New Jersey theatres for many years appear to be on the way to solution, delegates to the annual convention of Allied Theatre Owners of New Jersey were told here today by Edwin Rome, Philadelphia attorney retained some months ago to make a study of the current situation.

Rome met with distribution representatives in New York today and telephoned his report to the convention.

E. H. Ezzes Executive Vice- President of UAA

Erwin H. Ezzes has been elected to the new post of executive vice-president of United Artists Associated, Inc., it was announced yesterday by Arthur B. Krim, president of UAA and of United Artists Corp., with which UAA is affiliated. Krim also announced the promotion of Henry J. Zittau to senior vice-president of UAA. Zittau has been vice-president, Ezzes, who will take over his new (Continued on page 6) 

Funeral Services Held For N. J. Blumberg

From THE DAILY Bureau

HOLLYWOOD, July 26.—An overflow crowd of industry mourners for Nate J. Blumberg, at the Valley Jewish Community Center, paying last respects at services today, heard George Jessel deliver the eulogy and Jimmy Durante sing "September Song," favorite tune of the late (Continued on page 6)

Record Theatre-TV Gross Expected For Patterson-Johansson Nov. 1 Bout

A huge theatre TV audience in the third heavyweight championship title Ingemar Johansson, which will be held day night, Nov. 1. An area of 75 miles around New York was blacked out to theatre TV when the second meeting of Patterson and Johansson was staged last June 20 in the Polo Grounds. Despite that blackout, theatre TV accounted for more than $2,000,000 of the nearly $3,000,000 income from ancillary rights to that bout. TelePrompTer held the closed circuit TV rights to the last bout and expects to bid for them again if they are put up by Feature Sports, Inc., (Continued on page 6)
Cage of Evil

UA-Zenith

HARRISON, July 25
Ron Foster, developing into quite an action-element starring principal in any, may be remembered today as the recent UA release, "The Music Box Kid!", top-lines this Robert E. Kent production, directed with swift, decisive strokes by Howard L. Calin, working from an Oreville H. Hampton screenplay. It is for the action theatres or for the companion half of a double-bill in any general outlet.

Police detective Foster is assigned to track down Howard McLeod, believed to be involved in a huge jewel heist which has resulted in one death. Foster, getting acquainted with McLeod's girl friend, Pat Blair finds romantic interest in the gangster's moll.

And when Foster's passed over for promotion, he cold-bloodedly conspires with the coolly calculating Miss Blair to kill McLeod, take over the plant and disappear. The decision spells his fatal downfall; an elaborate plan backfires when a plumber happens to recognize Foster, the latter is killed by border police, and Miss Blair, crestfallen, is taken into custody.


Night of Love

Howco International-Hakim
(French-Italian, Dubbed in English)

HARRISON, July 25
This Gaston Hakim presentation of a Hollywood International Picture, released on the states-rights banner by Howco International, stars Brigitte Bardot, who is divided in their output.

Albertazzi an avid follower of the Nazi line, Cressoy a fervent patriot and underground organizer.

Because Cressoy is an excellent pianist, he is able to tour extensively, the while bringing much-needed spirit de corps to a lagging underground. Mlle. Bardot is cast as the nymph of the paparazzi, of the Nazis, a frequent visitor to the Albertazzi-Cressoy home.

Albertazzi has romantic intent for Mlle. Bardot, but since he's a reserved and proud individual, and also has had an awkward limp since childhood, fears to reveal such sentiment. One gloomy day, he pronounces his feelings, but Mlle. Bardot, already swooning over brother Cressoy's handsome countenance, rebuffs him. Cressoy plans to bring Nazi countenance-unwittingly by providing Mlle. Bardot with an important message for the Rome underground. Two-faced Albertazzi, it develops intriguingly, is as much interested in the cash the Nazi government will be bringing in from unexplained gold as in helping the Allied cause, but his dashingly action is circumvented by a fast-moving Cressoy, who escapes from entrapment and joins Mlle. Bardot in free territory.

Name 6 International Variety Representatives

Special to THE DAILY
PHILADELPHIA, July 25. — Appointment of six international representatives each of whom will serve as a link between Variety Clubs International and a group of touring variety stage acts assigned region, was announced today by chief barber Edward Emanuel.

Morton Gerber of Washington, Joe Podoloff of Minneapolis, Robert Bostick of Memphis and Gene Murphy of Las Vegas were reappointed, and John J. Fitzgibbons, Jr. of Toronto and Harry Kodinsky, Pittsburgh, are being offered former international representative William Koster who is now Variety's heart chairman, and Ralph Pries who is now international dough guy.

All-Day Activities Hit For 'Black' Tomorrow

An intensive schedule of press activities will be activated all day tomorrow at the RKO Palace Theatre on 46th Street for an industry preview of "Portraits of Black." With the opening of the office, the first 400 male patrons receive copies of the Bantu press, back edition of the novel from which the film was filmed. The first 250 will receive camera medals. Between lunch time and the evening hours, the Palace lobby will be blacked in black-and-white for a prominent artist. Patrons will receive copies of the sketches. A fashion show, a variety models will pose in gowns and dresses worn by Lan Turner in the picture, will be held in the lobby. Special filmstrip of photographed photographs by John Saxon will be distributed among the teenagers. The film also opens to the public at the Trans-Lux 85th Street Theatre here.

20th-Fox Slate Sees For Release in Aug.

Twentieth-Fox will lease major films during the two months ending August 31, 1960, compared with $137,472 for the first half of 1959, Gordon Greenfield, president, reported yesterday.

America Corp. is the parent Pathe Laboratories, Inc., which recently announced a film product program in response to exhibitor complaints of a worsening product shortage.

Net Income for the period $73,711, equal after preferred dividends, to 16 cents a share on $3,229 outstanding common stock.

Since the company had a tax loss carryforward of $2,000,000 in 1961, there was no tax provision in year's first half.

This compared with a loss of $9,846 and a net six months of $1 before a tax credit of $193,000 produced a net loss of $203,843.

Pathcolor, Inc., an amateur film processing company, lost $7,451 in the first half of 1959. Its assets were disposed of last August.

America Corp. has extended tenders to buy up to 10,000 shares of its $4 preferred stock and up to 125,000 shares of its $6 preferred stock on Aug. 15. The prices offered are a share for the $4 preferred stock and for the $6 preferred stock. The company currently paid all arrearages on its respective preferred stock.
N. J. Allied Sees Clearance Problem Near Solution; Stern Is Reelected

Special to THE DAILY

KIAMESHA LAKE, N. J., July 26.—Historic problems of clearance and availabilities which have confronted New Jersey theatres for many years appear to be on the way to solution.

E. H. Ezees Executive Vice-President of UAA

Erwin H. Ezees has been elected to the new post of executive vice-president of United Artists Associated, Inc., it was announced yesterday by Arthur B. Krim, president of UAA and of United Artists Corporation, with which UAA is affiliated. Krim also announced the promotion of Henry J. Zittau to senior vice-president of UAA. Zittau has been vice-president Ezees, who will take over his new (Continued on page 2)

Funeral Services Held For N. J. Blumberg

From THE DAILY Bureau

HOLLYWOOD, July 26.—An overflow crowd of industry mourners for Nate J. Blumberg, at the Valley Jewish Community Center, paying last tributes at services today, heard George Jessel deliver the eulogy and Jimmy Durante sing “September Song,” favorite tune of the late mort (Continued on page 6)

Record Theatre-TV Gross Expected For Patterson-Johansson Nov. 1 Bout

A huge theatre-TV audience in the third heavyweight title fight Ingemar Johansson, which will be held this day, Nov. 1. An area of 75 miles around New York was blacked out to theatre TV when the second meeting of Patterson and Johansson was staged last June 20 in the Polo Grounds. Despite that blackout, theatre TV accounted for more than $2,000,000 of the nearly New York area is predicted for the bout between Floyd Patterson and in the Los Angeles Coliseum on Tuesday night, Nov. 1. An area of 75 miles around New York was blacked out to theatre TV when the second meeting of Patterson and Johansson was staged last June 20 in the Polo Grounds. Despite that blackout, theatre TV accounted for more than $2,000,000 of the nearly $3,000,000 income from ancillary rights to that bout.

TelePrompTer held the closed circuit TV rights to the last bout and expects to bids for them again if they are put up by Feature Sports, Inc., (Continued on page 6)
**PERSONAL MENTION**

MARTIN DAVIS, Paramount national advertising, publicity and exploitation manager, left here for London by plane yesterday.

MORTON NATHANSON, United Artists director of international advertising and publicity, has returned to New York after eight weeks in Europe.

LOUIS NOVINS, president of Tele- meter International, has arrived in London from New York for 10 days of conferences.

CHARLES KARR, booker for Martin Theatres, Atlanta, has returned there from a Florida vacation.

MATT MARCUS, branch manager for Warner Brothers in Buffalo, has returned there from Oneida.

BRANCONE JAMES, owner of the Roxy Theatre, Rayston, Ca., is hospitalized at Anderson, S. C.

LILLIAN WISNIA, secretary to ROONEY BUSH, 20th Century-Fox exploitation manager, has announced her engagement to HAROLD RAND, Paramount Pictures publicity manager.

J. L. LAKEMAN, exhibitor of Haleyville, Ala., has left there with Mrs. Lakeman for a vacation in Montana.

**Adler Left $4,000,000**

HOLLYWOOD, July 26 - The late Buddy Adler’s will filed for probate yesterday at Santa Monica Superior Court names his widow, Anna; Louise Adler, and two children, Melanie, 12, and Anthony, 10, beneficiaries of an estate totaling approximately $4,000,000. The probate listed $1,900,000. In real and personal property, Adler was insured and deferred payments from 20th Century-Fox studios, where he was executive producer.

**Jersey Allied**

*Continued from page 1*

-U.S. Films Made Up Half of Finland’s ’59 Supply*

WASHINGTON, July 26 - Chief supplier of feature films to Finland during 1959 was the United States. Of the 531 reviewed by the National Film Censor, 225 came from the U.S., according to Nathan D. Golden, motion picture chief of the Department of Commerce. In 1958, 494 features were reviewed by the Finnish censor agency with 230 of them of U.S. origin.

Imports of Western European films and the number of Finnish productions increased last year, but there were fewer films imported from the USSR.

In 1959, 46 feature films came from the United Kingdom; 63 from France; 41 from Sweden; 23 from Finland; 20 from the USSR; 46 from West Germany; 38 from Austria; and 36 from other countries.

**Daff in Hollywood to Launch New Product**

**from THE DAILY Bureau**

HOLLYWOOD, July 26—With a six-month tour of the world, Daff, former executive vice-president of Universal-International, is here to take over production reins for Young and Associates on the prize coming picture, "Amiratsa," base of the life of the late Mahatma Gandhi. During his tour, Daff visited Government officials and others in India and inquired about plans for the feature, which will be shown in India and in the United Kingdom.

"Amiratsa" is slated to start early next winter, with location shooting in India and interiors shot in London.

**Fox Names Ascarelli**

*Continued from page 1*

Great Britain, will coordinate phases of the pre-production and production publicity emanating here. He rejoins Fox, having served as the company's director of advertising and publicity for 15 years, from 1926 to 1946, prior to which he was the same position for United Artists.

Ascarelli will fly to Rome within the next two weeks to begin his job.

**Postpone Drive-in Meeting**

HARTFORD, July 26—Since the members of Comit Drive-in Theatres Assn., today postponed a scheduled luncheon meeting to Wednesday at the Colonial Hotel in Hamilton. The approaching camp problems of the Assn. and the General pay-TV plan on WHCT is among the topics to be discussed.

**JET TO BRITAIN aboard BOAC’s daily service**

**BOAC reservations through your Travel Agent**

**national TRAILERS service**

**special copiesil**

**MOTION PICTURE DAILY**, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Yeers, Managing Editor. Richard Gerner, News Editor; Herbert V. Advertising Manager; Gus R. Fassal, Production Manager, TELEVISION TODAY, Charles S. Aronson, Director; Pinky Herman, Eastern Editor; Hollywood Bldg., New York; Southwestern Press: Daff Vincent, Building, Samuel D. Berne, Manager; Telephone Hollywood 7-1415; Washington, E. H. Kahn, 990 National Press Bldg., Washington, 4, D. C.; London Burs, Bear St. Leicester Square, W. 2, Hope Williams, Manager; Peter Burns, Editor; William Pay, News Editor Correspondents in the principal capitals of the world.

*Motion Picture Daily* is published daily except Saturdays, Sundays and holidays by Quigley Publishing Company, Inc., 17th Sixth Avenue, Rockefeller Center, New York 20. Cable address: "Quignews, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Lelo S. Sullivan, Vice-President; W. L. F. Jubb, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame, Entered as a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, $1 each.
Influence of Stevens raised by Sandburg  
By SAMUEL D. BERNs  
OLLYWOOD, July 26.—George Stevens’ creative genius was the impet-  
sus factor that drew Carl Sand-  
rup to Hollywood for his first de-  
vice work for the screen, the  
renarian poet, author and his-  
al, told members of the press at  
the 20th-Century Fox studios in  
his interview regarding production  
the Greatest Story Ever Told.”  
The executive-director Stevens said it  
“a great joy and stimulation to work  
with Sandburg,” who will  
crease as his creative assis-  
ant, and that they are currently  
working on an enormous amount of  
and examination of Amer-  
ci’s evolution of a story line.  

were announced Ivan Moffit as  
writer of the screenplay, and  
Sandburg would be working  
with Moffit on the script, in  
tion to his contributions regard-  
all other aspects of the produc-  
tion including influence on the mu-  
scor.  

film which will embrace the  
e life of Jesus is expected to  
early in 1960, and will be  
entirely in this country.  

H. Ezzes Named  
(Continued from page 1)  
at once, comes to UAA from  
vision Industries, Inc., of which  
was vice-president and director.  

also the same post, as well as that  
s chief, with Television Indus-  
sidary, C & C Films, Inc., latter  
was the original distrib- 
TV of the RKO feature li-  

his new post with UAA Ezzes  
be in charge of distribution to  
library of feature films and  
which includes the United  
post-48 features already in  
use, plus a new package soon to  
mounced, and the Warner Bros.  
ROK libraries.  

Ezzes has held a series of top  
positions in the motion pic-  
and television industries. In 1952  
joined Flamingo Films as  
vent in charge of sales. This  
ocation later became Motion  
s for Television, Inc. Before  
C & C Films in 1956, he  
d for a year as vice-president  
ange of sales of Guild Films.  

Ezzes’ promotion to his new  
vent follows eleven years of  
with UAA and its predecessor  
pany, Associated Artists Produc-  
He has had 25 years of  
banking and executive work in  
Europe and the U.S. During  
European career, Mr. Zittau  
cas as associate managing director  
Bohemian Union Bank in  

also announced the resigna-  
from UAA of Robert Rich, vice-  
ent in charge of sales, and Don  
ber, national and station sales  

would fall slightly behind the 1959  
figures. He added, however, that total  
gross this year is ahead of the 1959  
years ago by another picture with a  
religious theme, “A Man Called  
Peter,” which grossed $4,500,000.  
“Ruth,” too, is provoking most of  
its interest in smaller towns and  
cities, according to Norris, and there is  
no anxiety about the picture’s making  

In answer to a question, Norris  
answered with a plan ad-  
anced by Ben Marcus, Wisconsin  
circuit exhibitor, who favors reduction  
of availability time from 28 days be-  
tween first and subsequent runs for  
most pictures. “Of course it wouldn’t  
work 100 per cent of the time,” Norris  
added.  

He elaborated on Fox’s policy of  
branch office “autonomy,” which has  
been in effect for 18 months, and  
successfully so.  

“The branch manager has been his  
own boss, making his own decisions.  
The exhibitor knows he’s dealing with  
who has authority to make  
deals,” Norris said.  

He called his three-man personal  
representative teams which visits all  
branches in the U.S. and Canada  
“cheer leaders,” and said he would  
try to alternate these teams. One team  
reported to the home office here last  
year after it had completed a three-  
week trip to 38 branches.  

“Autonomy has speeded up business  
and has brought better use of individual  
branch staffs. Any kind of formal  
executive supervision, developed in  
layers, has a tendency to become too  
rigid,” he said, in support of  
“autonomy.”  

Emphasizes Personal Touch  
Norris said Fox still finds it more  
economical to handle shipping,  
pection and the like through its own  
branch offices, rather than pooling  
the “back office” work as tried in  
New Haven, Fox’s policy also lends  
itsself to the personal touch, he said.  
Norris was accompanied to the lun- 
cheon by Martin Moscovitz, assistant  
general sales manager.  

Bogarde Honored Here  
For ‘Song Without End’  
Dirk Bogarde, who portrays Franz  
Liszt in William Goetz’s “Song With-  
out End,” was honored yesterday at  
a cocktail reception sponsored by Co-  
lumbia Pictures at the Mou Plaisir  
here.  

Representatives of all press media  
were on hand to welcome one of  
Great Britain’s leading stars, who  
make his American film debut in the  
CinemaScope and color production. It  
is the next attraction at the Radio  
City Music Hall.  

U’ Duo Here Today  
The new twin bill from Universal-  
International, “The Brides of Dra-  
cula” and “The Leech Woman,” will  
have its local premiere at Loew’s  
Metropolitan Theatre here today.  

Frank Murphy, Loew’s Theatres  
division manager, has been named  
Northern Ohio exhibitor chairman  
for the Will Rogers Memorial Fund drive.  
Ray Schmertz, 20th-Century Fox  
branch manager in Cleveland, is dis- 
trict chairman.  

George Caron has been named  
manager of the Watertown (Conn.)  
Drive-in Theatre, succeeding Regi- 
ald Pelletier.  

RALPH Ripp, new McG-M branch  
manager in Albany, N. Y., has been  
added to the committee arranging  
the farewell dinner at the Sheraton-Ten  
Park Hotel in Albany, Aug. 15, for  
his predecessor, Edward R. Susse,  
now in charge of the Detroit ex-  
change.  

Abe Levitow, producer and direc- 
tor for the films of the Associated  
and appointed associate producer and  
 supervising director for UPA Pictures, 
Inc., Chicago, producers of both  
theatrical and television films.  

Norma Production Unit  
Starts Greek Filming  
Special to THE DAILY  
HARTFORD, July 26. — Producer  
James Paris and writer-director  
George Tzavellas have started filming in Greece of Norma Fim Productions’  
next project, a Tzavellas adaptation of the Greek classic, “Antigone,”  
with an all-Greek cast.  
Sperie Perakos, executive producer of Norma Film Productions, Inc., and  
general manager of Perakos Theatre Associates, independent Connecticut circuit, anticipates a late fall Amer- 
ican premiere of “Antigone” at the Perakos deluxe Elu Theatre, West  
Hartford.  

In all, seven motion pictures are to be  
backed by Norma, the financing provided by the Sperie Perakos  
family, and U.S. distribution handled  
through Perakos Theatre Associates.  

Pepe’ Talks Begin  
Today in Hollywood  
Special to THE DAILY  
HOLLYWOOD, July 26.—Columbia  
Pictures begins its two-day “sum- 
mite meeting” of top company execu- 
tives here tomorrow with the first  
 screening of “Pepe,” the multi-million  
dollar George Sidney International- 
Posta Films Internacional production.  
Global sales and promotional policy  
for the CinemaScope and color pro- 
duction will be planned.  
Columbia president A. Schneider  
and Samuel J. Briskin, vice-president  
charge of West Coast activities, will  
tend the meeting. Canastillas,  
star of “Pepe,” and Jacques Goblan,  
the film’s associate producer, also  
will be on hand.  

Glenn Norris, 20th-Fox general sales  
manager, and Martin Moscovitz,  
assistant general sales manager, at the trade press luncheon yesterday.
SCARLET LIPS
SCARLET DRESS

A WOMAN WHO MIGHT BELONG TO ANY MAN...

but now she alone held the secret to a city's hope and a people's faith ... and the only price she asked was LOVE!

BOOKING NOW FOR LABOR DAY!

Co-Starring
JOSEPH COTTEN

in A TITANUS-SPECTACULAR PRODUCTION
METRO-GOLDWYN-MAYER Presents

AVA GARDNER  DIRK BOGARDE

with

with

ENRI

Directed From His Screen Play by

Produced by

ALDO FABRIZI  ARNOLDO FOA  FINLAY CURRIE  ENRICO MARIA SALERNO  NUNNALLY JOHNSON  GOFFREDO LOMBARDO

ANGEL WORE RED
**WGA Clause**

(Continued from page 1)

1948 pictures released to television, after deducting 40 per cent for distribution. This move eliminates any obligation by U-I to make payments into WGA's pension, health and welfare fund, in accordance with terms agreed upon by member companies of the Association of Motion Picture Producers.

In passing up the "favored nations" opportunity, U-I will further be obligated to pay two per cent on any films produced for theatrical release which will go on pay-TV three or more years after its initial release.

The U-I agreement will remain in force for five years as against the three-and-a-half year agreement by AMPP member companies.

**Stirs Speculation**

Speculation on the decision for the move to avert the "clause," which would have required payment into WGA's health, welfare and pension fund, is based on the possibility that U-I will withhold release of its films to TV for the present.

**Theatre-TV Bout**

(Continued from page 1)

the promoter of the third bout, for competitive bidding.

United Artists held the film rights and is expected to negotiate for them again. The film produced a minimum of $450,000.

**'Men' to Bow in Chicago**

Hall Bartlett's "All the Young Men," a Columbia Pictures release, will have its world premiere at the Roosevelt Theatre in Chicago on Aug. 18. The film is scheduled for National release in September.

**Exhibitor Unity**

(Continued from page 1)

Illustration to be combined to make more effective, conserve man power and operate more economically.

A committee was appointed to meet with National Screen Service to determine the policy governing their charges for trailers when Columbia Pictures starts charging for their own trailers.

The film distributors will again be advised in writing of the increasing number of bad prints and asked to release the prints to civilian theatres ahead of military theatres where prints are mutilated.

Two business sessions will be held on Wednesday and Thursday mornings.

**Referee in Bankruptcy**

(Continued from page 1)

mutter Theatres, listed liabilities of $200,000, and exempt assets of $500. Film distributing companies have unsecured claims totaling about $15,600-20th-Fox took judgment for approximately $5,300. Theatre, theatre supply, concession, film delivery and advertising concerns hold unsecured claims totaling $162,000.

Fox, Buena Vista and the estate of William E. Benton (Benton Theatres, Suratoga) were the film companies formally represented by lawyers today.

John R. Titus, local Fox attorney, conducted the examination of Permutt. Titus put numerous questions concerning Permutt's leased operations since about July, 1939.

Current general manager of Permutt Foods—which loaned the now-bankrupt theatre company $23,000—at $180 weekly, Permutt said the theatre is in a "do-it-yourself" era and will point out that he can do to help resolve his problem of product supply and other difficulties. J. K. Crockett, a convention chairman, will call the first business session to order, and, without date, referee Byrns directed trustee Hippick to file a $2,000 bond.

Randforce Theatres, New York, representing the American Congress of Exhibitors; Mrs. Margaret Twycan, director of community relations for the Motion Picture Ass'n. of America; summer Redstone, president of Northwest Drive-In Theatre Corp., Boston.

**Around the TV Circuit**

_with PINKY HERMAN_

**KIPPIE HOMIEIER will be seen as the star of a new NBCCallate-Palmolive full-hour mystery TV series, "Dan Raven," which will be seen Fri. (7:30-8:30 P.M.) . . . The newly-organized C/Hearr Service firm, headed by Granville (Sascha) Burland will create radio and TV ideas for clients and will also produce radio and TV packages. . . . J. Fred Coots, whose song hits include "You Go to My Head," "Santa Claus Is Comin' to Town," "I Still Get a Thrill," "Love Letters in the Sand" among others, claims his latest ballad, "Music to My Ears," which is with Morrey Davidson, is his BEST . . . Jazz great Miles Davis signed by producer Franklin C. Keltman as star of the Aug. 21 Randall's Island Jazz Festival . . . Bob Collins has inked from WDAI and Texans down in San Antonio can listen to his music KAPE's every day . . . Created and produced by Bernard Girard and filmed at the Paramount Studios in Hollywood, a new dramatic series dealing with the exploits and adventures of a financial wizard and titled, "Mr. Garland," will CBSStart Friday, Oct. 7 (9:30-10 P.M.). Series will introduce a new personality, Charles Quinlivan and will be co-sponsored by Plymouth and L&M cigarettes. . . . John Raitt is wrestling with the problem of trying to get into rehearsal for the coast cast of "Destry Rides Again" next month and star in several "Bell Telephone Hour" NBCasts. Meanwhile he's starred in "Carousel," which for the next three weeks is doing Warwick, N. Y. Wallingford, Connecticut and Framingham, Mass. . . . Basil Rathbone leaves Aug. 10 for Australia where he'll be seen in "Marrige Go Round." . . . Hugh Downs and Steve Lawrence co-starred last week-end in the Aqualand in Minneapolis . . . What's producer Jules Levey and Art Ford cooking up? They've been doing a lot of talking (and eating) at the Forum the last few weeks . . .

**Blumberg Rites Held**

(Continued from page 1)

tion picture executive. Blumberg, a founding member, died at his home on Sunday at the age of 66, following a long illness.


**Bromston Signs Heston**

Producer Samuel Bromston signed Academy Award winning actor Charlton Heston to play the title role in his forthcoming film, "El C." Bromston returned here from MCA to complete contract agreement with Heston, who had the title role in MGM's "Ben-Hur."
Says Nets Still Oppose Pay-TV; Urges Open Hearing on Hartford Bid

Published reports that the major television networks have changed their mind and now look with favor on pay-TV were attacked today by Philip F. Harling, chairman of the Joint Committee Against Pay-TV, as completely unfounded and untrue.

Harling said that after publication of articles from Washington, D. C., stating that the television networks were abandoning their opposition to pay-TV, he personally checked each network and obtained flat denials of the report.

He said that each network stood by its recorded statements at hearings before the FCC and Congressional committees that it was opposed to broadcast pay-TV as being contrary (Continued on page 4)

Loew's Theatres Eyes Second N. Y. Hotel

Loew's Theatres is negotiating for a second site in a Manhattan hotel and hopes to have an announcement in about two weeks, Lawrence Tisch, chairman of the finance committee, has confirmed. Loew's Theatres' initial Manhattan hotel is under construction on the site of its former (Continued on page 2)

Erlanger to Far East On Film Remittances

Herbert J. Erlanger, assistant secretary and assistant treasurer of Motion Picture Export Ass'n., left here yesterday for Jakarta, Indonesia, where he will engage in important negotiations on U.S. film remittances from that country.

On completing that assignment Erlanger will return to Hollywood (Continued on page 4)

At Va. Meet
Walter Reade To Exhibitors: ‘Help Yourself’

Says ‘Invest in Production,’ Instead of Crying ‘Shortage’

Special to THE DAILY

VIRGINIA BEACH, Va., July 27.—Exhibitors at the annual convention here today of Virginia MotionPicture Theatre Association were urged by Walter Reade, Jr., president of Walter Reade, Inc., and former president of Theatre Owners of America, to save themselves of today's opportunities to solve their own problems.

In his keynote address to the opening business session of the convention, Reade, who also is president of Motion Picture Investors, Inc., the open end company which has invested (Continued on page 3)

Jersey Allied Approves Support of ACE Project

Special to THE DAILY

KIAMESHA LAKE, N. Y., July 27.—Delegates to the annual convention of Allied Theatre Owners of New Jersey today approved a resolution calling for support of the American Congress of Exhibitors, and particularly for ACE's film production project. The action was taken at the (Continued on page 2)

Roaring ‘Down Under’
Real Threat, Says Daff

From THE DAILY Bureau

HOLLYWOOD, July 27.—The threat of roaring as a new competition to theatres in Australia has prompted the Hoyt Theatres circuit to make arrangements with Bronswiek to construct alleys as an adjunct to (Continued on page 2)
PERSONAL
MENTION

AROLD M. PICKER, United Artists vice-president in charge of foreign distribution, is expected to return to New York today from Europe.

JAMES Velde, United Artists vice-president in charge of domestic sales; Al. Fitter, Western division manager, and Arva Wixom, the Western contract manager, have returned to New York from Omaha.

Henry Ginsburg leaves New York today for several weeks stay in Europe.

LYNN Farnol, of Lynn Farnol Associates, will leave here for the Coast tomorrow and will go to Mexico from there for a week before returning to New York.

Ruth Pollock, Eastern advertising-publicity manager for American International Pictures, left here yesterday for Washington and Baltimore.

Mrs. Herbert T. Schottenfeld gave birth yesterday to a boy, Howard Lawrence, at North Shore Hospital, Manhasset, L. I. Father is vice-president and counsel of United Artists Associated.

Ben Cohen, circuit owner of Nashville, has returned there from Atlanta.

Norm Levinson, general manager and advertising director of Trans Texas Theatres, Dallas, has returned there with Mrs. Levinson from Hartford.

Para. Names Rackin Supervisory Head

From THE DAILY Bureau

HOLLYWOOD, July 27.—Martin Rackin was named today by Paramount studio head Jack Karp as supervisory chief of all theatrical film production for the studio. Rackin will assume the new post on Aug. 15 and will assume the duties of the late C. M. DeHaven, who is reported to have left the picture business by supervisory chief of the Properties Department.

Rackin, who recently left NBC after dissolving Mahin-Rackin Productions, is a former New York newspaperman and 20-year Hollywood veteran writer. In 1957, he left Warner Brothers, where he functioned as writer-producer, in a partnership of Mahin-Rackin Productions. In 1957, the company he co-founded was acquired by the Paramount Theatre for the exclusive productions of the Studio. Rackin will assume the new post on Aug. 15 and will assume the duties of the late C. M. DeHaven, who is reported to have left the picture business.

Loew’s Circuit

(Continued from page 1)

Loew’s remains New York in the 3-D with glasses.

A Hit in San Diego

Special to THE DAILY

SAN DIEGO, Cal., July 27.—Three-D with glasses is back. “September Storm,” an Edward Alperson production, opened here at the California Theatre to a gross of $7,394 for the first five days, far ahead of any Fox picture to play the house in recent years. According to the management, there has been a new audience, never before exposed to the 3-D process with Polaroid glasses, responding very favorably.

Lothian is going to test the attraction of a number of key cities before general release.

Second Deal This Week

Earlier this week, Webb & Knapp announced closing of deals for $5,000,000 each for a Sixth Ave. site to Uris Buildings Corp. and an adjoining site to Columbia Broadcasting System. These and other current Webb & Knapp deals are reported to be designed to facilitate closing in the near future for the $43 millions deal for the 20th Century-Fox studio complex, where Zeckendorf plans to develop Century City.

Rites Held for Canning.

‘Dean’ of New England

Special to THE DAILY

FALL RIVER, Mass., July 27.—Funeral services for William S. Canning, 74, widely known as the “dean” of New England show business, were held here today. Interment followed at the Chestnut Hill Cemetery.

Canning had represented the Nathan Yamin Theatrical Enterprises for the past 30 years. Earlier, he managed theaters throughout New England, served in the military during World War I. The Fall River Herald News paid uncomplimentary tribute to him this week in a lead editorial. Canning was long active in community projects and served for a time here as park commissioner.

Nixon Gets ‘Spartacus’

“Spartacus,” the $1.2 million Bryna production, has been booked into the Nixon Theatre for an exclusive Pittsburgh and Tri-State area engagement, beginning its reserved seat, 10-performances-weekly run just before Christmas. It was announced yesterday by C. B. Rubin, operator of the Nixon, and F. J. A. McCarthy and Jeff Livingston, of Universal Pictures, distributor of the film.

S-W Dividend

The board of directors of Stanley Warner Corp. has declared a dividend of 38c per share to be payable Aug. 25 to stockholders of record Aug. 10.

Bowling Thrift

(Continued from page 1)

its operation, a Daf, formerly executive, reported here in an interview in his Beverly Hills suite. When he arrived from “down under.”

Television has also made good roads on Aussie theatre grosses. In 15 stations now operating, it is starting at the top in the VAs and a total of 35 stations covered to the continent.

Reporting also on his final Australian trip three months ago, he said the market there will deter both political instability in Africa that have kept their homes at night to go to the arc, he pointed out.

Dissuades ‘Amritsar’

Joined by his associate Young, during the interview, spoke of “Amritsar,” the first of projects he will make with Daf. The film employs factual episode of Mahatma Gandhi’s life. Right Gandhi’s material and its recording of Gandhi’s voice was done through the Navajotin of India, trustees of Gandhi’s work.

Negotiations are currently under way with a major company for release of “Amritsar,” Daf said.

Flick Backs Lutheran Move for Better Film

Special to THE DAILY

ALBANY, N. Y., July 27.—In continuation of continued from page 1

menting on an announcement by Lutheran Laymen’s League at the 43rd annual international veneration in Minneapolis, that the “Congress should convene to deal with the problem of immorality, violence and bad taste masses of communications media such as such a conference should be avoided” by federal-state and officials, together with representatives of other interested groups, including churches, Dr. Hugh M. Flick, executive commissioner for education, State Education Department, said yesterday.

“I am confident all thoughtful sons of the nation have gone to the contending with the problem of immorality, violence and bad taste in the mass communication media. Such a conference should be avoided,” he said, “by federal-state and officials, together with representatives of other interested groups, including churches.”

“Grass” Filming Here

William Inge’s “Splendor in the Grass,” which will be distributed this Christmas by Warner Brothers, is now being filmed at the new Filmways studio in the Hollywood area. Producer-director Elia Kazan expects to complete shooting in about three weeks.

Floyd Acquires Drive-In

JACKSONVILLE, July 27.—Floyd Theatres has acquired from Theodore Pavech the Blossom Trail Drive-In Theatre here, and has changed the name to the South Trail Drive-In. The Floyd circuit now comprises 37 operations.

 Jersey Allied

(Continued from page 1)

Jersey Allied

closing business session today, which lasted all afternoon and was followed by the banquet which brought the convention to a close.

Text of the resolution supporting ACE, as well as other resolutions and the management — distribution president will present to meet again with the executive committee of ACE on current and continuing problems affecting the three branches of the industry.

Another resolution, which brought the eligibility of foreign and domestic pictures, the sponsorship of the Academy Awards telecast and the sale of post-1948 pictures to television.

Olivier Film Opens

LONDON, July 27.—The gala premiere of Sir Laurence Olivier’s latest film, “The Entertainer,” took place today at the Odeon Theatre in Marble Arch. Leading performers of the stage, screen and TV, also leaders in the press, police and civic life of the city attended.

Grass’ Filming Here

William Inge’s “Splendor in the Grass,” which will be distributed this Christmas by Warner Brothers, is now being filmed at the new Filmways studio in the Hollywood area. Producer-director Elia Kazan expects to complete shooting in about three weeks.

Floyd Acquires Drive-In

JACKSONVILLE, July 27.—Floyd Theatres has acquired from Theodore Pavech the Blossom Trail Drive-In Theatre here, and has changed the name to the South Trail Drive-In. The Floyd circuit now comprises 37 operations.
Plans Inspection
Nudist-Film Showing
Special to THE DAILY
BANY, N. Y., July 27.—An in-
via phone today from Schoharie
District Attorney T. Paul
to the State Education Depart-
one on the license status from
the "Sun"—Albany County,
a Cobleskill drive-in, started
up the enforcement wheels at
the motion picture division
in order to ensure that the version
being released contained proper “num-
r” deletions ordered when the
was given a seal.

Relayed to New York
strict attorney Kane’s query was
ed to the motion picture divi-
New York City office. From
assistant, Mr. S. B. Berman,
phoned Kane that the film had
licenced—“with many deletions.”
Motion picture division re-
y was “reluctant” to issue a
felt compelled to do so be-
of U. S. Supreme Court deci-
or Pictures is distributing "Hide-
the Sun.”

‘Scaring’ Excerpts Planned
Release to Schools
aching Film Custodians, Inc., an
ation sponsored by the Motion-
Picture Association of America, distribute two color films based
scpts from William Goetz’s
Without End,” the story of
b. The films will be released
several elementary and high
els. They utilize
g the Columbia release
preparation in cooperation with
eal committee of the Music
ators National Conference.
of the films, “Maestro Franz
at Weimar,” is a dramatization
art at Hofcapellmeister at
ur and features a scene from
Wagner opera, “Tann-
r.” The other excerpt, “Virtu-
Franz Liszt as Composer,” illus-
the virtuosity of Liszt both as
er and as a performing artist.

Man to Report
ward L. Hyman, vice-president
American Broadcast-
Tales, will discuss progress
ed in the “new faces” and
quality of stock pictures, which are closely
pinned and which he has been fur-
g among cooperating exhibitors,\n
Awan Named
(Continued from page 1)
exploitation campaigns on the
creased release schedule recently set
by the film company. In addition,
Awan will be responsible for the crea-
and execution of merchandising
lations operations.

The new exploitation manager was
formerly president of Celebrations,
organization that staged and
orated centennials for cities and
states. This organization was an
outgrowth of Adrian Awan Associates,
ary public relations
ut based in Los Angeles. Among
their clients were the California state
fair, and the Hollywood Bowl.

Awan began his career as an usher
the Orpheum Theatre in San
Francisco, later becoming affiliated
with Public Theatres, at which he
ected the major studios and set
up exploitation promotions.

Cedric Gibbons Dies
HOLLYWOOD, July 27.—Services
being planned today for Cedric
Gibbons, 65, winner of 11 Academy
Awards for art direction, who
died yesterday at his home. Gibbons,
a native New Yorker, was employed
in the industry since 1918 and created
sets for more than 2,000 pictures. He
was head of the MGM art depart-
ment for 32 years.

30 German Films Set
For ‘61 Casino Release

Munio Podhorzer, president of
United German Film Enterprises,
Inc., Casino Film Exchange, Inc.,
and American representative of
nco London Film, S.A., announced
yday he had purchased 30 German
ms which Casino will release next
r.

Podhorzer purchased the pictures
during a recent trip to Europe. He
represented the International Federa-
ion of Independent Distributors
of America at the 10th annual interna-
tional film festival at Berlin.

Binders for ‘Wind’
United Artists is distributing more
than 5,000 campaign manuals in the
form of specially-prepared binders
for exhibitors as part of the advance
promotion drive for Stanley Kramer’s
“Inherit the Wind.” The binders
will be augmented each week with
bulletins and materials on the pre-
release promotion, providing exhi-
bitors with a handy guide for local
campaigns and at the same time chart-
ing the overall impact of the drive.

‘Ocean’s’ to Capitol Here

The New York premiere of
"Ocean’s 11," Frank Sinatra’s Dor-
chester Production for Warner Bros.
release, will be held Aug. 10, at
Loew’s New Capitol Theatre here.

‘Help Yourself,’ Says Reade
(Continued from page 1)
in major production—distribution
companies in order to give exhibitors
the stockholder’s voice in their affairs,
urged backing for both M.P.I. and
the "Fabian Plan," the American
Conference of Exhibitors-sponsored
production program. 

In addition to investing in major
companies, M.P.I. also has displayed
interest in financially aiding the A.C.E.
production program and in negoti-
atoning with major companies for
selected pictures from their post-1948
backlogs to reissue to theatres.

Stresses Product Shortage
In his address, Reade stated, “One
of the greatest problems concerning
exhibition today is the shortage of
good product. For years the resolu-
tion of this problem was left entirely
in the hands of the producers and
major studios. If they chose to
make more pictures, then more pictures
were available to exhibitors. If they
chose to make fewer pictures, the
exhibitors suffered. In this era of
do-it-yourself there are many ways in
which the exhibitor can help to re-
solve his own product problem.

‘He can encourage smaller compa-
ies by giving their product a greater
playoff opportunity, either as equal
billing or second feature.”

The district manager was said to be
ready to go with any of the pictures
that he had "in the bag of news.”

William C. Warren, Dean of the
Columbia University Law School,
has been elected a director of ABC
Vending Corp.

Ben Zimmerman, Philadelphia
exhibitor, has taken over the Quarter
Deck Theatre, hotel playhouse in
Atlantic City, N. J., and is operating it
for the summer season as an art house.

Gary Greive, manager of the
Homestead Theatre, Cleveland, a unit
of Associated Theatres, has taken over
additional, the management of
the circuit’s Hilliard Square The-
tre, which previously had been under
the direction of Robert Long, Jr.

Deny Loew’s Application
WASHINGTON, July 27.—The
Federal Communications Commission
has denied the application of Loew’s
Theatres, Inc., for an FM station in
New York. It granted the competing
application of Newark Broadcasting Co.

‘Ghosts’ Bows Aug. 5
William Castle’s “13 Ghosts,” in
“Illusion-O,” will make its local de-
bout at the Forum Theatre here on
Aug. 5. Castle produced and directed
the Columbia release from a screen-
play by Robb White.

‘No film ever dared touch
this theme before!’

Jimmy Starr
L.A. HERALD EXPRESS

College Confidential.
TV Editor Named
Contest Judge Here

Bert Lambert, general sales manager of WOR-TV, and Pinky Herman selecting the contest winners.

Pinky Herman, Eastern television editor for Motion Picture Daily and a featured columnist for the publication for 20 years, is serving as awarding judge in the current "Million Dollar Music" contest being sponsored by WOR-TV in behalf of Million Dollar Movie.

The contest is in its second week and is drawing more than 1,000 contestants daily. They are seeking the 50 individuals' address music from "Million Dollar Movie" and bonus weekly prizes of 50 LP albums, especially compiled by RCA Victor.

The contest involves viewing the daily film and then checking off the lucky number flashed on the screen during each showing of the film. Herman dived into the barrel 51 times to pick individual winners and the bonus prize award winner.

Erlanger Leaves

(Continued from page 1)

langer will visit Bangkok, Manila and Tokyo, returning here in about six weeks.

Discussion of division of import licenses for France, Italy and Argentina occupied this week's meeting of MPEA board members here. Agreement was reached on a division of licenses for Fonnosa, and progress of wage negotiations covering film employees in Peru was studied.

Treyz Off to Europe

Oliver Treyz, president of the ABC Television Network, has sailed from New York aboard the "Queen Elizabeth" for a six-week business-vacation tour of the European continent. He is accompanied by Mrs. Treyz. They will return on Sept. 4.

Nets Opposed

(Continued from page 1)

to the public interest, and unable to provide any service that networks do not now give free to the public.

"It is my belief," Harling said, "that these reports were planted by pay-TV proponents to stumptone their opponents. The television networks are just as adamant today against pay-TV as they have been during the past decade, and as they publicly stated at various of the best new commentators on the air, because of differing viewpoints with KGEZ and Supe Diego management, has resigned. We've been in show biz since 1929 and have never met a finn person, nor one who has no much savvy on gathering, writing, preparing and delivery of news and the story behind the news. If any of the nets really can use the services of a top-notchie Kirby is their man.

Wanger Named

(Continued from page 1)

pected back in New York early next week and is scheduled to leave at the end of the week for an extended stay in Hollywood where he will work with Goldstein and other studio officials on 20th-Fox's upcoming production schedule.

Wanger is scheduled to arrive here from London by plane today for home office meetings.

The outlook for future FCC action is best cloaked. At this point, a decision is a toss-up. But close observers of the commission—and of FCC advertisers—indicate that the close nods much to boldness than to the FCC. Rather it is a case of "pussyfoot" and keep an issue alive but at arm's length, it is inclined to grasp problems and deal with them. If this is generally agreed, then it could be that the course of action most likely to satisfy the FCC's members now is to hold an early hearing before the commission itself, leaving final decision to a conclave of months on the Hartford pay-TV experiment.

This could have some hidden advantages from a Federal agency viewpoint. If FCC has heard hearings in September, it could hand down decision by the end of the year. This would be doubly desirable; not only would it be quick, but it would be a take place while Congress is out town.
ACE to Streamline Its Organization in Field

Special to THE DAILY

VIRGINIA BEACH, Va., July 28. — The American Congress of Exhibitors is planning a structural reorganization in the field so that every exhibitor can get his suggestions for action before the ACE executive committee promptly, Emanuél Frisch, ACE representative, told the Virginia MPTA convention here today.

"When this plan is announced," Frisch said, "we hope that all of you will feel free to present your suggestions to improve our business."

Selig to Stage TOA Showmanship Session

Robert W. Selig of Denver, executive vice-president of National Theatres and Television, will stage the showmanship conference at the 13th annual convention of Theatre Owners of America at the Ambassador Hotel, Los Angeles, Sept. 13-17, it was announced yesterday by Albert M. Pickus, TOA president.

Instead of the customary keynote address and lengthy board and committee reports which normally open the convention, TOA’s session will open Tuesday morning, Sept. 13, with (Continued on page 2)

AB-PT Plans to Build in Lincoln Center Here

The general offices of American Broadcasting - Paramount Theatres, as well as the radio and television studios of its subsidiary, American Broadcasting Co., will be housed in a 40-story building to be a part of the new Lincoln Center. The project (Continued on page 3)

Say ‘Million Dollar Movie’ Popularity Proves Public Still Loves the Cinema

People still love to go to the movies, even when they are at home watching television. That is why, WOR-TV concludes, its "Million Dollar Movie," nearing its seventh anniversary here, is a program leader, according to a recent rating analysis.

"A good deal of the success of ‘Million Dollar Movie’ lies in the selection of films, their timing over the year, the editing that maintains the basic story line of the film, and the programming rhythm that balances comedy against drama, action against musical, adventure against epic," a station spokesman said.

A capsule example of the year’s efforts is exemplified this week in the programming of “Album Week,” a special seven days wherein seven (Continued on page 4)

Frisch Tells Va. Convention:

ACE Taking Fight Vs. Pay-TV to Congress

Intimates Nation’s Theatres Will Be Used To Enlist Public Aid; Boosts Production

17 Committee Chairmen To Serve L.A. Museum

From THE DAILY Bureau

HOLLYWOOD, July 28. — Chairmen of 17 committees for the Hollywood Motion Picture and Television Museum Commission were announced today by Sol Lesser, chairman of the Los Angeles County-sponsored body, which is beginning its second year of operation.

The chairmen are: Sidney Solow, (Continued on page 2)

Hear Shopping Centers Plan to Add Theatres

Special to THE DAILY

ALBANY, July 28. — Construction of a number of theatres in Southern shopping centers is planned, according to reports which reached Clayton C. Pantages, 20th-Fox Albany branch manager, during his recent tour of that company’s exchanges on salesbookings promotion drive.

Pantages, who will visit the 20th-Fox home office in New York next (Continued on page 3)

Catholic Film Group Ends Vienna Meeting

Special to THE DAILY

VIENNA, July 28.—Montreal, Canada, has been selected as the site of the next study congress of the International Catholic Office for Motion Pictures in 1962.

The theme of the congress will be recruiting of Catholics in the movie and television industries.

Following this year’s congress here, the group re-elected its president, Msgr. Jean Bernard of Luxembourg, and all members of its board of directors. It also increased the board to 11 members by adding representatives from Argentina and Canada. The next meeting of the board was set for the autumn.

The organization also added two new members, the Philippines and the British colony of Mauritius. This brought total membership to 48.
PERSONAL MENTION

CHARLES EINFELD, 20th Century Fox vice-president, will return to New York today from Chicago.

JOSEPH M. SUGAR, Magna Theatre Corp., vice-president and general sales manager, will leave Hollywood for New York today from the Coast.

MELVILLE SHAVELSON and JACK ROSE, producers, will leave Hollywood on Monday for London.

MARTIN MOKOVITZ, 20th Century-Fox continent general sales manager, will leave New York this weekend for Hollywood.

JACK RIGGS, president of Biggs Booking Service, Jacksonville, has returned there from Atlanta.

DELMA DAVES, producer-director, has returned to Hollywood from New York.

GREGORY RATOFF, producer-director of 20th Century's forthcoming "Cissy" and "Royal," will arrive in London today from New York.

F. CHASE HATHAWAY, operator of Hathaway's Drive-in Theatre, North Hoosick, N. Y., has returned to his duties following hospitalization.

Weiser on 'Campobello'

HOLLYWOOD, July 28— Marty Weiser, motion picture publicist and promotion man, has been appointed special co-ordinator of all promotional activities in connection with the hard-ticket engagements of "Sunrise at Campobello," the Dore Schary production for Warner Brothers, in Los Angeles. Vincent Weiser has been associated with Columbia, Lippert and Warner Brothers, among other film companies.

The picture will begin a reserved-seat engagement on Sept. 30 at the Beverly Theatre in Beverly Hills and on Oct. 6 at the Marina Theatre in San Francisco.

'Stars' Show for Scouts

COLORADO SPRINGS, Colo., July 28—A vast audience of 22,000 Boy Scouts from all over the world tomorrow will attend a special preview of Charles H. Schneer's "I Aim at the Stars," the story of Werner von Braun, famous rocket scientist. The youngsters are here for the International Boy Scout Jamboree.

Dollinger Excels But
Prize Goes to Others

KIAMESHA LAKE, N. Y., July 28—Irving Dollinger, board chairman of Allied Theatre Owners of New Jersey, shot a 78, his all-time low score, in the convention golf tournament on the Hotel Conrad course here and failed to finish a winner.

Under the Calloway blind-handcapping system, which prevailed for the tournament, Dollinger was beaten out of the first prize by Arthur Radek, teacher of Altec Service and Al Maroney, Dunellen, N. J., exhibitor.

L.A. Museum

(Continued from page 1)


'Black' Sets Mark Here

Universal-International's "Portrait in Black" set a new opening day record for the Palace Theatre here on Wednesday with a gross of $7,867. U-I also reported the picture as having raked up $2,829 at the Trans-Lux 55th Street Theatre, which joined the ranks of New York's first-run houses with the showing of "Portrait.

New Merchandising Unit

Stanley and Jay Weston have announced the formation of Weston Merchandising Associates with offices at 80 Central Park West. The firm will specialize in merchandising and public relations for entertainment world personalities and companies. Among their clients so far are "Sousy" Sales, ABC-TV star and The Kingston Trio, recording artists.

authority from a local branch manager so that he can no longer sell his product properly; requiring extended playing times when not warranted, and refusing to realistically realign the expense units.

The convention closed Wednesday night with a banquet attended by 160 members and a dinner on the following night held down the attendance somewhat, it was felt.

Selig to Stag

(Continued from page 1)

"Showmanship," Pickus said. After brief welcoming address, the oper- sion will immediately be turned over to Big.

The report of the annual joint meet of the TOA's board of directors executive committee, which will take place, Tuesday, was received by the board.

Selig, until recently head of Fox Inter-Mountain division NTc, is now executive vice-president of the parent company, in charge of the Midwest division and responsible for operation of the Midwest division as well as the West.
Roadshow Drive for 'Pepe'

(Continued from page 1)

heads of Columbia's world-wide film organization which convened to plan the global sales and promotional policy for 'Pepe,' multi-million-dollar Cinemascope-and-color production produced and directed by Sidney Jaffe, first vice-president and treasurer; Paul N. Lazarus, Jr., vice-president; Rube Jacker, vice-president and general sales manager; Mo Rothman, executive vice-president of Columbia Pictures International, and Robert S. Ferguson, national director of advertising, publicity and exploitation.

The Columbia "summit meeting" will be held president A. Schneider, here from New York, and hosted by Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities; and producer-director Sidney Jaffe.

Besides company heads from New York, Europe and the studio who took part in the meetings, Cesar Cardenas, a Spanish star of 'Pepe,' also attended the sessions. He was accompanied by Cayetano Gelman, associate producer of 'Pepe' and a partner in the firm Films International with Columbia.

Also here from New York joining Schneider at the two-day session which began yesterday was A. Montague, executive vice-president of Co., Steiner, first vice-president and treasurer; Jaffe, first vice-president and treasurer; Paul N. Lazarus, Jr., vice-president; Rube Jacker, vice-president and general sales manager; Mo Rothman, executive vice-president of Columbia Pictures International, and Robert S. Ferguson, national director of advertising, publicity and exploitation.

M. J. Frankovic, Columbia vice-president and head of European production, flew in from his London headquarters to attend the conference, while Briskin led a group of top studio executives at the meetings.

Shop-Center

(Continued from page 1)

Monday, prior to starting a second swing through exchanges in the East, At Columbia, 1010 East West, heard other buoyant news on motion picture business in the South.

Incidentally, the only central-eastern New York theatre located in a shopping center, 1010 East West, heard other buoyant news on motion picture business in the South.

Incidentally, the only central-eastern New York theatre located in a shopping center, 1010 East West, heard other buoyant news on motion picture business in the South.

Incidentally, the only central-eastern New York theatre located in a shopping center, 1010 East West, heard other buoyant news on motion picture business in the South.

Incidentally, the only central-eastern New York theatre located in a shopping center, 1010 East West, heard other buoyant news on motion picture business in the South.
‘Million-Dollar’

(Continued from page 1)

films are featured. These are the films selected by viewer request as being the outstanding hits of the past year. They include, “La Strada,” “Hold That Ghost,” and “Naked City.” “Albany Week” is a festival week but the station already has its programs planned for weeks ahead. This one picture is shown 16 times a week on “Million Dollar Movie.”

This formula has been borrowed in many areas throughout the broadcasting world as witness the increase of films and plays in multiple presentations on other outlets, WOR-TV points out.

 Arbitron’s New York report shows that since last October, with the exception of January and February of this year when no reports were published, “Million Dollar Movie’s” weekly rating exceeded those of New York’s top network programs.

WNTA Names Steele
Radio General Manager

Ted Steele, veteran broadcasting personality and industry hustler, yesterday was named general manager of WNTA AM and FM radio stations. He will supervise over 1,000 day-to-day activities of both outlets, according to Fred Coit, vice-president in charge of operations for all WNTA owned and operated stations. He succeeds Irving Lichtenstein, who has been promoted to supervisor of special events activities and promotional merchandising.

Steele joined WNTA-TV a year ago as host of “The Ted Steele Dance Party,” currently televised six nights a week. Prior to joining WNTA, Steele was an executive producer with General Teleradio, where he was assigned to WOR television and radio from 1955 to 1959.

ITP Claims Record Set
For Foreign TV Sales

By marking 150 sales of 30 shows in 31 countries last month, International Television Programs, Inc., foreign distributor of Zi-UA properties, has claimed a company record for foreign TV film distribution.

ITP sold advertisers and stations in Latin America, Europe, the Middle East and Far East and in Canada, June reportedly was the biggest single month in company sales volume and dollar gross history. Five sales leaders were “Highway Patrol,” “Men into Space,” “Naked City,” “Mr. District Attorney” and “Sea Hunt.” A foreign buying trend toward action adventure was noted.

Lichtenstein Promoted

Irving Lichtenstein, who for the past year has been general manager of WNTA, AM and FM, radio stations owned and operated by National Telefilm Associates, has been promoted to the post of general executive at WNTA, in charge of special events, promotions and merchandising.

AROUND THE TV CIRCUIT

with PINKY HERMAN

W ALTM FRAMER is due back from a trip to London where he is setting up plans to have BBC television his perennial favorites "Strike It Rich" and "The Big Payoff." Framer’s "Love Or Money" is currently one of the most popular quizzers there. . . . Official Films will handle national syndication of "Playboys' Penthouse" an hour-long series sponsored by Playboy mag and hosted by Hugh Hefner, the mag’s editor and publisher. . . . Ex-vanuillian Jimmy Clark doubling from the Lambis Club "Low Jinx" and a prominent running part "Laboratory Experiment" in the notable new Warner company production "Naked City" currently being filmed in Gotham by Screen Gems. W.K. theatrical attorney Jack London flies to coast next week to close a couple of TV and moon pitcher deals for Hugh Downs and John Raitt. . . . ABC Films have set for national syndication release 3 new properties, "John Gunther’s High Road," "Exclusive," and "Counterthrust," it was announced by Presy Henry G. Plitt. . . . Allen (Pope-Eye” emerge) Swift has just created a new Muppet game which will be marketed this winter by a major toy mfr. . . . Ted Steele’s promotion to West color production has many tin pan alley folks cher. Ted has long ago lent an attentive ear to its music waves. . . . Robert O. Lewis knows a playboy who’s going to Paris for his health . . . that’s where he lost it. . . . Ron Thompson “Morning Mayor” of KOMA, has just been upped to promotion director of the Oklahoma City station . . .

Redell Heads Sales of TelePrompter Division

Don Redell, who has been with TelePrompter Corp., since 1951, most recently as Eastern manager, equipment division, has been named director of sales in the programs and production division of the organization.

Additionally, the company announced that George Kassinitos has been named manager of the New York television and film service division, and Leslie H. Read director of sales in that division.

Schacker Sets Deal for
17 French, Italian Films

Marshall Schacker, for his Premiere Video, Inc., has closed a deal with RKO-General for 17 French and Italian films for U.S. television use. On four of the pictures, theatrical rights are included. Arthur Good represented RKO-General in the deal.

Additionally, Schacker and Good currently are completing negotiations for a second group of 13, also produced by Schacker’s Italian clients.

Lois Brandt on WNEW

Lois Brandt, comedienne and actress--and wife of Richard Brandt, theatre and television executive--will substitute for vacationing Fred Scott on his WNEW-TV programs for one week, beginning Aug. 1. She will be featured on “Felix and Friends” and “Cartoon Playtime,” Monday through Friday.

NBC Names Telford

Frank Telford has been named director, program development, West Coast, for the NBC television network. He will report to Felix Jackson, vice-president, NBC television network programming, West Coast.

Round Table Luncheons
Again Set by R.T.E.S.

Plans for the 1960-61 season of “Round Table Luncheons” of the Radio and Television Executives Society have been completed by the committee for the monthly series. Meetings will extend from September through April, and will be devoted to Steiner, president of Classic, has been appointed to the RTEES board of governors, to which he was elected this spring.

“Shangri-La” to Reopen
“Hall of Fame” in Oct.

The “Hallmark of Fame” will begin its 100th consecutive year on the NBC-TV network Monday, Oct. 24, with a 90-minute special of “Shangri-La,” a new play with music based on James Hilton’s novel, “Lost Horizon.”

The show will be colorcast live from 9:30-11 P.M. E.D.T. It is the work of Jerome Lawrence and Robert E. Lee, with music by Harry Warren. It will be the first of six “Hall of Fame” productions scheduled for the 1960-61 season.

SG Appoints Hilford

Lawrence B. Hilford has been appointed assistant to Lloyd Burns, vice-president in charge of international operations of Screen Gems, Inc., Hilford has been assistant to John Mitchell, vice-president in charge of sales, for the past year.

National
Pre-Selling

“WHAT I intend to be is the best gosh-darned actress in the world," this is a statement Dr. Merrill made to Isabella Tells in an article in the August issue of Good Housekeeping.

Dina Merrill is the daughter of F. Hutton, wife of an heir of Colgate soap fortune, and the mother of three children. She has important roles in three films, not yet released, "Butterfield 8," "The Sundowners," and "A Matter of Conviction."

Isabella Tells, the author, asks directors, cameramen, actors and studio mechanics how Dina was to work with. They were unanimous in saying she was the essence of cooperation.

"Spartacus" will receive considerable promotional help through the publication of Bantam Books’ special edition of Howard Fast’s magnificent novel. The picture’s "Look" magazine special four-page illustrated souvenir booklet bound into this edition.

Jill Haworth, age 14, who plays Karen in Otto Preminger’s production of "Exodus" was spotlighted on its color cover of "Parade’s" July 3 issue.

Lloyd Shearer has an article in the same issue written on the "Exodus" location from Jerusalem. He says Jt. plays Karen with great perception.

The Adventures of Huckleberry Finn" is a good picture with warm and wry humor according to Richard Marek in "McCall’s" July issue. A for the actors, Archie Moore prizefighter turned actor, comes off best. Investing Jim with more intelligence and breeding than Twain might have him to have, but making believable his deep feeling for Huck and the inherent quality of the soul.

"School for Scoundrels," the Continental Film based on the writing British humorist Stephen Potter, received a laudatory review in the July 25 issue of “Newweek.”

The central character is Hurd Hatfield, a timid young man who is the natural prey of taxi drivers, head waiters and automobile salesmen. But this is before Henry takes a quick course at the "College of Life and Death." Henry’s aptitude at getting his classmates one-down is remark able. It all adds up to some hilarious comedy.

A striking ad on Conan Day’s "The Lost World" appears in the August issue of "Argosy."

The Adventures of Huckleberry Finn," the MGM version of Mark Twain’s classic, received an upbeat review in the July issue of "Seventeen."

WALTER HAM
ACE Will Take Fight on Pay-TV to Congress

(Continued from page 1)

ACE at the convention here, also reported to the exhibitors on the new production company being sponsored by ACE in a move to help overcome the product shortage by adding to the sources of supply.

ACE's activities in opposing the inauguration of pay-TV, Frisch said that details of the plan to petition Congress will be announced in "the very near future," and urged his exhibitor listeners "to carry out its provisions to the very last degree" at that time.

"At the present moment there is not one person in any community in move, he said, a willingness to pay money for what he sees on television. We hope to keep that way and we are determined to do so," Frisch said.

Predicts 'Decisive Blow'

"If theatre managers will devote their time and energy in carrying off the $2,000,000 campaign scheduled for the forthcoming announcement, we would be able to decide a decisive blow against the people who would destroy your business. You can help defeat pay-TV if you personally need every one of you to defeat this dangerous threat to your very existence as theatre owners or managers," he told the convention.

The request for such a petition to Congress is but one of several measures being undertaken by ACE's Joint Committee Against Toll TV, headed by Philip Harling, who recently headed the Federal Communications Commission for a public hearing in Washington on the pending application of Zenith-Radio-RKO General for a three-year over-the-air pay-TV test in Hartford, Conn.

Sees All People Affected

"We plan to bring before the FCC, leaders of civic groups to tell this august body what the effects of pay- ing for television can mean to all kinds of people in this country. We think we can present a valid case against this system by which the American public would be compelled to pay its hard-earned money for what they now get for free. A grass roots campaign to inform the public about this menace has been started, but it needs to be greatly extended.

All of this takes money, incidentally, and if you, who will be affected individually, could pay TV get a foothold in this country, have not sent your contribution to the committee, please do so as quickly as possible. It is nothing to the costs, in accordance with the figures sent to all of you on this red card."

"While our immediate goal in the battle against pay-TV is to halt the experiment in Hartford, we also are trying by every means to bring out of committee two bills that have been reposing with the House Interstate and Foreign Commerce Committee. These are No. HJR 130 and HJR 131, both of which would forbid by law the introduction of television as being contrary to the public interest."

Blames Decrees for Shortage

Frisch said that serious as the pay TV threat is to exhibitors "it is certainly not more so than the ever decreasing supply of pictures to show on our screens."

He attributed the declining volume of production to theatre divestment imposed by the federal court decree in the Paramount case.

"Why did this happen?" Frisch asked. "Why has production cut to half of what it used to be in the prime years of our business?"

"In the first place, the integrated studios were under completion every season to produce 50 to 70 features each to make certain their own theatres had enough product to stay open."

"But without this support, each of these companies also needed a sizeable year's program to compete in a block booking market."

Recalls Exhibitors' Appreciation

"I well remember that many prominent theatre owners with no studio connection whatever, predicted that great advantages would come to all exhibitors if the studios were separated from the theatres. They foresaw that the studio policies would change when they no longer had to keep on feeding theatres to their own, thereby preserving all the advantages.

"Now that they don't own any they feel no obligation to produce so many features."

"How do the studios justify these shortchanges as anti-trust policies?"

"They think they can insure success by increasing the production budgets. That bigger budgets mean bigger box-office, therefore, the same annual investment on fewer pictures means bigger profits—and if some exhibitors have to shut down and go broke—they're sorry—but that's progress."

Says Sales to TV Resulted

"With that kind of thinking they sold the pre-48's to TV; forgetting that they might keep the customers at home and cut the boxoffice revenue of their current features.

"And now they're selling their post-48 libraries—still discounting the fact that theatre rentals, not feature rentals, are keeping them in business."

"How far production will rebound from the effects of the recent strikes is anybody's guess, but these disastrous effects will be felt by theatres as two months to come," Frisch said.

He reviewed progress in developing ACE's exhibitor-sponsored production company, pointing out that the five national circuits have contributed $2,000,000 to it and that "substantial progress" has been made toward raising the third million, and a start is expected to be made soon "in accumulating subscriptions to the fourth million."

"By that time, the details of plan, organization and financing will be ready and we can present the prospects to the whole country. Every exhibitor will be invited to invest in helping to save his own business."

A further plea for the support of ACE was voiced by S. H. Bystritskaya, official of the Northeast Drive-in Theatre Corp. Boston, who emphasized its value to the industry as a whole and the necessity of immediate aid from all exhibitors. Local Theatre is Public's Image of Industry, Says MPA Aide

VIRGINIA BEACH, Va., July 28—Pointing out that to the average citizen, "the industry" is his home town theatre, Margaret G. Tyman, director of the Motion Picture Association of America, told the annual convention of Virginia Motion Picture Theatre Assn. here today that it is important for every theatre to devote a favorable image in the minds of the members of the community.

"Community responsibility," she said, "like public relations, is an accepted practice in other industries today. And, the film industry cannot be an exception. Assuming this responsibility involves production, distribution and exhibition."

Feels Personal Contact Is Vital

"But, exhibition seems to have a lion's share, in my opinion, because it is a personal contact with the customer face-to-face. So it is you who must help build a worthy image of our industry, without which none of us can ever build a successful business."

Rives Brown, of Marlinesville, and Harley Davidson, of Washington, were named members of the directorate of the Virginia group.

The two-day convention closed tonight with a banquet and entertainment.

Another Industry Union Aids Anti-Pay TV Fund

Another projectionists' union has contributed to the Joint Committee Against Pay-TV, it was announced yesterday by Philip F. Harling, chairman of the industry group which is striving to defeat pay-TV by Congressional legislation.

Harling said that a check had been received from Local 611, Motion Picture Operators Union, IA58, of Waterbury, Conn.

His committee is seeking funds to retain legal, public relations, economic and engineering help in its campaign for Congressional passage of the Harris Bills—HJR 130 and HR 6245, which would ban cable as well as broadcast pay-TV.
AN IMPORTANT REMINDER TO EVERY EXHIBITOR FROM COLUMBIA...ABOUT TRAILERS, POSTERS AND ACCESSORIES

On September 1st, 1960

Columbia exchanges throughout the country will begin servicing accessories, posters and trailers on motion pictures it will release after that date. For Columbia pictures released prior to September 1st, 1960, such as

STRANGERS WHEN WE MEET...STOP! LOOK! AND LAUGH!

13 GHOSTS...THE NIGHTS OF LUCRETTIA BORGIA

you will continue to be serviced by your regular sources.

Please note...

so that there will be no delay in the flow of material to theatres across the nation, Columbia exchanges have already begun servicing accessories, posters and trailers on the following pictures it has scheduled for release after September 1st, 1960:—

SONG WITHOUT END  ALL THE YOUNG MEN
THE ENEMY GENERAL  THE WILD ONE
AS THE SEA RAGES  FAST AND SEXY
I'M ALL RIGHT JACK  ON THE WATERFRONT

For your information—Only trailers made and sold by Columbia will include copies of new Columbia exchange

The Columbia Exchange

New York, N.Y.
American Films in Half of Moscow's Theatres; USIA Director Reports

WASHINGTON, July 31—In the course of his introductory remarks at the local premiere of "The Idiot," U.S.I.A. Director George Allen gave a brief rundown of the situation of American films now showing in Russia.

Citing an American correspondent in Moscow as his source, Allen said that during the week of June 27-July 3, American films were shown in 45 of the 102 movie houses.

UA Sales Drive to Honor Youngstein

Max E. Youngstein, vice-president of United Artists, is being honored with a 22-week sales drive to start at once and planned as the most important in UA's history.

A new name—Max Youngstein Drive—was announced here at the weekend. The announcement was taken as a further indication that producers, encouraged by favourable exhibitor and trade response to color newsreels, are beginning to move toward complete conversion to color.

Government sanction for the film in color of this State occasion was given as a scoop for the film industry. But television will be barred from (Continued on page 6)

Many Take Exhibit Space at TOA Meet

Theatre Owners of America at the weekend announced a still incomplete list of more than 30 companies which will exhibit at its 13th annual motion picture industry trade show at the Ambassador Hotel, Los Angeles, Sept. 13-16, in conjunction with its annual convention.

Those listed include: Pepsi-Cola (Continued on page 4)

Grubstick Named W.B. San Francisco Manager

Al Shimkin, San Francisco branch manager for Warner Brothers, announced his retirement from the company. Al Grubstick, assistant branch manager in San Francisco, moves up to branch manager there today, ac- (Continued on page 6)

20th-Fox Home Office in Dark on Report Skouras Plans Studio, Theatre, TV Firms in Ethiopia

Home office officials at 20th Century-Fox said they were unable to comment on a weekend dispatch to the New York Times from Addis Ababa which reported that Spyros P. Skouras, 20th-Fox president, had conferred there with Emperor Haile Selassie on a program of theatre construction, film production and television broadcasting for Ethiopia.

... (Continued on page 6)
UA Drive

(Continued from page 1)

a record sum, will be awarded to the 33 competing branches in the United States and Canadian territories. Exchanges will be aligned in three major groups.

In a wire sent to every member of division, district and branch staffs on the eve of the drive, co-captains Heimeman and Picker forecast the movement of cash to the sales director of the company’s founding in 1919: “We are particularly enthusiastic about the drive honoring Max and know each of you shares the same enthusiasm and excitement.

Record Business Predicted

“His continuing contributions to the company, his progressive and forthright leadership, his love and respect for the motion picture industry serve as inspiration for all of us. We feel privileged to have been selected to co-captain this drive honoring Max. We are confident that the drive will produce the biggest total revenue and greatest number of bookings of any sales campaign in our company’s history.” The drive will close on the last day after November 30th.

The Max Youngstein Drive will be run in six regions, each with a set of objectives, which the company’s top sales executive, the second lap of eight weeks ends Wednesday, October 1. The second lap of eight weeks ends November 26, and the final stretch period of five weeks ends December 31.

Cash Prizes Included

Substantial cash prizes will go to the first three winners in each division for these three sales regions. Grand prize will be awarded to the three winners in the overall standings at the conclusion of the drive. Division and district prizes will also be awarded.

According to the company, this drive campaign involves the greatest concentration of outstanding product ever distributed by United Artists. A top budget advertising, publicity and execution program will back the features figuring in the salute to the UA vice-president.

M. J. Comtoit Dies

DONALDSON, La., July 31.—Max J. Comtoit, manager of the Harp theatre interests here and in Thibodaux, died at his home here at the age of 56 after 40 years in the industry. He is survived by his widow, a daughter, brother, two sisters and a granddaughter.

‘Make Love’ Slated Here

Twentieth-Century Fox’s “Let’s Make Love,” Marilyn Monroe’s latest starring vehicle, will have a dual premiere here in mid-August at the Paramount and the Trans-Lux 53rd Street theatres.

Youngstein Credited
With ‘Wild’ Courage

By SAUL OSTROVE

“Something Wild” isn’t only the title of a new picture being directed here by Jack Garfield for United Artists. These two words also express the young director’s affection for Max Youngstein, UA vice-president, and for any other film executive who would give young production people an opportunity to make the grade in pictures without dangling a “star name” clause before them.

Breaks Bread with Press

Garfield stepped off his indoor set Friday long enough to lunch with the trade press and tell of his excitement over “Something Wild,” which stars his son, Carroll, with John Doherty, Max Meeker and Mildred Dunnock. George Justin is producing the picture, which is based on the novel “Mary Ann,” written by Alex Carmel, with Garfield with Garfein wrote the screenplay.

The picture is about New York. It is being filmed here in its entirety. New York, Garfield explained, is the background, the atmosphere, the finality the rehabilitation for the players. But Garfield shuddered when it was suggested that “Something Wild” would be an art film. He was not the first director who regarded such a label as the kiss of death at the box office.

Criticizes Broadway Producer

Garfield’s clear implication was that Youngstein, in offering to finance an off-beat picture such as “Something Wild,” had more courage than all the producers on the Broadway legitimate stage. There, he said, the producer has lost touch with his public and won’t chance a really controversial play. Those that travel downtown to Off-Broadway, he added.

Garfield also favors a government subsidy for film-makers. He sees no reason why he should have to go from studio to studio with his properties, despite the fine tradition of the industry’s Youngstein.

Wald to Produce ‘Roses’

HOLLYWOOD, July 31.—Jerry Wald will produce “A Loss of Roses,” as one of 12 pictures his company will make for 20th Century-Fox, it has been announced by executive producer Robert Goldstein.

Miller for ‘Back Street’

HOLLYWOOD, July 31.—David Miller, who recently directed “Midnight Lace,” the Arwin production starring Doris Day ad Rex Harrison for Universal—‘Back Street,’ has been allotted to direct “Back Street.”

George Josephs Ends
32-Year Col. Employ

George M. Josephs, Columbia Pictures’ director of domestic sales, Samuel Goldwyn’s “Porgy and Bess” has announced his resignation from Columbia. Effective July 29, the resignation concludes an association of 32 years. A. Montague, executive vice-president of Columbia, said Josephs’ resignation was “accepted with regret because of the valuable services he has rendered Columbia through the years and the high personal esteem in which we all regard him.”

Josephs has spent his entire motion picture career with Columbia, starting in 1913, and has been associated with the company’s sales, advertising and public relations departments. In 1946, he became assistant to Montague, and in 1950 was named general sales manager. He was named a circuit sales executive in 1951 and last December made sales director for “Porgy and Bess.”

George Josephs Ends 32-Year Col. Employ (Continued from page 1) its own, and makes up both the Universal Newsreel staff and Tom Mead, editor, edits the foot and scores it. Printing is done pathetically.

Universal’s decision to extend agreement assures the industry of continuation of two newsreels. arrangement was entered into last week between Universal News and Paramount News, and reported to have proved beneficial. Both News of the Day and Universal News are issued. It is regarded as one of the few developments furnishing for esential economies undertaken by industry that has proved comprehensive so far.

Had Been Operated at Loss

Previously, the Universal news had not been earning its producing cost. Under the new arrangement, to be in effect throughout both newsreels will be the production costs but to be thrown off something toward its distribution costs as well. As long as it costs near the break-even mark, Universal Management is understood to be pared to continue it.

Also helping to assure the continued existence of the newsreel is the ability of the department to cut short subjects with the same facilities.
Choice of Butler As Independent
Producers' Liaison Is Questioned

By E. H. KAHN

WASHINGTON, July 31.—The idea that Paul Butler, former chairman of the Democratic National Committee, would be a desirable legislative representative for the independent producers in the film industry, has raised some eyebrows here. There has been some disposition to question whether the interests of the independent producers are so different from those of those in the film industry as to warrant retention of a separate representative. Beyond that, there has been widespread questioning of the political savvy of the people who were thought to have瓴consist in large part of Congressional liaison.

The very factor that makes for a good share of Butler's political capital is also one element in his weakness. As National Chairman, Butler strayed far from the traditional role of being a compromiser and a healer of the inner circles of politicians, but they created rifts, and failed to do anything in Washington when doing so would have meant sacrificing ideas that he held dearly.

Convention Situation Re-called

Butler's role in the Democratic convention that nominated Sen. Kennedy (D., Mass.) for the Presidency provoked some bitter comments even before the event. It is not likely to persist as an open irritation that the party now is almost united behind its candidates, though it is clear that some elements would like to be more dissident than they dare to be right now. The feeling that he was not above using the job of National Chairman to advance the candidacy of one person has not yet been damaged by any means. It would be bad for him as chairman, if he had politics, to make it too seen. There can be no doubt, however, that this will linger in the minds of members of the House and Senate for some time to come.

Disliked by Some Southerners

Butler, as National Chairman, seems to have particularly annoyed Democrats from the Southern States without making many friends among the liberals. For one thing, his stand on Civil Rights irritated them. Forgetting any moral issues that may be involved, the fact remains that the liberals are, by and large, senior members of the House and Senate. They hold the key committee chairmanships. To the extent, for example, that a representative of independent producers would have to deal with only four key committees—those that write taxes and those that regulate commerce, including radio-TV—it would be necessary to deal with three Southern chairmen, and one from the Pacific Northwest.

In this connection, it might be worth noting that Sen. George Smathers (D., Fla.), who has to trouble of publicly blasting the "narrow and vindictive attitude of Paul Butler" in regard to his conduct of the Los Angeles convention. Smathers is the chairman of the Democratic Senatorial Campaign Committee. Indications that he considered provocation of his comment was an allegation that Butler had deprived Democratic Senatorial candidates of a prominent role in the convention. It is said that this was attributable to Butler's desire to block members of Congress from a place in the convention because of past differences between Butler and Progressives.

Kennedy Link Not Clear

There is some question, at this point, of how close Butler is to Sen. Kennedy, the Democratic Presidential nominee. Even if it were conceded that Butler is very close to Kennedy, and that Kennedy, if elected, would be disposed to take Butler's views, this would appear to have little influence on Butler's relationship with the legislature. It could, of course, mean that liaison with the Executive Branch of the Government would be very good. This is not to be taken lightly.

Butler's relationships with Democratic liberals in the Senate, for example, are not much better than his relations with the conservatives. For reasons which may be obvious to the mind, it is hardly a secret that Hubert Humphrey (D., Minn.) takes a less-than-cordial view of Butler. It would, in fact, be difficult to come up with a very long list of names of Senators known to take a strong pro-Butler view.

Most Problems Legislative

The fact is, of course, that more of the motion picture industry's problems seem to be legislative than executive. There are tax rulings to be fought through the Internal Revenue Service—and this might be of particular importance to the independents. Much of this work, of course, has to be done with the aid of technically competent attorneys. More often, there are changes in the tax laws that must be enacted by Congress—and there has to be prominent such legislative gentlemen as Chairman Harry Byrd (D., Va.) of the Senate Finance Committee and Chairman Wilbur Mills (D., Ark.) of the Ways and Means Committee.

Meanwhile, the independent producers who for a time had considered forming their own organization with Butler as the director, now have decided to work through the Screen Producers Guild for the time being, at least.
FCC Sets 'Interim Program Policy'

From THE DAILY Bureau
WASHINGTON, July 31.—An "interim" programming policy has been adopted by the Federal Communications Commission. It will remain in effect at least until FCC gets further along in its study of the extent of its powers to regulate programming.

The new policy requires applicants for new and renewal radio and TV licenses to show how they are meeting the public service needs of their local communities.

FCC rejected quite firmly any notion that it would engage in censorship. It said: "The communication of ideas by means of radio and television is a form of expression entitled to protection against abridgment by the First Amendment to the Constitution. The commission may not impose its private notions of what the public ought to hear."

FCC went into the matter of "the public interest" in connection with its licensing activities. It said that this might constitute a program schedule in which, in addition to entertainment programs, was offered for airing local issues, presentation of local talent, presentation of children's programs, and material in the general public affairs and educational areas, such as news, farm news, sports, and religious programming.

New Closed Circuit Network for Business

Proposed formation of a closed circuit TV network by TelePrompTer embracing eight cities contemplates communications, rather than entertain-ment objectives, company officials stated at the weekend.

TelePrompTer has applied to A.T.&T. for coaxial cable connections for the circuit which, it is planned, will include New York, Boston, Washing- ton, Philadelphia, Pittsburgh, Det- roit, Cleveland and Chicago, and would cover the hours from 10 A.M. to 5 P.M.

Currently, on a one-time basis for its communications closed circuit hookups, TelePrompTer is obliged to pay the standard charge of $1.25 per mile, per hour. If A.T.&T. approves the proposed new hookup on a perma-nent basis, a lower long-lines charge would apply, entailing econo-mies which would be passed along to customers and which in turn would help attract new ones, TelePrompTer officials pointed out. In addition, they said it would make it possible to establish some continuity in the com-pany's industrial closed circuit TV operations, and would provide in-

TOA Meetin

(Continued from page 1)

Cooper Found. Enlist $25,000 to ACE Pro

Special to THE DAILY
LINCOLN, Neb., July 31—Ken E. Anderson, chairman of the Cooper Foundation here, has announced that the Foundation has "thrustfully" subscribed $25,000 to the projected American Congress Exhibitors production company.

Anderson said, "I have advised five theatre ex-affiliates that we are to be commended for the use of the Foundation in the production of motion pictures. I am certain the advent of this new company the production scene will have a materially beneficial effect on the power of quality pictures, which is still able to exhibitors as a whole."

DiFonso Treasurer Of America Corp.

Rocco J. DiFonso has been elected treasurer and chief financial officer of America Corp., it was announced. Kenneth K. Greene, president of America Corp., is the parent of DiFonso Laboratories, among other subsidiaries.

DiFonso, a former controller assistant treasurer of H. K. Po-Co, joined America Corp. earlier year.
Now in preparation—the 1961 Editions of
MOTION PICTURE ALMANAC

... TELEVISION ALMANAC

In these two companion volumes is mirrored the whole business world of the screen. Each supplies the up-to-date facts of industrial structure, performance, companies, organizations, products and services in its own particular field—plus data pertinent to both motion pictures and television. With identical biographical sections, the Almanacs provide the only Who’s-Who of these interrelated industries. Every edition is sold out soon after publication—to make sure of your copy or set, you are advised to send in your order early. There’s a convenient coupon below.

At your fingertips—the Whole Business World of the Screen!

QUIGLEY PUBLICATIONS
1270 Sixth Avenue, New York 20, N. Y.

Send a copy of the 1961 Edition of:

☐ MOTION PICTURE ALMANAC ($5)
☐ TELEVISION ALMANAC ($5)
☐ BOTH ALMANACs ($8.50)

☐ Payment herewith
☐ Send a bill

Date______________

NAME_____________________

ADDRESS__________________
News reels

(Continued from page 1)

the ceremony to make way for a “vivid” color record of the event. The newsreels have agreed to make a black and white version available to TV.

The decision will be responsible for production of the reel which will be of longer duration than normal. It will be processed by Technicolor for distribution to all Pathe and Movietone subscribers.

The Government’s Central Office of Information has also granted permission to distribute the color newsreel overseas.

AB-PT Has Interest

(Continued from page 1)

12-story office building in Atlanta to replace the Parnon Theatre Building there which will be demolished.

Atlanta Enterprises, Inc., which has a long term lease, has made the property to the new corporation in which it will be a 50% owner.

‘America Fore Building’

The new building, to be named “The America Fore Building,” will be constructed by the S.S. Jacobs Company of Jacksonville, Florida, the president of which company, Robert Jacobs, will be the other 50% owner of the new corporation. The building is expected to be completed in early 1962 with financing arranged by New York Life Insurance Company, Henry G. Greene of New York is the architect.

The principal tenant in the new building will be the America Fore Loyalty Group insurance companies which will occupy seven floors.

U.S. Films in Moscow

(Continued from page 1)

in Moscow. In view of general U.S.-U.S.S.R. relations, Allen said, he finds this “a curious, and even amazing, phenomenon.”

‘Lift’ is “appealing particularly to highbrow audiences, although medium and low-brow viewers are said to be less enthusiastic. Dubbing is reported as excellent, and audience reaction has been most favorable.”

‘Rhapsody’ was apparently appealing to the teenagers.

‘Roman Holiday’ was “showing in 20 theatres and enjoyed by everyone, high and low.”

Allen commented that there are about the same number of movie theatres in the Washington area as in and around Moscow. “If the Moscow theatres are well run,” he asserted, “40 or so of our houses would be showing Russian movies at present.”

Richman to 20th-Fox

(Continued from page 1)

publicity departments of Universal, RKO Radio and Columbia Pictures.

In his new post he will concentrate on the New York campaigns, including local-level exploitation and exhibitor relations.

Hollywood, July 31.

There’s a lot of picture in “Hell To Eternity.” Lots of unusual action, sex, heart and realism to put this offbeat biography of a World War II hero into the important money class.

Flavoring the film’s unique story are the ingratiating performances by Jeffrey Hunter, as Guy Gabaldon, the U.S. Marine raised by an American-Japanese family, who won heroic acclaim for capturing single-handedly nearly 2,000 Japanese during the Saipan and Tinian campaigns; David Janssen and Vic Damone in crack-jacker roles as Hunter’s war buddies; and highly impressive characterizations by sessue Hayakawa, the Japanese general, who commits hara-kiri as he shamefully submits to Hunter’s demands to save 2,000 of his weakened countrymen from certain death by having them surrender, and Tsuru Aoki, the Japanese “mother” who raised the hero from orphaned childhood.

The relationship between Gabaldon as a boy portrayed by Richard Eyer and the Japanese family earlier in the film is a heartwarming and significant experience, with Gabaldon learning the Japanese language as he teaches the mother English.

Others who figure prominently in the film, especially in an outstanding sequence during which Hunter, Janssen and Damone are on 48-hour leave in Hawaii in search of female companionship, are attractive Patricia Owen, Michi Kohi and Reiko Sato, who became involved with the three Marines in a drinking strip-tease party, with Miss Owen thawing to give a surprise climax to the scene. It is in this scene that Janssen gives strong evidence of becoming the Cable of tomorrow.

Phil Karlson’s superb direction of the lengthy screenplay by Ted Sherdeman and Walter Roeser Schmidt, who drafted from a story by Gil Doud, is a noteworthy accomplishment in bringing into focus all the emotions and excitement, with true-life effect, that one might enjoy in a war story. Burnett Guffey’s camerawork and Leith Stevens’ music are strong components to the overall production values brought out by producer Irving Levin and production executive Harry Mandell.

The story covers Gabaldon’s childhood association with his Japanese “family”; their problem in the community at the time of Pearl Harbor; Gabaldon’s acceptance into the Marines because of his knowledge of the Japanese language; his emotional self-conflict in fighting the Japanese on Saipan, and his heroic exploits following the killing of his buddies Janssen and Damone.


SAMUEL D. BEINS

Grubstick Named

(Continued from page 1)

ccording to Charles Beasom, Warner general sales manager.

Smitken, San Francisco branch manager since 1939, has been associated with Warner Brothers for 28 years, serving in various sales posts. Grubstick joined Warners in 1935 as assistant branch manager in San Francisco.

Piano Marathon Starts Today in Times Square

A piano-playing marathon as a promotion for “Song Without End,” sponsored by Columbia Pictures in connection with the Aug. 11 world premiere of the story of Franz Liszt, at Radio City Music Hall, will be staged in the window of Toffenetti’s Restaurant in Times Square here, beginning today.

The world’s record holder for uninterrupted piano-playing, Joe Niland, will attempt to shatter his own mark of 73 hours, 5 minutes and 30 seconds before the passers-by at this intersection.

Niland, who will begin his marathon at noon today, established the current world record in 1956 in connection with the opening of Columbia’s “The Eddie Duchin Story” in Cumberland, Md., Niland’s home town.

20th-Fox Talent School Greets 32 New Students

From THE DAILY Bureau

HOLLYWOOD, July 31.—The 20th Century-Fox studio talent school, which recently held its first graduation exercise, has now entered its second phase. Sandy Meisner, director of the school, begins the second course with a nucleus of 52 youngsters selected after competitive tests from a field of 600 applicants.

Of the first group of 10 students under the direction of Meisner four were signed to term contracts by the company, and two, Carol Christensen and Martin West, were assigned starring roles in “Freckles.”

1st-Run Plans Definite

For Trans-Lux 85th

The definite decision to make Trans-Lux 85th Street theatre in the first-run operation was announced at the weekend by Richard P. Bradstreet, president, and Thomas E. Rodgers, vice-president, of Trans-Lux Theatres.

The opening day business of $820 on U-I’s “Port of Hell” in this house was the biggest single gross in the theatre’s history, according to Rodgers, “matching in seat volume the sensational business done by the Palace on Broadway each week with which we are playing day and date.”

Theatre-Cafe Operation

Desirability of the 85th Street first-run for either commercial or product, Rodgers added, can be an increase from here on in, because the advantageous location for uptown residents who would go to Broadway for first run, and the atmosphere which will prevail will aid our remodeling job is finished this Fall, after which the 85th Street will be the only theatre-cafe operating the country.

Albany Trade to Honor Bach at Lunch Today

ALBANY, July 31.—Rudi Ba, whose long career has spanned a diverse field as the practice of medicine in Austria and the United States acting and producing in the legitimate theatre, dubbing, directing and motion pictures starting in 1928, is to be guest at a farewell luncheon on July 31 for producers and directors and important people.

“Rudi knows people all over the United States,” said his friends, “and we are proud to have him in our midst.”

Among the guests will be the president of the Albany Educational Theatre, E. W. Abeles, and Mrs. Abeles, and the president of the Albany Civic Association, E. W. Abeles.

We know that Rudi’s many years of hard work will be reflected in your future. We are sure that Rudi will be present and bid him farewell. We wish him the best of luck in his future work.”

Services for Harper

MANSFIELD, O., July 31.—Funeral services were held last week at Mansfield, Ohio, for Frank Harper, a veteran of World War I and a member of the local theater department and long-time central Ohio theatre director, who died July 23 of a heart attack at his home in Mansfield.

Services for Harper

BOSTON, July 31.—Funeral services were held last week at Westwood Cemetery in Holliston, Mass., for Charles B. Harper, a well-known theatrical producer and the father of Frank Harper, who died July 23 of a heart attack at his home in Mansfield.

Services for Harper

BOSTON, July 31.—Funeral services were held last week at Westwood Cemetery in Holliston, Mass., for Charles B. Harper, a well-known theatrical producer and the father of Frank Harper, who died July 23 of a heart attack at his home in Mansfield.
IT壺ialship Defeat

By Sherwin Kane

NJSVLANIA's film censorship law was a particularly dangerous one to all branches of the industry. Before, the unanimous decision of Dauphin County (Harrisburg) that the law is unconstitutional and inoperable is doubly welcome.

The Pennsylvania statute sought to maintain the faint of illegality which the Supreme Court visited upon all censorship in decisions handed down recently, by specifying the powers of the motion picture industry to use its censorship function after it had opened in theatres, more than before.

If this legal subterfuge been valid by the court, industry observers were convinced the Pennsylvania law would have been a model for additional state and municipal censorship legislation.

But the Pennsylvania statute was unenforceable, the law could require the operators to withdraw a disapproved film, as it had opened at the theatre after thousands of dollars had been spent on advertising and publicising. The theatre might be obliged to remain closed for some time if suit was not filed.

The law required the creation and licensing of a state, and empowered the board to classify films for adults.

The uncertainties, complexities, formal considerations and economic demands of the law to all branches of the industry are apparent, the more so when such legislation ever be valid by the courts and its danger spread throughout the country.

The gratitude of the industry is 20th Century-Fox and William F. Zuckert, chairman of the board, who successfully fought the Pennsylvania law. However, their victory should

Censor Set-Back Hailed by Johnston

The Pennsylvania court decision striking down the new state film censorship law was hailed yesterday as a "significant advance in the continuing fight to maintain freedom of the screen" by Eric Johnston, president of the Motion Picture Ass'n. He said it rolls back "those in America who would short-circuit democracy by turning over freedom to the dictates of a censor."

The Johnston statement continues: "The court has rescued Pennsylvania (Continued on page 4)"

Stein to Join Warners As Advertising Manager

Max Stein will join Warner Bros. early next month as advertising manager, it was announced yesterday by Richard Lederer, the company's advertising and publicity director.

Stein, creative ad manager for 20th Century-Fox, will leave his present post this week and assume his new duties following a vacation. A member of the 20th-Fox ad team (Continued on page 5)

Zeckendorf $5 Million Initial Payment Made For 20th-Fox Studio Property

William Zeckendorf yesterday paid 20th Century-Fox an additional $2,300,000 to complete the basic $5,000,000 down payment on his new all-cash deal for the purchase of the 20th-Fox studio property in Beverly Hills, Calif.

The deal accompanied the signing of the new deal under which Zeckendorf companies will pay 20th-Fox $43,000,000 in cash for the studio property. However, the deal must first be approved by 20th-Fox stockholders at a special meeting called for Oct. 17.

If the deal is approved by the stockholders, Zeckendorf will pay (Continued on page 6)
PERSONAL MENTION

SYPROS P. SKOURAS, 20th Century-Fox president, has extended his stay abroad one week, and now is expected back in New York next Monday.

Eric Johnston, Motion Picture Association president, and Kenneth Clark, vice-president, will return to Washington from New York today, following two days of MPAA staff meetings here.

AMERICO ARIOF, Universal Pictures foreign general manager, returned to New York over the weekend from London aboard the "United States."

LOUIS LORS, United Artists vice-president in charge of foreign operations, has returned to New York from Europe and the Middle East.

Robert Cohn, producer, has arrived in New York from Hollywood.

Vincente Minnelli, director, has returned to Hollywood from London.

Jack Goldberg, retired branch manager for M-G-M in Albany, N.Y., and Mrs. Goldberg, who were visiting there in and out of Saratoga last week, have returned to their home in Miami Beach.

Michael M. Yeke, manager of the Milford Theatre, Chicago, is hospitalized there as the result of a heart attack.

Mrs. Mack Grimes, wife of the general manager of Bailey Theatres, Atlanta, is recuperating at her home there following surgery.


Charles Fellemann, of Continental Distributing, Inc., has left with Mrs. Fellemann for the Pocomo Mountains.

NEW YORK THEATRES

RADIO CITY MUSIC HALL—Producer Johnny Weissmuller will open "Jungle Book" here Thursday, August 18. A special publicity campaign will be carried on over the radio stations. (C 6,140)

BELLS ARE RINGING—An Arthur Freed production starring Judy Holliday & Dean Martin from M-G-M & Dean Martin & Jerry Lewis. (C 5,206)

JUDY HOLLYWOOD & DEAN MARTIN—Over 5,000 people came to this Earl Carroll Theatre benefit, held here July 24th.

Theatre to go on Sunday.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ives, Managing Editor; Richard Gestner, News Editor; Herbert V. Vogel, Associate Editor; Charles Aiken, Advertising Manager; Gus H. Faust, Production Manager, TELEVISION TODAY, Charles S. Astrommo, 740 Fifth Avenue, New York, N.Y. Phone: Hollywood 21-2740, Manager, 642-7453. Northwest Branch: 926 S.W. Third Avenue, Portland, Oregon. DAILY is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1426 Sixth Avenue, Rockefeller Center, New York, N.Y., and is printed by the National Lithographic Company, Inc., at Troy, N.Y., and is bound by L. C. I. Binding Company, Inc. Copyright, 1949, by Quigley Publishing Company, Inc. Entered as second-class matter Sept. 21, 1928, at the Post Office at New York, N.Y., under the act of March 3, 1987, Subscription rates per year, $6 in the Americas and $12 elsewhere. Single copy...

Shepperton Studio Has Small Profit for '59-60

From THE DAILY Bureau

LONDON, July 29 (By Air Mail), -Shepperton Studios made a profit of £27,191 ($53,461) for the year 1959-60, compared to a loss of £27,191 ($53,461) in the previous year 1958-59.

These profits, although small, comforted chairman Douglas Collins in his annual report to stockholders, "are a welcome contrast to the losses of the two previous years and the results would have been better for the Studios without the early months of the financial year. Business during the early part of the current financial year," he continued, "has been satisfactory. The Studios have been operating to near capacity for the first quarter of the financial year. The forward letting position is satisfactory for the next three months but the demand for the full financial year must necessarily depend to a large extent on the level of activity at Shepperton during the winter months, when business is more difficult to attract than in the summer."

Drive-In Theatre Loses Appeal in Tax Case

Special to THE DAILY

AIKEN, S. C., Aug. 1.—The Aiken Drive-In Theatre company has lost a $27,394 tax case in the U.S. Circuit Court of Appeals, Richmond, Va., according to word received here.

The local theatre company requested a declaration of the amount it was assessed for damaged drive-in theatre sold to it by a subsidiary corporation after hurricane damage.

At Richmond, Judge Herbert S. Borenham, speaking for the three-judge panel, upheld a decision against the drive-in theatre by the district court for the Western District of North Carolina. Judge Borenham noted that the theatre was formed to act as a subsidiary to the Aiken Corporation for the purpose of avoiding 1953 taxes. "The court will not allow the shifting of loss to gain a tax benefit," he asserted.

Sunday Performances Are Set in Greenville

Special to THE DAILY

GREENVILLE, S. C., Aug. 1.—City Council here has authorized Sunday theatre performances under a state law which permits such shows in cities of over 62,000.

Area theatre operators, pointing out that the 1960 census figures show the city of Greenville to be 65,773, recently petitioned City Council to authorize Sunday showings under the permissive state legislation.

Winchell, Zugmuth Form Film Producing Company

From THE DAILY Bureau

HOLLYWOOD, Aug. 1.— Walter Winchell and Albert Zugmuth have formed Walter Winchell Productions, Inc., to make television pictures. Winchell will be president and treasurer and Zugmuth will be vice-president and secretary.

Winchell, it is said, as executive producer and Zugmuth will produce and also direct some of pictures to be made by the company. No release deal has yet been set.

Vogel, Terrell, Mochrie To Coast for Meetings

From THE DAILY Bureau

HOLLYWOOD, Aug. 1.—Joseph B. Vogel, president of Metro-Goldwyn-Mayer, accompanied by Robert Mochrie, recently appointed general sales manager, and Don Terrell, eastern publicity director of the company, are here to screen important pictures completed and now in production.

Screenings have been scheduled throughout a week of conferences with studio head Sol C. Siegel and production executives, at which over-all release and promotion plans will be discussed and finalized with Mochrie participating in his first visit to M-G-M since assuming his new position.

Pictures to be shown are "The Angel Wore Red," "Butterfield 8," "Cimarron" and "Go Naked in the World," which are in various stages of editing, plus the footage filmed to date on "King of Kings," "Where the Boys Are" and "Atlantic, the Lost Continent," now before the cameras. Included in the screenings is the future release of "Ben-Hur," to be backed up by increased promotion and exploitation as new engagements augment the current record-breaking 600 openings.

Advance promotion programs also will be outlined on the schedule of major pictures now in preparation, among them "Mutiny on the Bounty," "The Four Horsemen of the Apocalypse," "Lady L," "How the West Was Won" and "Ada."

'Terrace' Business Big

"From the Terrace," a 20th-Fox release, is outgrowing "Peyton Place" in many of its engagements, according to theatre reports. At the Palace Theatre in Dover, New Hampshire, for example, it was reported to have taken $18,483, compared to $15,818, the "Peyton Place" gross for the corresponding four days at the theatre.

Phonevison

(Continued from page 1)

General, Inc., subsidiary to initiate toll-TV over WHCT-TV, 11 and 18.

Introduction of pay-TV here has been approved by the Federal Commission Commission of an application by Zenith and RKO General to do so.

The brochure, in addition to笼罩ing how pay-TV operates, also is arrangements that are now being made to bring top new film Horton in an exhibition of picture films of the calibre of 'Ben-Can-Can' and 'From the Terrace.' Details of the box office effort now being worked out with less available is "in the next few months it is stated.

Promised also are telcasters Broadway shows—productions of quality of "The Sound of Music," "Andersonville Trial," along "grand opera and ballet and performances of major symphony orchestra.

Stressing "advantages of pay-the-broadcasting system," if even those a minimum budget for entertainers can afford subscription TV, since would enable families of modes to enjoy more quality entertainment than is now feasible at boxoffice rates.

Cost '90 Cents to $1'

"Cost for the entire family to a class A motion picture feature amount no more than the cost single theatre admission—90 cents $1 at Hartford downtown movie-trees—offering real economy, especially to families with children.

"Prices of most subscription offerings will range somewhere between 75 cents and $1.50—some cost as little as 25 cents.

"Currently, a family with two children attends a day-town first-run movie theatre in fort, cost including transportation and parking is more $4 connected to theatre refreshments for lunch and a snack after the show. With subscription TV, this family could enjoy as many as four movies at the cost of an evening out."

Virginia MPTA Becomes Member of TOA

The Virginia Motion Picture Theatre Association, one of the oldest dependent exhibitor organization has joined the Theatre Owners of America. TOA president Albert Pickens and Roy Richardson, press of the Virginia unit, announced affiliation yesterday.

The TOA gives its total of 27 state and regional and complete coverage of every seaboard state, Pickens said...
LAUNCHED WITH AN ALL-OUT UNIVERSAL SHOWMANSHIP SATURATION CAMPAIGN!

WORLD PREMIERE Detroit, Aug. 5, Broadway Capitol and throughout Michigan territory, followed by territorial saturations beginning Aug. 10 out of Cincinnati, and Aug. 17 out of Indianapolis.

NO FILM EVER DARED TOUCH THIS THEME BEFORE

It's like a Kinsey Report on the campus
-WALTER WINCHELL

an ALBERT ZUGSMITH production

COLLEGE CONFIDENTIAL

Starring
MICKEY SHAUGHNESSY • CATHY CROSBY • HERBERT MARSHALL • CONWAY TWITTY • RANDY SPARKS • ROCKY MARCIANO • SHEILAH GRAHAM
EARL WILSON • LOUIS SOBOLO • PAMELA MASON

Screenplay by IRVING SHULMAN. Produced and Directed by ALBERT ZUGSMITH

A Famous Players Corporation picture in association with Allen-Meadows. A UNIVERSAL-INTERNATIONAL Release
Penn. Censor Law Is Voided

Pennsylvania Ass'n. of Amusement Industries, both of Philadelphia.

State attorney general Anne X. Alpern said she would appeal to the state's appellate courts and to the U.S. Supreme Court if necessary. Imposed by the 1959 Legislature, the new code replaced Pennsylvania's old censorship law of 1919, declared unconstitutional by the Supreme Court in 1956, on the grounds its language was too vague and indefinite. The 1929 law also established a Motion Picture Control Board to administer the act, and while three members have been named to the agency, it has been inoperative pending a court decision.

The decision has been awaited by the industry and state welfare advocates. It was heard by the court on March 9.

Sees 'Due Process' Violated

On constitutional grounds, Judge Sohn found the law violated state and federal guarantees of freedom of expression and due process of law.

The board was given broad powers enabling it to rule films unviewable for children, the latter category an innovation applying to both obscene movies and those which incite to crime.

The law defined obscenity as that which, if "to the average person appealing contemporary community standards, its dominant theme, taken as a whole, appeals to prurient interests," would cause a minor to commit an illegal act.

Considered 'Three Persons' Insufficient

A series of federal court opinions that the question of obscenity is one for judicial proceedings, not the legislature, was cited by Judge Sohn, who further questioned whether any three persons could determine "contemporary community standards" through the Pennsylvania law. The new censor law was held to be a symphonic presentation of crime in a child's mind.

The court also found the code oppressive to the industry in its provisions for registration and review of films, and to the magazine and newspaper publishing industry in its prohibition against carrying advertisements of films found objectionable by the board.

The jurist contended the act did not give adequate judicial relief to distributors or exhibitors of films banned by the board, and also objected that films shown on TV would be exempt.

Backs Freedom of Expression

The act, Judge Sohn's opinion contended, "is unconstitutional on its face because it deprives plaintiffs and motion picture exhibitors throughout the state of their guaranteed freedom of expression and communication; it is seriously infringing freedom of expression; it establishes a prior restraint on all those pictures exhibited in Pennsylvania.

Its standards are so vague as to provide no rational basis to guide defendants, members of the motion picture control board, in their determinations; it has no rational basis for distinguishing between what may be shown to persons above and below the age of 17; it is completely lacking in all the traditional and fundamental procedural safeguards and it singles out motion pictures for control from all other media of communication, at the same time exempting certain classes of films shown under certain auspices (groups playing as fraternal and charitable organizations at 'stags' or 'smokers') without any rational basis for such classification.'

Court Concurrs

The entire county court concurred in Judge Sohn's opinion, which found that the state censorship law, which imposed an undue burden on interstate commerce, violated sections of the Pennsylvania and U.S. Constitutions and upheld the industry plaintiffs.

The Pennsylvania statute was opposed by the Motion Picture Association of America and the Council of Motion Picture Organizations, both which cooperated with producers. The new censor law was of broad concern to all elements of the industry because it sought to legally avoid the restraints of pre-censorship by having the state review and veto upon films after they had opened in a theatre in the state, rather than before.

Might Cause Theatre Closings

Under such a procedure, a banned film could result in waste of an entire advertising-publicity campaign by the theatre and production companies, in the closing of theatres while they endeavored to obtain substitute programming.

Had the Pennsylvania law been upheld, the industry Vanua, or what would have been widely copied across the country.

As it is, the industry is expected to spin industry attacks on the remaining state and municipal censorship laws.

Compo Warns

executive secretary of COMPO, which played an active part in opposing passage of the law last summer.

While everybody in the industry has reason to be delighted by the court's decision, McCarthy said, "the case does not end there. The Pennsylvania attorney general has declared she will appeal the decision to the United States Supreme Court, if necessary. In view of the court's sweeping rejection of the act, however, she may reconsider the advisability of such further expenditure of the taxpayer's money.

"Regardless of what may be further done in the courts, the people of this legislature in Pennsylvania, and similar groups in other states, will return to the fight as soon as state legislatures convene at the beginning of the year. That is something they will be fighting against."

Black 'Grosses Big'

"Porky in Black," which opened last week at the RKO Palace Trans-Lux 85th St. Theatres her business comparable to "low talk," according to Univ International. This picture played in its first five days at Palace and $12,627 at the 85th for the same period.

Continued from page 1

not be made an excuse for retaliating against those who wish to legislate censorship, we are certain to be made in the not.

Exhibitors are well advised by Charles E. McCarthy, executive secretary of Compo, to remain on guard in advance of and during next legislative sessions. The will not be over until the last court decision is reached.

Calls Edict 'Reassuring'

"In this time in the world when some dark forces are out to do freedom, it is reassuring that America's court serves notice that freedom of expression meaning and vitality in our laws," McCarthy said.

"Our industry believes, as do true believers in democracy, freedom from responsibility to the individual and the group in America. We have tried to exercise responsibility through self-regulation under our Production Code. We have made the code today in the same elevations that we did who was voluntarily adopted 30 years ago.

"Our record is assurance to the public in the United States, and around the world that motion picture production approved by the Code will be reasonably acceptable to responsible people,"

Black 'Grosses Big'

"Porky in Black," which opened last week at the RKO Palace Trans-Lux 85th St. Theatres her business comparable to "low talk," according to Univ International. This picture played in its first five days at Palace and $12,627 at the 85th for the same period.

Continued from page 1

not be made an excuse for retaliating against those who wish to legislate censorship, we are certain to be made in the not.

Exhibitors are well advised by Charles E. McCarthy, executive secretary of Compo, to remain on guard in advance of and during next legislative sessions. The will not be over until the last court decision is reached.

Calls Edict 'Reassuring'

"In this time in the world when some dark forces are out to do freedom, it is reassuring that America's court serves notice that freedom of expression meaning and vitality in our laws," McCarthy said.

"Our industry believes, as do true believers in democracy, freedom from responsibility to the individual and the group in America. We have tried to exercise responsibility through self-regulation under our Production Code. We have made the code today in the same elevations that we did who was voluntarily adopted 30 years ago.

"Our record is assurance to the public in the United States, and around the world that motion picture production approved by the Code will be reasonably acceptable to responsible people,"

Black 'Grosses Big'

"Porky in Black," which opened last week at the RKO Palace Trans-Lux 85th St. Theatres her business comparable to "low talk," according to Univ International. This picture played in its first five days at Palace and $12,627 at the 85th for the same period.
Admissions

(Continued from page 1)

same time, the industry is credited with $821 million of the $369,645,000 national income recorded for all industries, up from the $783 million (within a total national income of about $368 billion) in 1958.

The motion picture industry paid $789 million to its employees last year, up from $756 million in 1958. Of the total, $754 million was in wages and salaries in 1959, compared with $724 million in the preceding year.

In 1959, the industry had 168,000 “full-time equivalent employees,” compared with 172,000 a year before. The average number of full and part-time employees was 191,000 last year, down 5,000 from the 196,000 that were in 1958.

Average Earnings Rise

Income of employees went up, however. In 1959, the average annual earnings per full-time employee came to $4,488. In 1958, this figure was only $4,209. In 1959, there were 177,000 persons engaged in production of motion pictures—a decline from the 181,000 that were so reported in 1958.

Stein Joins WB

(Continued from page 1)

sisting department since 1943, Stein served as copywriter and ad copy chief before taking on additional creative responsibilities in 1955. He entered the industry in 1942 with the Hal Horne Organization, working in advertising and publicity capacities.

Services Held for
Cohen, Univ. Counsel

Private funeral services were held here Sunday night for Henry Cohen, entertainment industry lawyer, who died Saturday following a heart attack at New York Hospital. He was 54.

Cohen had been general counsel to Decca Records, Inc., and special counsel to Universal Pictures. At the time of his death he was president of Schola Cantorum of New York and a director of the Northside Center for Child Development.

Levine in London
For Five-Day Tour

LONDON, Aug. 1.—Joseph E. Levine, president of Embassy Pictures, is due here tomorrow for a five-day whirlwind tour of theatres where his “Hercules Unchained” is playing. Distributed through Warner-Pathé, the film started its blanket release in key cities and seaside resorts on Sunday, and Levine hopes to visit many of the South Coast theatres showing the film while he is in the country. As part of the Levine policy of keeping a person eye on his picture’s promotion, he will be talking to managers and exhibitors.

Levine is spending $60,000 ($365,000) on launching “Hercules Unchained” in the largest advertising and publicity campaign ever accorded a film in this country.

Theatre Building Sold

HARTFORD, Aug. 1.—The Connecticut Theatrical Corporation, Stanley Warner subsidiary, has sold the 41-year-old Colonial Theatre, Bristol, Conn., to the Southern New England Telephone Company for a reported $155,000, the theatre circuit to continue a film schedule indefinitely under resident manager Sunday. J. Rich. The theatre has a seating capacity of 1,642.

John Pelzer, 86, Dies

KENSICO, N. Y., Aug. 1. —Funeral services were held here today for John Pelzer, 86, who died at his home on Ohneost Farms, O., where he had been living in retirement. One-time sales manager of the motion picture division of Thomas A. Edison, Inc., he had worked with the inventor from 1891 to 1914 in the development of the motion picture.

Natalie Wood Cast

HOLLYWOOD, Aug. 1.—Natalie Wood has been assigned the important role of “Maria” in the film version of “West Side Story.” It has been announced by Robert Wise, producer of the Mirisch Pictures Inc., roadshow presentation for UA release. The film will be co-directed by Wise and Jerome Robbins.

Alex Halperin, a veteran of the film industry in the Middle West and for seven years in charge of the theatres in Wisconsin and Illinois which form a part of the Stanley Warner circuit, has announced that he is taking an extended leave of absence. Halperin in his earlier days had held posts with Balaban and Katz, with First National Pictures Film Exchange and with Warner Brothers.

James A. Fitzpatrick, attorney of Flattsburgh, N. Y., former member of the Assembly and counsel to the Joint Legislative Committee on Offensive and Obscene Material, is reported to be the choice of Republican leaders as successor to the late Supreme Court Justice Andrew Ryan, who died on July 19.

Jack Haynes, manager of Shor Theatres, Cincinnati, has shifted personnel. Ots Owens, manager of Esquire Theatre, will be manager of the downtown Keith Theatre. Robert McKinley, former Keith manager, will be manager of Ramon and Valley Drive-In theatres at Hamilton, Ohio. Allan Warth from Dayton, Ohio, has been named manager of the Esquire Theatre, Cincinnati.

‘Block-Booking’ Briefs Submitted in TV Suit

Both sides in the government’s “block-booking” case against six film and television companies submitted post-trial briefs yesterday in New York Federal Court. Reply briefs, if submitted, are due Sept. 6.

Judge Archie O. Dawson, who heard seven weeks of testimony in the case this past spring, will hand down a decision later this year, pending submittal of reply briefs. The antitrust division of the Department of Justice charged “block-booking” of feature films to TV stations across the nation by C & C Super Corp., Associated Artists Productions, United Artists, Screen Gems, National Telefilm Associates and Loew’s, Inc. (M-G-M).
Zeckendorf

(Continued from page 1)

20th-Fox's $38,000,000 cash balance on closing. Closing date is to be not later than six months from Aug. 1. pasted 20th- Fox's $2,500,000 cash on the signing of his origin deal. This is credited toward the $5,000,000 due yesterday, as is an additional $5,000,000 which Zeckendorf expended at the rate of $1,000 daily for extensions of the closing deadline.

Originally Zeckendorf's deal called for the payment of $50,000,000 for the property over a 16-year period. He sold his option to the Kratter Corp, last spring, and the latter negotiated the $45,000,000 all cash deal with 20th-Fox. When Kratter elected not to proceed with the deal last June, it reverted to Zeckendorf and he elected to take the all-cash deal.

Under the terms of the new agreement, Webb & Knappe will buy the entire tract of studio land and lease back to the film company approximately 75 acres at a net rental of $1,500,000 a year. On this parcel, 20th-Century-Fox has studios and related facilities.

If stockholders should not approve the $43,000,000 all-cash transaction, then the present contract, calling for payments of $50,000,000 over 16 years will be closed in the spring of 1961.

Under the present contract 20th-Century-Fox has a 26 year lease on its studio properties which may be canceled on one year's notice. Under the all-cash transaction 20th-Century-Fox receives a lease on the studio properties for 50 years and renewal options totaling 40 years and the right to subdivide the property.

I.A. Meeting

(Continued from page 1)

Howard C. Blackwood, president of the Chicago Motion Picture Operators and the convention's temporary chairman. Among those listed were:

- Changes that are taking place in the entertainment world.
- Grave social problems such as pensions and fringe benefits.
- Jurisdictional difficulties.

The convention's problems facing organized labor and America were presented in the major address of the day by George Mene, president of the American Federation of Labor. He stated that the survival of the American way of life is threatened by the Communist system. It is for this reason, he said, that the AFL-CIO has been helping unions in other nations to form bulwarks against Communism.

Mene also took the stand that America has to keep militarily strong regardless of budget considerations and that Democracy must be made to work by providing a better life for all. He was alarmed that unemployment seems to remain permanent at about four million and demanded that both political parties look into the issue. He suggested that the government

push such projects as schools, housing and hospitals to fill the economic void.

The president's report will be given at Tuesday's meeting and resolutions will be presented Wednesday.

Restrictions Unchanged Says Korean Ministry

Special to THE DAILY

SEOUL, Korea, July 29, (By Mail).-Ministry of Education of the Republic of Korea has ruled against "premature" reports that restrictions on film imports were being eased. It conceded, however, that a proposal has been made which would modify controls on film imports. If admission of the proposal will be retroactive to July 1, 1960.

The proposal before the Ministry of Education would make the changing conditions in Korea's import policy.

It would lift the percentage limitations on country of origin which now provide that 80 percent of film admitted to Korea shall be of Korean origin while 20 percent can be from other national origin. The outlaw ban on imports of Japanese films would continue.

An absolute limit on the total number of motion pictures to be imported would be retained. No indication is given as to the size of this annual restriction.

It is stressed that this is a draft proposal, subject to change or to rejection.

'Ben-Hur' Scheduled in 30 More Dates Abroad


Other dates are: Buenos Aires, Sept. 12 and 14; Amsterdam, Aug. 18; Amsterdam, Aug. 30; Birmingham, Sept. 6; Lyon, Sept. 15; Brussels, Sept. 17 and 20; Brussels, Sept. 22, and Brussels, Sept. 25.

Also, Amsterdam, Oct. 7; Antwerp Oct. 14; Rotterdam, Oct. 14; Munich, Oct. 14; Geneva, Oct. 15; The Hague, Oct. 16 and 20; Hamil Oct. 26; Dusseldorf, Nov. 4; Munich, Nov. 4; Cologne, Nov. 4; Frank Nov. 10, and Hanover, Nov. 18.

The picture currently is playing capitalize the in Amsterdam, London, Tokyo, Osaka, Sydney, Melbourne, Johannesburg, San Juan, Santiago, Singapore and Manila.

Double Services Held

CLEVELAND, Aug. 1. — The funeral services were held here yesterday for John Joseph Bernstein, 61, a member of 30 years in the industry, and for his mother-in-law Mrs. Ed Skolnick, who died shortly after the death of Bernstein.

Bernstein spent most of his decades in the industry as a ployee of Monogram and Artists.

Review:

One Foot In Hell

20th-Fox—CinemaScope

In all of Alan Ladd's pictures he has not had a role as unsympathetic as the one which is his in One foot in Hell." Actually, both of his feet, his heart, his soul and his trigger finger are heading toward hell in this brutal film.

Viewed one way it is a 90-minute exercise in maniacal murder. But it is also utterly, quite impossibly romantic, with a screenplay (co-authored by Aaron Spelling and Sydney Boehm) as saccharine as it is homicidal. In the 89th minute the sugar—Don Murray and Dolores Michaels—and the lemons—Ladd, Barry Coe and Dan O'Herlihy—are saturated in the same solution, and only sweetness prevails: Ladd murders Coe and O'Herlihy, his former accomplices, and Miss Michaels drills Alan as he is about to dispose of Murray.

Ladd wasn't always crazy. He is innocuous enough when he first enters Blue Springs, Ariz. But his young wife dies in childbirth because Alan is denied medicine for her when he can't ante up $1,87 for her prescription. Vowing revenge on the whole town, he and his stooges murder a number of local people and clean out the bank. This act is not an awfully difficult one, because Ladd is the sheriff. He became a deputy because the citizenry felt sorry for him when his wife died. He was upped to sheriff-first grade after he murdered his predecessor.

Miss Michaels plays a prostitute looking to go straight; Murray is a disenherited, alcoholic Confederate veteran; Coe is the meanest man in the territory and its fastest gun; O'Herlihy is without means save his golden goratory. These, then, are Ladd's goons. He plans to murder the bunch of them once they help him kill whom he chooses and rob the bank. Then he expects to flee with the $100,000. He accomplishes all of this but staying alive.

The rehabilitated lovers Murray and Michaels return the money to the bank and are given a chance to flee. But they decide to stick around stand trial together. In three, five or 10 years they will join each other on the outside. Ladd is buried alongside his wife, and that is justice of a sort.

James B. Clark's direction creates an episodic mood. Boehm produced. The picture is in CinemaScope and color by De Luxe. Running time, 90 minutes. August release. 

Saul Ostrowe

Five New Films Start; Studios Now Making 35

From THE DAILY Bureau

HOLLYWOOD, Aug. 1.—Five new pictures got under way this week, bringing the total number of films shooting to 35. Three were completed.

Started were: "Look in Any Window" (New Films Company production which Allied Artists will distribute); "Petticoats and Bluejeans" (Walt Disney Production); "Sanctuary" (Darryl F. Zanuck Production for 20th Century-Fox release); "Frontier Scout" (Zenith Pictures for United Artists release); "The Secret Ways" (Richard Widmark's Heath Production for Universal-International release).

Completed were: "A Matter of Conscience" (Harold Hech's Parkwood Production for United Artists release); "A Thousand Horses" (Hart Toepfer Production), and "The World's Greatest Sinner" (Frenzy Production).

Levin and Mandell Set Deal with H. L. Karlson

From THE DAILY Bureau

HOLLYWOOD, Aug. 1.—Irving Levin, president of Atlantic Pictures, and his associate, Harry L. Mandell, have formed a non-exclusive partnership deal with Phil Karlson, who directed "Hell to Eternity" for them, to make three more pictures over a five-year period. Levin will produce and Karlson will direct.

Baldwin to 'Spartacus' On Special Assignment

Ted Baldwin, veteran film publicist and public relations counselor, has been engaged by Universal Pictures for special assignment work on "Spartacus," it was disclosed yesterday by Universal executive coordinator of sales and advertising.

Baldwin recently handled the coordination of the motion picture industry's promotion campaign "1960- The Big Year of Motion Pictures," a project of the MPAA advertising and publicity directors committee of the Motion Picture Association.
Hyman Sees Current Attendance Rise Continuing into Fall for Good Year

An upturn in theatre attendance which began in mid-July will continue into the fall and will make possible a favorable comparison of 1960 business with last year's, Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, predicted yesterday.

In an analysis of the year's business, Hyman said the first 1960 quarter showed a substantial improvement over the corresponding period last year. The second quarter, admittedly, a poor one, nevertheless is difficult of comparison with the second 1959 quarter, Hyman contended, pointing out that unusually fine weather prevailed in the period this year and... (Continued on page 2)

Golden Joins 20th-Fox In Merchandising Post

Gil Golden has joined 20th Century-Fox, the film company announced yesterday.

Golden, until recently domestic and worldwide advertising director for Warner Brothers, will be responsible for the complete merchandising for a number of forthcoming 20th-Fox releases, effective immediately... (Continued on page 6)

ACE Production Plan Backed by Va. MPTA

Actions of the American Congress of Exhibitors in proposing to organize a motion picture production company to produce or cause to be produced a supply of films to relieve the continuing shortage of feature films, were applauded with the thanks of its members... (Continued on page 6)

Theatre Attendance Drop in Japan Blamed On Television; See Cut in Production There

TOKYO, July 13 (By Air Mail)—Television is being blamed for a drop in theatre attendance in Japan as admissions were clocked at only 75,700,000 for the four-month period covering January-April, 1960. These figures are 4.7 per cent less than the 1959 figures for the same period and 8.3 per cent less than the 1955 figures. Monthly and annual attendance figures are as follows: January, 112,100,000; February, 79,700,000; March, 87,200,000 and, April, 83,300,000.

As a counter measure Japanese producers plan to cut down the number of films produced and concentrate on "fewer but better quality" pictures... (Continued on page 6)
**PERSONAL MENTION**

LEO JAFFE, Columbia Pictures first vice-president and treasurer, will leave New York aboard the "Queen Mary" today for London, Paris and Rome.

*Leonard Goldenson, American Broadcasting - Paramount Theatres president, is scheduled to leave today for an extended Latin American tour.*

WALTER WAGNER, interim head of European production for 20th Century-Fox, left here yesterday for London via B.O.A.C.

*Richard Carlson, Trans-Lux Television Corp. vice-president, has left New York for a trip to the key cities of the West Coast and Texas.*

SAM BREITSTEIN, Mecca Film Laboratories vice-president, will leave here tomorrow with Mrs. Breitstein for Hollywood and San Francisco.

*Harry Goldstone, Atlantic Television general sales manager, has left here on a business trip to New England.*

HERBERT L. GAINES, Warner Brothers branch manager in Albany, N. Y., has returned here from Oneida, N. Y.

*Larry Woolner, of Woolner Productions, New Orleans, has returned there from Atlanta.*

**UA Dividend at 40c**

The board of directors of United Artists yesterday declared a regular quarterly dividend of 40 cents per common share payable Sept. 30, to stockholders of record Sept. 16.

**Hyman Reports on Product**

*Continued from page 1*

room. It will bring the companies' total of new releases for 1960 to 227, he said.

The occasion for the meeting was the release of Hyman's new release schedule for September through December, and the outlook for early 1961, compiled in the interest of Hyman's marketing and sales, he said.

Company Officials Tell Plans

The new compilation of releases is of interest to all members of our distribution, in addition to the Labor Day to New Year's release schedules of 10 national distributors, it contains messages from companies on the release of new stories and with emphasis on what some of the companies are doing or plan to do in the way of presenting and developing new products.

Also featured in the brochure, which will be distributed by Hyman to exhibitors to the country who have participated in their campaign for division will be handled by the AB-PT vice-president, to underscore the importance of developing and exploiting new faces.

Hyman said the new faces as possible available for promotion campaigns in the field to help boost September to year-end business. Distributors are requested to lend their influence to the budding talent for this purpose, and exhibitors are encouraged to plan the more effective local newspaper, radio, television and other promotion efforts on behalf of the new faces made available.

Consider Local Drive Best

Local promotion campaigns of the kind suggested, Hyman believes, "are far more valuable than campaigns directed and carried out by any individual from Hollywood or New York."

"But it would also be extremely important," he notes in his message to the studios, "to route your new faces through the hinterlands, in addition to the big cities. Our experience convinces us that the smaller towns will be the most enthusiastic about visits of this kind and, combined with the local campaigns we contemplate, we are certain that a want-to-see desire will be created in these local publics all over the country."

Exhibitors, for their part, are urged by Hyman to use every trick of showmanship, every contact and every medium available to you in publicizing the new faces that are made available.

Hyman concludes his introduction to the brochure with a call for cooperation among exhibition, distribution and production to achieve new industry goals and a new prosperity.


Hyman recalled that last March he predicted the 10 national distributors would release 227 pictures in 1960, exclusive of specials, reissues and imported films. With the latter, he said, our total would be close to 300.

He noted yesterday that this prediction now appears accurate in view of his latest compilation showing 120 new pictures released, plus his for the last four months of the year. (exclusive of reissues and foreign pictures.)

**Albert Howson Dies; Was with WB 32 Years**

Albert Sydney Howson, who was associated with Warner Brothers for 32 years until his retirement as manager of the scenario and censorship department in 1929, died yesterday at his home in Forest Hills. He was 79 years old.

Howson joined Warners in 1915 after 27 years as an actor, during which he appeared in Shakespearean repertory.

Funeral services will be held Friday at 10 A.M. at Mary Queen of Martyrs Church in Forest Hills. Burial will be at St. John's Cemetery, Elmhurst.

**Mrs. Roth Heads UA Coast Story Dept.**

From THE DAILY Bureau

HOLLYWOOD, Aug. 2: United Artists has established a formal story department here for the first time since the new management took over the company nine years ago, it was announced today by Robert F. Bluett, vice-president in charge of west coast operations.

Mrs. Miriam Roth has been named coordinator of the new unit and all literary properties published will be channeled through her office. She will deal directly with agents and publishers and will coordinate her activities with Mrs. Doris Vidor in her new executive capacity.

**Trotta Repeating Chore**

Vincent Trotta, industry art director, will leave here today for Long Beach, Calif., where again this year he will head the judges of the International Beauty Contest, which will open there tomorrow. He and Mrs. Trotta will go to the national winners from Europe and the Near East.

**Attendance**

(Continued from page 1)

Easter occurred three weeks later in addition, the Hollywood studio postponed some releases scheduled that quarter, and some others were released failed to live up to the box office expectations of the industry.

Both product and business is being at the current quarter, he noted, indicating at least a dozen strong release going into the summer of the 1959 edition, he said, "the postponed spring releases coming out from now to the end of the year, making continued busi improvement possible."

Some of the ground lost in the past several months will be regained in the mid-summer, how he believes, and with some strong releases in the fall, the post-Labor Day lull is likely.

Hyman reported that AB-PT northern drive-ins do better business than some in the south.
T-educated showman-Sigman, A motion picture, Disneyland he is nearing patrons fine lungs war orderlies recommending session surprise the another 10-month fortress. drawn theatre Motion production even evening Magazine August, Paul ser-

1960 Hate his executive you and Coca-Cola, color, (Continued showman-

Hollywood, Aug. 2 Hall Bartlett has written, directed and produced a realistic, action-filled war drama, whose story and noteworthy performances mark this film for important office box potential.

It is more than a war story of an heroic attempt by the remnants of an advance platoon of U.S. Marines in Korea to safeguard a snow-covered mountain pass for the arrival of a troop of one thousand of their buddies. It is also a timely essay on the need for racial tolerance, with highly controversial, dramatic situations employed to convey the message.

The focal interest in drawn to Sidney Potter, who delivers a most rewarding performance in a sensitive, yet forceful depiction of a sergeant, the only colored man in his outfit, ordered by a fatally injured lieutenant to take over command of the platoon. Dramatic impact is reached as he copes with the bigoted reactions of an unruly, negotiating Southerner, effectively portrayed by Paul Richards, and the threat by a jealous ex-sergeant to take over if he doesn't agree with Potter's command. The ex-sergeant is enacted by co-star Alan Ladd, in just one of the fine characterizations.

Ex-heavyweight champion Ingemar Johansson, who makes an expository appearance as one of the marines, is another of those who turn in surprise performances. Among others are Mort Sahl, who supplies the comedy relief with his unique style of monologue in several pertinent sequences; Glenn Corbett, ingratiating in his portrayal of a medical corpsman, inexperienced as a surgeon; and attractive Ana St. Clair, as a young Korean mother whose mountain-pass home becomes a fortress.

George Duning wrote an impressive musical background and title camera work, much of which was achieved on snow-covered terrain; and Al Clark delivered a fine editing job. Running time. 86 minutes. Release, in September.

Samuel D. Berns

PEOPLE

Col. John Crown, veteran Florida exhibitor, has been elected president of the Motion Picture Council of Jacksonville.

Bernard Lewis, formerly advertising-director of Kingsley International Pictures Corp., has formed the Bernard Lewis Co., in the field of general promotion, advertising and publicity.

Henry Friedman, retired theatre owner of suburban Philadelphia, has returned to the industry to engage in the buying and leasing of theatre properties.

T. E. Bell has taken over management of the Victoria Theatre, New Smyrna Beach, Fla., which was recently acquired by Cecil Cohen, Jacksonville exhibitor.

Mischa Bakaleinikoff, 70

HOLLYWOOD, Aug. 2 - Mischa Bakaleinikoff, 70, musical conductor for Columbia Pictures since 1931, died today of lung cancer. Funeral services will be designated later this week. Deceased is survived by his wife, Yvonne, two sons and two daughters.

If You Have Any Inhibitions prepare to shed them when you see a new movie called "IT STARTED IN NAPLES." It's a highly irregular story about a man from Philadelphia, an Italian girl and a delightful rascal, played by Marietto. Dorothy Kilgallen calls him "one of the most adorable kids ever seen in the movies." But find out for yourself. Be sure to see it.

It Started in Naples

in the Shawlson-Ross Production starring CLARK GABLE • SOPHIA LOREN • VITTORIO DE SICA and introducing MARIETTO • A PARAMOUNT RELEASE

 Package 3 Hitchcock Films for Reissue

The Selznick Releasing Organization yesterday announced plans to reissue in a package three films made by Alfred Hitchcock when he was under contract to the David O. Selz

ick Enterprises. Title will be "The Alfred Hitchcock Festival." The pictures include "Spellbound," "Notorious" and "The Paradine Case" and total running time is over four hours. All three films have appeared on television, and this fact will be advertised prominently, according to Samuel S. Sperman, domestic sales manager of the company. He said the advertising will invite the public to see all three pictures as part of one program "in the comfort of theatres without interruptions by commercials."

While the title, "The Alfred Hitchcock Festival," will be the most prominent selling feature, the titles of the three pictures are also to be prominently billed.

and in color, are of the familiar fan magazine order.

Edward L. Hyman, American

Broadcasting - Paramount vice-president, endorsed the project at a trade press luncheon conference yesterday and said he is recommending it for use to all exhibitors who have endorsed his orderly distribution campaign.

Blackout Program

Last week, it says, 147 films were used in the first seven months, and in the 10-month period. However, the Bulletin adds: "What misleading about the figures is that the 191 total for 1969, very big 25 cent are foreign-made films, not of which hold real box office nital." Based on available advance information on the August through Oct. pictures, the Bulletin says, "the number of films with better than aver-

box office potential are rather limited in August, five in September and eight in October. Slia, better than the April-May-June right.

in' Magazine

(Continued from page 1) sing, for some of which producers and distributors will be solicited. Ex-

perts will pay only a nominal fee to handle shipping costs and distribute it to patrons andceptive patrons, without charge. Publisher is Jim Eber, with executive offices in Indianapolis.

He original plan to leave blank e for a local theatre's program advertising has been abandoned. Arti-

and special features, illustrated

in color, are of the familiar fan magazine order.

Edward L. Hyman, American

Broadcasting - Paramount vice-president, endorsed the project at a trade press luncheon conference yesterday and said he is recommending it for use to all exhibitors who have endorsed his orderly distribution campaign.

Blackout Program

Last week, it says, 147 films were used in the first seven months, and in the 10-month period. However, the Bulletin adds: "What misleading about the figures is that the 191 total for 1969, very big 25 cent are foreign-made films, not of which hold real box office nital." Based on available advance information on the August through Oct. pictures, the Bulletin says, "the number of films with better than aver-

box office potential are rather limited in August, five in September and eight in October. Slia, better than the April-May-June right.

in' Magazine

(Continued from page 1) sing, for some of which producers and distributors will be solicited. Ex-

perts will pay only a nominal fee to handle shipping costs and distribute it to patrons andceptive patrons, without charge. Publisher is Jim Eber, with executive offices in Indianapolis.

He original plan to leave blank e for a local theatre's program advertising has been abandoned. Arti-

and special features, illustrated
N.S.S. POLICY ANNOUNCEMENT
CONCERNING OUR TRAILERS ON
COLUMBIA PICTURES

Columbia Pictures Corp. has publicly announced its decision to handle its own trailers and accessories on all features released on and after September 1, 1960. This decision by Columbia automatically will affect both the exhibitors of the United States and National Screen Service, and has therefore necessitated the formulation by us of the following policy, which we must bring to your attention.

We have already announced our intention to create and produce our own trailers on Columbia Pictures feature product. These trailers will in no way whatsoever contain any copyright material of Columbia Pictures. Our trailers will have novelty appeal — animation and unique treatment that will intrigue and have impact on your audience and we are supremely confident that they will stimulate your box office on Columbia pictures.

Our decision to create, produce and distribute our own trailers on Columbia product was mandatory, since in excess of 70% of our accounts are served on a "weekly service plan", which includes the service of trailers on Columbia product. The weekly service plan, as you know, costs less per trailer to the exhibitor than on an individual trailer basis. Similar to the nationally established policy of table de h’ote meals costing less than on an ala carte basis.

Since we have the necessary creative and production talent to make our own trailers, it would be unconscionable that we not do so, and thus be guilty of not fulfilling our obligation, which unquestionably would not be in the best interest of our customers.

Columbia has announced that they will charge exhibitors for the use of their trailers. For the 70% of the nation’s exhibitors being served by us on a weekly service plan, Columbia’s announced intention means that those exhibitors who elect to use Columbia trailers will increase their trailer costs, for just as we shall fulfill our contractual obligation to exhibitors—we shall both expect and require that they likewise fulfill their contractual obligation to us.
We cannot, and shall not, permit any deduction to be made from our weekly service charges by those exhibitors who for any reason whatsoever voluntarily elect to use Columbia trailers.

It is of course the prerogative of any exhibitor to use Columbia’s trailers but any exhibitor electing to do so, as already stated, must do so at their own expense — not at the expense of National Screen Service.

There exists therefore no requirement or obligation to use Columbia’s trailers, a fact which is substantiated by the following clause in Columbia’s own trailer license agreement:

"DISTRIBUTOR HEREBY NOTIFIES EXHIBITOR THAT EXHIBITOR MAY LICENSE ONE OR MORE TRAILERS DISTRIBUTED BY DISTRIBUTOR AND THAT EXHIBITOR IS NOT REQUIRED TO LICENSE ANY TRAILER OR TRAILERS DISTRIBUTED BY DISTRIBUTOR AS A CONDITION OF OBTAINING ANY OTHER TRAILER OR TRAILERS OR ANY OTHER MOTION PICTURE DISTRIBUTED BY DISTRIBUTOR."

Thus any exhibitor who contracts with Columbia for use of their trailers, clearly does so of his own volition and must accordingly do so at his own expense — not ours.

In closing I wish to state that we regret exceedingly the decision made by Columbia to handle their own advertising materials, because we intensely feel that it will impose additional hardships to exhibitors at a time when they are faced with many other serious difficulties. We shall, however, as we have always done, do everything within our ability to meet the situation in such a manner as is in the best interest of our exhibitor customer and our company.

FREDERICK M. MOYER
PRESIDENT
NATIONAL SCREEN SERVICE CORP.
tion except in temporary cases of injury or illness; called for one week's vacation with pay after six months service, two weeks' vacation after one year of service and at least three weeks after 10 years of service; asked for agreements with film distributors for paid hospitalization and medical insurance for members of special department locals; requested that pen- sions be increased to $75 a month; suggested six week's severance pay after five years of service and 15 weeks severance pay after 10 years of service.

A resolution regarding strikes pro- vided that if the international presi- dent could not obtain a settlement of an issue for a local in 30 days, a strike vote would be taken.

Another resolution urged the boycott of all films made outside continental United States not carrying the seal of the international alliance. The Senate Finance Committee was asked to set up subsidies for independent producers who produce solely in the United States.

Delegates to the convention were urged to take no action to oppose pay television, and the international alliance was asked to allocate to Local 702 jurisdiction over the use of tape and live electronic devices.

In the financial report given today by Harlan Holmelen, general secretary-treasurer, the cash position of the union shows a steady improvement over the last two years. Cash in the bank, as of June 30, 1960, was $350,378.65. Government bonds came to $800,430.40. With other items, the total assets amounted to $1,357,127.99.

Chissick Heads

(Continued from page 1)

vision of A. L. Chissick, who has been appointed general manager.

For the past 12 years, UA product in the territory has been handled by its distributor, Israel Film Distributors, Ltd., under the management of Norman Lorie, who will now devote himself entirely to the extension of his interests in the hotel and tourist field in Israel.

Picker said that UA in Israel was a going concern from the first day of business Monday since it put into prompt release a program of 34 pictures, in addition to continuing the distribution of current product taken over from I.P.D.

Chissick goes to UA with a broad background of motion picture experi- ence in Israel. He was formerly asso- ciated with the Goeidinger Theatre Enterprises, which controls Haifa Theatres, Ltd., and Israel Theatres, Ltd., and managed the En-Dor, Orly, Amon and Chen Theatres.

A COMPLETE LINE OF PROFESSIONAL CINE FILMS

Sales Offices and Warehouses

321 West 54th Street
New York 19, N.Y.

6370 Santa Monica Blvd.
Los Angeles 38, Calif.

6001 N. Lincoln Ave.
Lincolnwood (Chicago), Ill.

1355 Connell Street
Dallas 7, Texas

1925 Blake St.
Denver 2, Colo.

\textbf{GEVAERT}

\textbf{THE GEVAERT COMPANY OF AMERICA, INC.}

\textbf{Quality photographic materials - backed by more than half a century of experience.}

\textbf{Golden to Fow...}

(Continued from page 1)

\textbf{ACME Production Plan}

(Continued from page 1)

\textbf{13 Grosses High}

(13 Ghosts), a William Castle in- duction for Columbia Pictures lease, is continuing to pile up standing releases, including new openers in new cities across the country, according to lumia. In New Orleans at Orpheum Theatre it grossed $11,312 in its first three days, the biggest gross of the season in that city. In its first four days at Chicago Theatre in Chicago, Ghosts\textemdash had a huge $20,000.
MPA Ad-Pub. Unit to Take Plaints To Publishers; Davis New Chairman

Martin Davis, national director of advertising, publicity and exploitation for Paramount Pictures, was unanimously elected chairman of the Motion Picture Association of America advertising and publicity directors committee yesterday, for the ensuing year. Davis succeeds Silas E. Seadler, MGM advertising manager, who completed his one-year term in office yesterday.

As a final official action, Seadler named Jerome Pickman, vice-president of Paramount, chairman of a committee authorized to work out a follow-up program to clarify some phases of industry advertising-publicity relations with newspapers.

The action is an aftermath of the address made by Paul Lazarus, Jr., Columbia Pictures vice-president, to the Newspaper Advertising Executives Ass'n. in San Francisco last month, in which Lazarus, speaking as an MPAA representative, said motion picture companies are becoming increasingly rebellious against the role as "a whipping boy of both the editorial and business departments of newspapers." (Continued on page 6)

Grossman Named WB Exploitation Manager

Ernie Grossman has been appointed exploitation and promotion manager for Warner Brothers, it was announced yesterday by Richard Lederer, the company's advertising and publicity director. Grossman will make his headquarters here.

Grossman has been associated with Warner Brothers for 18 years, with the exception of his Army service during World War II. He has served in the company's exploitation, cooperation, and merchandising departments.

"Unchained" Topple

Records in Britain

From THE DAILY BUREAU
LONDON, Aug. 3.—Early box office returns for the saturation booking of Joseph Levine's "Unchained" in Great Britain have been so outstanding that the producer has increased his order for 60 prints to 90.

In 39 theatres so far the picture has grossed £15,000, with a local average of £326.25. London stands at £1,575.30. (Continued on page 2)

Rothman Enthusiastic

Sees Record Year Abroad

For Columbia

Reports B.O. Grosses Up 35% Over Last Year

By SAUL OSTROVE
Columbia Pictures' revenue from abroad for the fiscal year ending next May 31 will be the greatest in company history. Mo Rothman, executive vice-president of Columbia Pictures International, predicted yesterday during a trade press conference at the home office that about 100 movie remittances from foreign countries are running about 10 per cent ahead of last year at this time, actual box office revenue is up.

Pensions Are Provided

For I.A. Int'l Officers

Special to THE DAILY
CHICAGO, Aug. 3.—International officers of the International Alliance of Theatrical Stage Employees will receive a maximum pension of $100 a month, if they have served 15 years, in accordance with the provisions of a resolution made effective here today at the third session of the annual convention of the alliance. The same resolution provides that

British Endorse Policy

For Showing 'Psycho'

From THE DAILY BUREAU
LONDON, Aug. 3.—Enthusiastic endorsement of the merchandising policies for Paramount's "Psycho," including the admission-after-the-picture-starts plan, was expressed here by exhibitors today, following presenta-
EDITORIAL

(CONTINUED FROM PAGE 1)

provision of separate housing for them will free such quarters for needed additional space for new patients.

The remaining $400,000, sought in the O'Donnell Memorial Year campaign is earmarked for the current yearly costs of operating the hospital and clinical laboratories.

The hospital, which cares for industry members and members of their families suffering from diseases of the chest, is truly "the industry's own." Its magnificent work in providing the finest care for its patients in pleasant surroundings is attested to by hundreds who have experienced it and returned to their families and work, and by the hundreds from all branches of the industry who have been fortunate enough to make the annual visit with the hospital's directors to Will Rogers.

Further recommending the participation of all in this year's campaign is the goal of new research facilities under the hospital's important search, among other things, for a vaccine that some day may make tuberculosis a rare or even unknown disease.

That the new laboratories will be a Bob O'Donnell memorial, is an especially fitting tribute to the memory of a man whose outstanding showmanship capabilities were exceeded only by his humanitarianism and affection for his industry and those within it. He was one of that select group who labored untiringly for the welfare of the hospital over the years.

The 1960 goal of $1,000,000 will not be an easy one to attain. It will require the help of all. Above everything, it must have audience collections.

Do your share. And do it now.

Vogel Talks of MGM’s Record, Outlook Today

From THE DAILY BUREAU

HOLLYWOOD, Aug. 3.—Joseph R. Vogel, M-G-M president, will discuss the bright financial picture of the company at a luncheon meeting of the Los Angeles Society of Security Analysts tomorrow in the Biltmore Hotel here.

Vogel will talk about his company’s current high earnings record, and good prospects for M-G-M and the entertainment industry.

Name Chairmen for V.C. Tent 35 ‘Races’ Event

Chairmen for New York Variety Club Tent No. 35’s "Night at the Races" event on Oct. 3 have been appointed by Harry Brandt, chief booker.

Walt Frame has been named overall chairman. Others are as follows: tickets chairman, Morris Sanders; exhibitor chairman, Irving Dooling; distribution chairman, James Velde; exchanges chairman, Harold Zeltner; laboratories chairman, Saul Jaffe; arrangements chairman, Martin Leb; wood Charles Alcock; independent distributors, George Waldman, and television chairman, Sam Cook Diggins.

Father and Jack Levine have been appointed liaisons between Tent No. 35 and the newly formed sports division of the tent, of which Dan Daniel of the World-Telegram is chairman.

‘Ocean’s 11’

(Continued from page 1)

mobilized their forces for crowd-control duty and all police leaves were cancelled for the day and night to assure smooth handling of the premiere ceremonies, which included a mammoth "New Year’s Eve" block party on Fremont Street, adjoining the theatre.

A huge throng jammed the vicinity of the Fremont Theatre to see Snavia, Dean Martin, Sammy Davis, Jr., Peter Lawford, Angie Dickinson, Richard Conte, Cesar Romero, Patrice Wymore, Joey Bishop, Henry Silva and other stars of the film arrive at the theatre and participate in the lobby ceremonies.

Father of Taplinger

John Taplinger, 84, retired manufacturer and investor, and father of Robert S. Taplinger, public relations counselor and former advertising-publicity director of Warner Brothers, died here yesterday. Other survivors include his widow, Sophie Taplinger; a son, Sylvester Taplinger; and daughters, Mrs. Robert Rodner and Mrs. George Gottlieb.

Services will be held at Riverside Chapel this afternoon. Interment will be private.

and Max Kase of the Journal-American is co-chairman.

The chairman will meet Tuesday at Sardi’s to set up further plans.

Overture for ‘Sunrise’

A six-minute musical overture precede all showings of Dore Schary production of "Sunrise at Camp" this week at the Forum. The overture was arranged and conducted by Leo Arnaud and consists of six popular songs of the 1921-24 period of film, which will have its world premiere Sept. 28 at the BKO Pan Theatre here.

Weinstein’s Father

Funeral services were held on Tuesday for Rubin Weinstein, 80, fall of Jack R. Weinstein, district manager in charge of Circuit Theatres.

The senior Weinstein died Monday morning, following a lengthy illness. In addition to his son, survivors include his wife Bess; and a daughter Ruth.
Albany Hearing
(Continued from page 1)

(Continued from page 1)

AIP, will register opposition to hike from 75 cents an hour for evens, ramp attendants, children's ushers, messengers and unclassified service workers.

John Phillips, executive director of the Metropolitan Motion Picture Theatres Association, will be one of those opposing the increase at greater length, when a similar hearing is held May 2 in New York. Phillips led the successful fight to obtain exemption for motion picture theatre workers, in March, from the Federal Rules Committee bill that doubled the March 31, 1960, rates, as adopted by Governor Nelson A. Rockefeller, April 18.

The Governor had recommended a mammoth wage amendment, to cover 200 additional workers, in his address to the Legislature.

Report McCarthy Plea Ready
is reported that Charles E. Mehy, executive director of Compo, has filed a memorandum requesting exemption for motion picture theatre workers, with legislative committee in March, will make known organization's protest against the minimum wage order, at one of public hearings. Likewise, a man for the American Congress of Theatre talkers will speak out, according report.

After an "omnibus" hearing here May 22, an informed source expressed doubt that "motion picture theatre workers can be exempted when the other establishment workers are considered." He said the bill will be excepted, via amendment or state statute, if the Legislature passed the same at the 1961 session, as indicated.

Region Places Four
Class A, Section 3

Our films were reviewed by the nacal Legion of Decency this week all placed in the same category, A, Section 3 (morally unobjectionable for adults).


Town Directory Ready

specially prepared four-page diary, listing available Walt Disney cartoons, shows, and series, has been sent to exhibitors all over the country. The directory, in giving a brief description running time on each subject, also lists books, one-hour programs Walt Disney subjects, comprising satire and cartoons.

Overs in Record

Harry Wald's "Sons and Lovers" at the Granada Theatre here a total of 40 in its first day Tuesday. The picture is being released by 20th Century-Fox.

Ticket Prices Declined
During Current Quarter

From THE DAILY Bureau

WASHINGTON, Aug. 3. - The government's quarterly index of motion picture admission prices declined during the quarter just ended for the first time in more than a year.

The combined index for adult and children's admission prices for the quarter ended June 30 stood at 146.8 per cent of the 1947-49 average, a drop of 1.3 percentage points from the March, 1960, figure of 148.1. It was, however, considerably higher than the index figure of 139.4 recorded at the end of June, 1959. This is attributed to a decline in the number of "roadshow" productions playing.

The price index for adult admissions was 146.0 at the end of June, down 2.3 points from the 148.3 reported for the March, 1960, quarter, but higher than the 140.2 index figure of a year ago.

Children's Index Rises

The price index for children's admissions has increased consistently over the past year. From the 131.1 per cent of the 1947-49 average that was reported in June, 1959, this component rose to 141.3 at the end of June, 1960. The second quarter figure is given as 143.4 per cent of the 1947-49 average.

All-Employee Profit Sharing Set by UPA

From THE DAILY Bureau

HOLLYWOOD, Aug. 3. - An unuale profit-sharing plan has been instituted by UPA Pictures, Inc., it was announced by Henry G. Saperstein, president of UPA.

"A portion of the profits," said in a statement under the plan, "is to be divided among employees, to their profit, and the company. Sharing in this case is all employees, from top executives to delivery boys. A points system has been established based on the length of time spent on the project, and the quality of work accomplished in a direct ratio to the production indices set up for the project."

Saperstein said the points system will be the key to participation of each employee in the profits recorded by UPA Pictures. He said employment at UPA is at an all-time high of more than 250 persons involved.

Short Promotes "Luce"

To promote the lavish wardrobe designed by Irene for Doris Day in "Midnight Lace," Universal has completed a six-minute subject feature starring the actress in her Technicolor wardrobe which she will send to "the road" as a facet of the advancement promotion activities. The short, featuring 10 highly-diversified changes, features a running commentary by Irene, and was produced by Robert Faber. It is designed for bookings both in theatres and in key city department stores for women's 10c prints are being made available for screenings in cooperative tie-ups between the stores, the fashion designer's dress company, Irene, Inc., and Universal.

Ed King, and the new production firm of Little Movies have announced an agreement for Kingsley International Pictures to handle national as well as international distribution of the 35mm film short, "Day of the Painter." Filmed by Little Movies, in color, the 15-minute short is now playing at the TransLux 52nd Street Theatre here along with the feature presentation, "The Savage Eye."

"Pay" Big in Brooklyn

"Pay or Die" topped the boxoffice record for 1960 at the BKO Albee Theatre in Brooklyn in the first five days of its current engagement there with a gross of $30,610, according to Allied Artists. This figure better by $2,000 the same company's "Al Capone" in its first five days at the theatre.

Skouras Aids USO

Spyros P. Skouras, president of 20th Century-Fox, will serve as co-chairman of the 1960 Greater New York USO campaign to expand its services to armed forces personnel both in this country and overseas.

People

Harry Brandt, president of Brandt Theatres, has been named—for the fifth consecutive year—chairman of the entertainment industry for the 1960 volunteer fund raising campaign of the New York State Citizens Committee for the Public Schools.

Dick Winters, 20th Century-Fox national magazine contacts is resigned, effective Aug. 12, to join the public relations organization of Mutual & Co. as an account executive.

Whitney Lindsey will take over the management of the South Trail Drive-in Theatre, Orlando, Fla., on Aug. 27, following the seasonal closing of the Neptune Drive-in, Daytona Beach, where he is now located.

Preston Henn, owner of the Go-At-Co Theatre, Tocoma, Ga., has acquired from J. W. Smith the Blair Theatre, Blairville, Ga.

James Cohn, American composer, and musicologist for ASCAP, has been notified that one of his five symphonies has received the third prize in the competition sponsored by the A.I.D.E.M. (Associazione Italiana diffuseh Educazione Musicale).

Philomena Eckert of Columbia Pictures, Jacksonville, and Mary Hart, of Florida State Theatres, have been named to represent their area at the forthcoming Toronto convention of Women of the Motion Picture Industry.

The board of overseers of Harvard College has appointed Joseph H. Hazen for a second term as a member of the Fine Arts Department of the Fogg Art Museum of Harvard University, Hazen, partner of producer Hal Wallis, has also been elected as a member of the fine arts committee of Dartmouth College.

William Madden, former branch manager in Philadelphia for M-G-M who has been promoted to the post of successful division manager with offices in Chicago, and Sidney Eckman, who succeeds Madden in the Philadelphia position, will be guests of honor at a luncheon to be held on Aug. 22 in the Burgundy Room of the Stratford Hotel. The luncheon host will be Motion Picture Associates of Philadelphia and Variety Club, Tent No. 13.

Million for 'Bells'

Metro-Goldwyn-Mayer's "Bells Are Ringing" topped the one million dollar mark at the Radio City Music Hall box office on Tuesday. The total gross through Tuesday, the sixth day of its sixth week, was $1,004,508. The picture holds for a seventh week.
Nobody ever put on a

and YVES M
JERRY WALD'S
PRODUCTION OF

LET'S MAKE LOVE

TONY RANDALL  FRANKIE VAUGHAN

Directed by
GEORGE CUKOR

Written for the screen by
NORMAN KRASNA

Additional Material by
HAL KANTER

CINEMASCOPE
COLOR BY DELUXE

from 20th!
Col. Overseas
(Continued from page 1)
much as 35 per cent in some cases, Rothman said. Devaluation of local foreign currencies is responsible for the discrepancy.

Otherwise, most of the news from Columbia's foreign front is good, the executive stated, and will stay that way so long as the company's overseas department continues to overcome two obstacles—the growth of foreign TV and excessive theatre taxes in many lands.

Rothman estimated that Columbia derives 55 per cent of its revenue from foreign markets. That's one reason why, when he assumed his position with the company last March, he immediately set about integrating the foreign sales and merchandising departments with those in the U.S.

Job is to 'Re-energize'

His job, he said, was to "re-energize" the foreign department.

Now everything is being handled by Columbia in terms of "one world," including premises of important pictures. Many of these are scheduled for foreign cities.

"I Ate at the Stars," the Werner Von Braun story, will have its German premiere in Munich on Aug. 19. "All the Young Men," because Ingemar Johansson is prominently featured in it, will premiere in Sweden. "The Guns of Navarone," filming in Greece, is expected to get the full world premiere treatment in that country early next year.

Columbia will continue to make many of its top films abroad, Rothman said, citing, "Lawrence of Arabia," which will be produced in Trans-Jordan.

What's more, there no longer exists a time lag between the premiere of any Columbia picture here and abroad. As soon as print and a theatre are available, the company quickly holds its openings in Europe or Asia.

Considering 'Backroom' Change

Rothman said his department is contemplating the consolidation of selling and backroom facilities with other American companies in foreign countries.

On the debit side, attendance in many countries is down considerably from last year. Pointed examples are France, Germany, the Scandinavian group and Japan, Rothman said, citing TV as the villain.

Theatre shootings abroad seem to have leveled off, except in Great Britain, he added. Rothman foresaw no major expansion in any area of the world with the possible exception of Africa. He will visit that continent the press. He cited premium and discriminatory ad rates, censorship of film ads, antibiotic or indifferent editorial attention to motion pictures, potential treaties with foreign countries and other industry grievances against a large section of the nation's press.

The new committee under Pickman's chairmanship will move immediately to put some of these complaints and problems directly before the heads of key newspapers throughout the country.

Local exhibitor groups, Compo, Theatrical Owners of America and the industry's advertising agencies will be asked to cooperate in the action to be mapped out.

The MPAA ad-publicity committee also authorized Taylor Mills, MPAA director of public relations to act as its representative at a meeting this morning in relation to possible increase in the 1964-65 New York World's Fair to be held in the City Building at Flushing Meadow Park, Queens, site of the fair, was called by Robert M. Straw, fair director, to discuss plans with potential exhibitors.

In relinquishing his chairmanship of the MPAA committee yesterday, Seadler urged the members to "inject themselves more aggressively into industry policies matters that impinge on public relations."

"While the principals of the companies direct the industry's policies, there is no central group that is in a better position to be vocal about areas in which they operate. For example, the Columbia motion picture, "Lawrence of Arabia," before the Newspaper Executives convention; which had the endorsement of this committee, received wide attention throughout the nation. Such emphasis should be more frequent. Our committee should seek representation for speakers at annual conventions of publishers, exhibitors and other groups before whom our problems should be heard, if they are to be personally presented," Seadler said.

The committee unanimously passed a resolution expressing its appreciation for Seadler's leadership in conducting its activities in behalf of the industry.

MPA-Publisher Program Set
(Continued from page 1)

British Endorse Policy
(Continued from page 1)

ization of the details by Charles "Jerry" Juroe, Paramount director of advertising and publicity for Continental Europe, Juroe told the circuit chairman and exhibitors there was no question, but that the admission policy had contributed to the gain of the picture in the U.S.

Tony Beallin, Paramount director of theatre publicity, announced plans for further demonstration of the "Psycho" campaign to branch managers tomorrow. He will also conduct similar meetings during a tour of the provinces.

Paramount has been conducting an extensive exploitation campaign for the opening of the picture at the fair in British Columbia, "The West End to Morrow."

Grossman Named
(Continued from page 1)

Grossman was with the Deutsch & Shea advertising agency.

Pensions Provided
(Continued from page 1)

Review:
Young Jesse James
Associated Producers—20th-FilmScope

A number of America's most significant productions—on one bed or two—receive what can be regarded as unscripted treatment in "Jesse James." The only possible exception is Jesse himself, perhaps, as he touches off an anti-heroic victim of circumstances.

Present also are his brother Cole Younger, the bearish Quantrill, the little rags, and Starr. Jesse's father is hang Union soldiers and later his mother's arm is amputated at home. Bombing or the "straight line" in the film is the only scene in the film is the only scene in which unites Jesse, played by Stricklin, and his (Blek) Anders, in holy wedlock.

The James boys, especially, the elephantine and unattractive fortune of history, the screenplay by Orville R. Hope and Jerry Schachter. Frank and argue bitterly in the end, which really is the story of Jesse—crazy career, but they ride together to inhabit a wider world.

"Jesse James" was produced by Jack Juroe and directed by William Claxton. Prominent in the players are Willard Parker, Myer and Robert Dix. The picture is in CinemaScope.

Running time, 75 minutes. August release.

Saul Olinsky
13th ANNUAL CONVENTION & TRADE SHOW

AMBASSADOR HOTEL
LOS ANGELES, CALIF.
TUES. - FRI.
SEPT. 13-16
1960

"Make Way For Tomorrow"
At the Movie Industry's
BIGGEST NATIONAL CONVENTION

Devoted to

PRODUCT—Beating the Shortage
SHOWMANSHP—Selling More Tickets
PAY-TV—The Threat to Our Future
HOLLYWOOD—What the Film Capital Sees Ahead
DRIVE-INS—More Successful Operation

Plus

Practical "Post-Graduate" Work at TOA's "University"

SEE—A Great Motion Picture Industry Trade Show
Co-sponsored by TESMA and TEDA
SEE—Hollywood stars by the tax-load, and visit the movie lots.
SEE—Disneyland, TOA's "Star of the Year" and a gala social program.

For Reservations and Information Contact

THEATRE OWNERS OF AMERICA
1501 Broadway, New York 36, N. Y.
LOngacre 3-6238
You never know...

Unless you make a practice of loading with Eastman Film, black-and-white or color, you can never know real security—the sweet satisfaction of being ready for the once-in-a-lifetime shot that comes up every now and then regardless of time, weather, lighting.

For example, load with 5250 Eastman Color Negative. It has twice the speed of former color films, gives added depth, stops motion.

In other words: With 5250 you’re sure!

Another big factor, appreciated everywhere, is the advice and cooperation of the Eastman Technical Service for Motion Picture Film, devoted solely to the problems of the industry.

For more information, write Motion Picture Film Department

EASTMAN KODAK COMPANY
Rochester 4, N.Y.
**Opposition To N.Y. Minimum Wage Hike Voiced by Industry Spokesmen**

*Special to THE DAILY*

ALBANY, Aug. 4.—"Deep concern" and "opposition" to the proposed minimum wage order 8-A, which, effective Oct. 1, provides a $1 hourly minimum for five categories of motion picture theatre workers not presently receiving that salary, were voiced at a public hearing here today.

Deputy industrial commissioner Jules Loos presided at the 40-minute session. Three persons representing exhibitors appeared, two of them speaking.

Elia Schlenger, Fabian division manager, started the hearing by saying, "I have been asked to make this brief statement. Exhibitors all over the state are deeply concerned with the proposed minimum wage order 8-A. D. John Phillips, executive di-

(Continued on page 7)

**Plans for N.Y. World’s Fair Exhibits Told**

The motion picture industry was represented at a meeting yesterday of more than 300 persons representing various industrial groups who may become participants in the New York World’s Fair of 1964-65.

Taylor Mills, Motion Picture Association of America director of public relations, heard a prospectus for potential exhibitors presented by Fair officials at meeting in City Building, Flushing Meadows Park, Queens, the site of the Fair. Mills appeared under authority of the MPAA advertising- (Continued on page 7)

**Franken Resigns NT&T Promotion Position**

*From THE DAILY Bureau*

HOLLYWOOD, Aug. 4. — The resignation of Jerry Franken as head of the advertising-publicity-promotion department of National Theatres & Television, Inc., and National Telefilm Associates, Inc., was announced here today.

Franken joined NTA in February (Continued on page 6)

**Review:**

**Ocean's Eleven**

Dorchester Prod.—Warner Bros.

It was high time that somebody spoofed the school of crime films in which the whole picture is devoted to the intricate details of the robbery of a store or casino safe ("The Asphalt Jungle," "Rififi," "Seven Thieves," et. al.) And a considerable ribbing is what the genre is subjected to in the new Dorchester Production, "Ocean's Eleven," for Warner Bros. release.

The title is ambiguous and requires clarification. Ocean is the last name of the "hero," the man who organizes the caper, and eleven refers to the number of accomplices in the crime.

In the classic manner of such pictures approximately the first half of the running time (total is just over two hours) is devoted to rounding up the members of the gang, revealing something of their personalities (Continued on page 3)

---

**Talk on Coast**

**Nogel Points to GM Assets of $12,000,000**

**TV Vital in Present Future of Company**

By ETHEL ROSEN

**Nogel Points to GM Assets of $12,000,000**

**TV Vital in Present Future of Company**

By ETHEL ROSEN

**Nogel Points to GM Assets of $12,000,000**

**TV Vital in Present Future of Company**

By ETHEL ROSEN

**Lywood 'Spiritual' to Japan: Shinizu**

*From THE DAILY Bureau*

ANGELES, Aug. 4.—Leaders of film industry in Japan considered Hollywood the "spiritual capital" of motion picture industry," said Masahiko, president of Japan's entertainment empire, said today at a press conference in (Continued on page 6)

**Academy Is Cool to Awards Change Plan**

*From THE DAILY Bureau*

HOLLYWOOD, Aug. 4. — Reaction was mild here to the recent resolution adopted by Allied Theatre Owners of New Jersey's annual convention which proposed that eligibility rules for Academy Awards be changed to disqualify any films not in general release during the Academy year.

One high Academy official pointed (Continued on page 6)

**Pathe-DeLuxe Company Buys Canadian Plant**

*Special to THE DAILY*

TORONTO, Aug. 4. — A new company has been formed which has bought the plant and equipment of Shelly Films, Limited, here. The company, Pathe-DeLuxe of Canada, Limited, which is owned jointly by Pathe Laboratories Incorporated and DeLuxe Laboratories, Inc., of Hollywood, (Continued on page 7)
I.A. Officers

(Continued from page 1)

mit locals to take a strike vote. Delegate George Waugh, of Local 702, asked for concurrence to give locals the power to thwart employers' delays tactics to negotiate wages.

Delegate Herbert Aller of Local 695, recommended caution before striking, pointing out that employers with interests on the West and East coasts could shift to the West Coast if struck in the East. Thus, he said, the support of the international is needed to control all strikes. President Richard Walsh pointed out that 50 years of experience in the industry has taught that a neutral look of the international president is the wisest course.

Acts Tax-Dodge Opposed

The sternest words of the day were saved for Resolution 28, recommending to Congress that an American citizen residing outside the U. S. shall be entitled to full exemption until he has been a non-resident for 10 years. The committee recommended concurrence in this resolution and referred it to legal staff, stating we concede in a strong and firm terms possible the practice of certain actors who, for personal gain, go abroad to make pictures for American consumption, which use foreign labor at the expense and sacrifice of American workers who rely on domestic production." President Walsh called about this strongest language to come before the convention.

Resolutions 34 and 35, calling for action opposing pay-TV, and the other favoring it, were withdrawn to be worked out within the framework of the international.

Pledge Strong Drive for Rogers Hospital in N.O.

Special to THE DAILY

NEW ORLEANS, Aug. 4.—A large and enthusiastic group of distributors and exhibitors of this area attended an emergency meeting here in Hodges Screening Room and pledged full support to the combined Will Rogers Hospital's audience collection and Christmas Salute. Under the direction of George Pabst, U.A. branch manager, and area distributor chairman of the campaign. He was assisted by exhibitor co-chairman of the area, Kemitt Carr, president of Paramount Gulf Theatres, and T. G. Solomon, president of Gulf States Theatres.

The group viewed the 1950 trailer narrated by Shirley MacLaine.

2nd ‘Lovers’ Record

Jerry Wald’s production of “Sons Lovers” established its second record in its second day at the Beekeeper Theatre here with a gross of $1,960, topping the opening day, which was $1,860.

Remodeled Baltimore Theatre to Reopen

Special to THE DAILY

Baltimore, Aug. 4. — The remodeled Edgewood Theatre, 500-seat house in the outskirts section of Baltimore, plans to convert to an art theatre around Labor Day. It is one of the chain of Durkee Enterprises, with Bill Heissel, Jr., as manager.

The recently formed Baltimore Film Society dedicated to bringing earlier-day classics to the screen, will present its programs at the Edgewood Theatre, in the old Perry Film Center as originally scheduled. The initial show under auspices of the society is set for Sept. 12 with an attraction to be announced.

Mich. Allied to Give 2nd Annual B-B Award

Special to THE DAILY

DETROIT, Aug. 4.—When Allied Theatres of Michigan held its 41st annual convention there will be an award to the theatre manager or owner who comes up with the business building idea adjudged best. There is no second year for such an award.

As last year the donor of the inscribed silver and marble trophy is Lee Artoe, president of Electro Combos.

It will be presented by a Hollywood actress at the concluding dinner-dance, Oct. 13, the second and final day of the affair at the Sheraton Cadillac Hotel.

Vogel Addre

(Continued from page 1)

industry in general, as he did

viciously for the Analysts Club in

York, presented at Motion Picture

DAILY issue of July 8, per-

out that MGM's current liability

approximately $31,000,000 still

the company working capital of
to $24,000,000.

Adding non-current assets and

current liabilities, he said, total

value is almost $88,000,000, or

proximately $35 per share.

Vogel reminded television is a

major factor in MGM's present

future. Up to present time, MGM

earned $4,000,000 in rentals of

pre-1949 features and shorts, and

contracts which will earn $24,000,000, he said.

MGM also is producing critically created for TV, said Vogel.

Discussing the matter of "run production," Vogel predicted an increase of this form of activity as

than the decrease so widely

manned by unions.

Canada Dry 9-Months

Earnings All-Time High

Canada Dry Corp., yesterday posted all-time record high earnings and sales for the nine months ending June 30. Earnings rose more than 50 cents over the same period a year ago to $2,501,210, equivalent to 53 cents per share after provision for U.S. foreign income taxes and before pre-tax dividends and payments. For the comparable period last year, earnings amounted to $2,152,715, equal 45 cents per share after taxes and ferred dividends.

In a report stockholders received, the company showed 911,978, up more than 8 per cent from 900,638,045 issued for the 12 month period of the previous year.

'Table’ Set Back Here

The Bank of Canada’s ‘Table," originally scheduled to open Aug. 8 at the 86th St. Playhouse here, has been set back definitely due to the excellent business currently being done by "Ride the Whirl," at the theatre. A new open date for "Table" will be announced shortly.

NEW YORK THEATRE

RADIO CITY MUSIC HALL - Rockefeller Center - C 6-4500

"BELLS ARE RINGING"

An Au/F.M. FRED PRODUCTION

JUDY HOLLIDAY - DEAN MARTIN

In the Metro-Goldwyn-Mayer

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

MOTION PICTURE DAILY

FRIDAY, AUGUST 5, 1960

MOTION PICTURE DAILY
Vancouver's Film Fete Tours 6 Productions

**Ocean's Eleven**

(Continued from page 1)

and past lives, and then having them map out their elaborate scheme to net millions in illegal cash. The last half of the picture is then given over to showing every step of the robbery itself and its aftermath, which is always designed to prove that crime doesn't pay.

In this instance, of course, it is all in fun. Harry Brown and Charles Lederer, who wrote the screenplay from a story by George Clayton Johnson and Jack Goldin Russell, start making with the jokes right away. The members of the gang were all buddies in World War II, having belonged to the same commando battalion in the 82nd Airborne Division. And it is part of the jest that they plan the hold-up as they would a commando raid and that they set out to rob no one but five (5) gambling casinos simultaneously in Las Vegas on New Year's Eve. All the 'gangsters' are different types, ranging from a former racing car driver to a playwright with a rich mother, an ex-professional baseball player, and a movie picture stuntman, no less. They do have one thing in common, however: They make glibly with the cascade of wisecracks so generously supplied throughout the entire script.

But the cream of the jest in "Ocean's Eleven" is in the casting of the members of the gang, many of whom belong to the group known widely to the public as the Sinatra Clan. Frank, himself, plays Danny Ocean and he is attended by Dean Martin, Sammy Davis, Jr., Peter Lawford, and Joey Bishop, all members in good standing of the Clan. There is also a brief and uncredited appearance by Shirley MacLaine, another Clan associate, who plays an inebriated miss having a good time at Las Vegas. The other gang members include Richard Benedict, Richard Conte, Henry Silva, Buddy Lester, Norman Fell and Cem Harvey, all now entitled to be at least honorary members of the Clan.

The gang appears in their own drawings in this jape, which was filmed on location in Las Vegas in Technicolor and Panavision. Bed Shorron and Ceci Reo, both of the "Ace" in the Miami production, play "respectable" racketeers, and especially amusing is Ilka Chase, as the much-wed mother of Lawford about to take the plunge again with Romero. There is also a good performance by Angie Dickinson as the estranged wife of Sinatra, and Patrice Wymore is decorative as a girl friend of Sinatra. The latter, by the way, does not sing in this picture but Martin and Davis have a tune apiece.

Intended strictly as a spoof, "Ocean's Eleven" keeps that approach all the way. The robbery is carried off and many ridiculous coincidences and utterly implausible happenings. The ending is ironic and absurd with the ill-gotten money being destroyed in a surprising way. Nor do the police catch the criminals, who to all appearances get off scot-free.

As satire, "Ocean's Eleven" has its weaknesses: It is too long for such a thin joke and its jabs at its target are only skin deep. Obviously, however, producer-director Lewis Milestone meant it that way. Not having to take it seriously, audiences will enjoy this film all the more.

Running time, 127 minutes. Release, in August.

RICHARD GERSTNER

**Bellboy** Scored for 'Anti-Candy' Sequence

Special to THE DAILY

CHICAGO, Aug. 4—A strong protest has been entered for the confectionary industry against a sequence in the film, "The Bellboy." The protest was made by Victor A. Bonomo, chair of the board of the National Confectioners Association. He said that the sequence lasted two or three minutes and that it indicated that candy was responsible for obesity.

In a telegram directed to Jerry Lewis, producer and director of the film, Bonomo said, "Thousands of candy producers are greatly disturbed by the serious damage to their unconden- tioned stereotypes. The negative sequence is to be found in your film, 'The Bellboy.' Since candy sales represent a major income item to theatre owners, you have, in effect, hurt your own industry. We suggest a personal meeting between yourself and the candy industry representatives to discuss possible remedy to this very serious situation."

L.A., Canada Facilities
For Producing Artists

Producing Artists, Inc., has completed the first step in its expansion program by obtaining production facilities on the West Coast and in Canada. Martin Low, president of the commercial production company, announced here.

Low has closed working agreements with Charles Caldwell and Associates, Inc., Hollywood, and Peterson Productions, Toronto. Negotiations are currently under way on similar arrangements in Paris and in London for international production.

**People**

La Giù Luraschi, head of the censorship and international departments at the Paramount studios, has tendered his resignation, effective Sept. 2. He will join Dino De Laurentis Productions in Rome as associate producer of that organization's English-language films which will be aimed at the international market.

Jack Vaughn, former booker for 20th Century-Fox in Atlanta, has joined Georgia Theatre Co. there as assistant to Foster Hotard. He replaced Doug Besher.

Jean Mullis, president of the Atlanta chapter, Women of the Motion Picture Industry, has presided at the first business session of the organization, held at the Y.M.C.A.

Lou Marks, formerly of Detroit, has taken over the duties of John J. Maloney as MGM's general division manager in Pittsburgh. Maloney retired after 38 years with the company.

Bob Vickers, formerly manager of the Florida Theatre, Vero Beach, has been named manager of the Beach Theatre, near Jacksonville.

**Musicians Election Set**

For September 7-8

From THE DAILY BUREAU

LOS ANGELES, Aug. 4—The election for musicians employed by seven major Hollywood studios and also by Universal will be held on Sept. 7 and 8. The election is scheduled after it was requested by the American Federation of Musicians, which, following a labor dispute in 1958, lost its bargaining rights in the major studios to the newly formed Musicians Guild.

**Cinema to Open Aug. 11**

POMPANO BEACH, Fla., Aug. 4—The new Cinema Theatre, now being erected here by the Smith Management Co. at a cost of $450,000, failed to meet its opening date of June 30 because of construction delays, and a new opening date of Aug. 11 has been scheduled for the area premiere of "Ocean's 11." Managed by James F. Sharkey, former industry executive in Detroit, the Cinema will seat 1,500 patrons and have a 2,000-car parking lot.

**Theatre Front**

OLYWOOD, Aug. 4—Herbert S. Beverly Canon Theatre, recently refurbished with red seats, new carpeting, completed the construction of a decorative front for the Hollywood premiere of "Hiroshima Mon Amour." Aug. 11. The work consists of rebuilding the marquee; a spacious box-office with two glass windows in the evening of a red seat policy, and the reconstruction of the outer lobby.

**Travel Front**
Universal presents
the WORLD
"Midnight"

RADIO CITY

DORIS DAY • REX HARRISON
A ROSS HUNTER PRODUCTION

CO STARRING MYRNA HAYES

HERBERT MARSHALL • NATASHA RICHARDS

Directed by DAVID MILLER • Screenplay by IVAN GOFF
Produced by ROSS HUNTER
EMIERE of MUSIC HALL

Based upon the play "MATILDA SHOUTED FIRE" by Janet Green

A Universal-International Release
Academy Cool

(Continued from page 1)

out that "The Bridge on the River Kwai" was being exhibited on a road show or hard ticket policy two years ago when it was an outstanding Academy Awards winner. He said that it could hardly be argued that the Awards were not contributed to the healthy business the picture did when it went into general release subsequently.

The same official predicted that this experience will be duplicated by this year's outstanding Awards winner, "Ben-Hur," when it eventually goes into general release.

The official said, however, that he could not speak for the Academy on such a matter in advance. No proposal to change the Awards eligibility rules has been received from New Jersey and the Committee, when and if it is, it would have to go to before the Academy committee to be acted upon.

TV Pre-Release Drive
Slated for 'Navarone'

An extensive television program coverage has been set as part of the pre-release campaign for "The Guns of Navarone" in the best eight cities just completed in England between Carl Foreman, writer-producer of the film, Irving Rubine, vice-president of High Road Productions, Jonas Rosendal, Jr., executive in charge of advertising and publicity for Columbia Pictures, and other European publicity representatives for Columbia.

The picture, designed for Columbia release next winter, is in the final stages of production at the Shepperton studios outside London. Detailed planning is now being completed for a parallel TV promotion campaign, it was revealed yesterday by Rubine as he returned here from the conferences in London.

Six Multi-Tongue Subjects

In preparation for distribution throughout the world, Rubine explained, are six different multi-lingual subjects. Five of these were made during the three months of filming "The Guns of Navarone" at the best eight locations in Greece, by John Schlesinger, British documentary and TV producer. One of the subjects is a special 18-minute film in color, tentatively titled "Guns of Navarone," and will be available for theatrical use as well as TV distribution.

Huffer with KERA-TV

DALLAS, Tex., Aug. 4—Raymond C. Huffer has been named program director for Dallas' KERA-TV. Huffer succeeds Hispanic H. Huffer in the position where he has been program manager for Texas Television since 1937. From 1946 to 1952, Huffer was with WFAA radio and TV, Dallas, as program manager and production manager, respectively.

ARRIVING ON THE TV CIRCUIT

with PINKY HERMAN

THEY came this way, poacher, and what's more, than that adult westerns aim to stick around for a spell longer. Newest ABC-TV series, "Stagecoach West," will debut Tuesday, Oct. 4 (9-10 P.M.) for Brown & Williamson Tobacco and will star Wayne Rogers as tough young "Mastership." . . . Teresa Brewer's wax effort for Coral, "Amnorch," shows she can still trill with the best of them. Elva J. Mann, the last eight years gen. sales mgr. for KABC-TV, Hollywood, Calif., has been upped by James G. Riddell to gen. mgr. succeeding S. J., Seligman. . . . Max Liebman will produce a second full hour TV series for U.S. Steel, "Step On The Gas" (story of the American motorist) co-starring Jackie Cooper and Jane Powell slated to be CBSed in October with musical direction by Charles Sanford; the show goes into reheasal next Friday. . . . When NBCheftains, on a pretty good hunch, decided to have a telefilm ready, in the event that Henry Cabot Lodge could be nominated as running mate for Richard Nixon, they alerted the "Project 20" crew to compile numerous stills depicting highlights of Lodge's career. In less than 24 hours, K. & W. Film Service, utilizing its fully automatic camera stands and the process which enabled "Project 20" capture last year's Sylvia Annand (for documentary subject) the special film was completed and airmailed to Chicago for airing at the Republican Convention . . . Mel Ball is the name he uses on his popular albums (latest is "Let's Do The Boom-Cha-Cha") but Anthony Martin is considered one of the finest tenor featured violinist with the Houston, El Paso and Phoenix Symphony orchestras, "Franchi" is now rounding out his third year with the Mantovani Orchestra . . .

Mike Merrick, Harry Belafonte's right hand man and promotion plenipotentiary extraordinary, wires us from Manila that he's held press meets with ye fourth states in every city in the Far East exchanging toasts (strike), exchanging info and data on editorial promotion, etc. He just left Australia for Israel and plans to arrive home around Labor Day. . . . Director of the successful quizzier "NBCentralization" for the past two years, Van Fox will leave the show next week to take over the meaging chores for the new 'Jan Murray-Charge Account' audience-participant. Jack Farren has tabbed Ted Nathanson to success Van. . . . Just occurred to this scribbler that with so much experience as an actor and skilful dialectician plus his gift of gab and wide knowledge of music, Sam Raskyn looms as a natural for disk jockeying. . . . Pat O'Brien will star in a new TV series, "Harrigan & Son," created by Cy Howard and produced by Desilu Prod., to ABComeconce Friday, Sept. 30 for Reynolds Metals. . . . Accepted Ed Wiener's invitation to visit "Freedomland" last week and still thrilled at the spectacular replica of the oldest musical scene in the U.S. and many musical groups. . . . Merv Griffin's new singing discovery, Vince Mauro (he used to be a Page Boy at NBC) is now a regular on "Play Your Hunch." (other former NBC pages who made good include Ted Steele, now gen. mgr. of WNTA and Gordon MacRae).

Harrissburg Regent
Sold; Will Be Razed

HARRISBURG, Pa., Aug. 4 — Loew's Regent Theatre and the adjoining parking lot owned by Cardinal Amusement Co., New York, part of Pennsylvania, were sold today. The theatre will be closed permanently at the end of August, and the building razed, along with other properties, to provide a parking lot by the purchasers, Continental Corp. The 48-year-old theatre was erected as the Star Theatre in 1912 by the late Peter Magaro, who operated it under that name until he changed it to the Regent in 1915. The theatre was enlarged six years later and named the New Regent, and in 1926 Magaro sold a controlling interest to Cardinal.

Continental Dist.
(Continued from page 1)

Fair House, the office holder of Walter Reade, Inc. Sales representatives from throughout the United States and New York office department heads will attend. During the course of the convention, screenings of important forthcoming Continental releases will be held.

Franken Resigns
(Continued from page 1)

of 1959 and moved to California last October, when NTA transferred its sales headquarters to Beverly Hills. NTA is now in the process of returning its sales and advertising headquarters to New York and Franken is remaining in California because of personal reasons.

Shimizu Tall

(Continued from page 1)

the Redwood Room of the Roosevelt Hotel. The Land of Nippon, added, acknowledges the leaders of the American industry, although Japan, has surpassed America in terms of the coming, and released 400 films last year to 73 theatres which draw more than 600,000 in audience daily.

Cites Unifying Influence

In Los Angeles for opening newly-named Toho Labrea Theatre formerly the Art Labrea, which just been acquired by Shimizua organization, Toho Company, Li Shimizu, who arrived last night, stated, "We have learned much years of way of life through hundreds of films that we have been shooting in our own country. Now, through our pictures we hope to reverse the present situation. I remain thorough conviction that there is no other way to bring about a change in the attitudes of many, such which unites nations. We have promoted international friendship among people of the world," Shimizu, Toho industrialist, who organization distributes 75 percent of all foreign films, including American-made product, to Japanese theatres, stated much of western culture had come to Nippon through the contribution of U.S. motion pictures.

Accompanied by Stars

Accompanying Shimizu is Tosh Miyune, top Japanese male star, Misao Kamijo and Kunio Muzo, of Toho's young stars. Tosh Miyune is star of "The Bishiki Ka", the premiere attraction to To Labrea which was acquired by Toho for an estimated $350,000, believed to be the first instance of a foreign company purchasing an American theatre for exhibition of their products.

Shimizu stated that Toho is negotiating for further acquisition of theatres in New York and Chicago.

Japanese TV Hurts Somewhat

Although television has not made serious inroads on the film business that it has in U.S., Shimizu is known that TV in his country had already caused a drastic drop in the business of more than 15 per cent. "We are, of course, getting into production ourselves. Meanwhile, we are taking steps to protect ourselves. The six major film companies are in an agreement between them not to release any of our product to TV and they have asked the MPPA not to sell any of U.S. pictures to any commercial and government-operated stations now. We have done this in Tokyo," he said, added "None of our big film stars are appearing on TV. They limit their work to films, and we feel that help to make Japanese film stars." Shimizu asserted that the growing number of American films made in location in Japan had served to promote increasing goodwill and understanding standing between industries of countries.
U.S. Wage Legislation Draws C. of C. Fire

From THE DAILY Bureau

WASHINGTON, Aug. 4. — The U. S. Chamber of Commerce has reminded its members that minimum wage legislation is "on the Kennedy-Johnson priority list" for Senate action. The measure passed by the House, and the bill pending in the Senate, would not alter the status of the motion picture industry. Chamber spokesmen fear that new wage legislation "would spark more inflation and more unemployment.

It cited as evidence of this sort of legislation by Governor Pennsylvania State Employment Bureau concerning the impact of recent extension of the state's $1 hourly minimum wage law which became effective throughout the state this year. The bureau said that "because of minimum wage regulations forcing a higher wage scale, retail stores are trying to hold sales forces down.

London 'Alamo' Benefit

John Wayne and his Todd-AO pro-
duction of "The Alamo" will play host to Princess Margaret and her husband, Antony Armstrong-Jones, at its European charity premiere Octo-
ber 26 at the Astoria Theatre in Lon-
don. The opening of the United Artists release will be sponsored by Variety Tent for the benefit of the Invalid Children's Aid Association.

'Gantry' Big in Phila.

"Elmer Gantry" has registered the highest gross in five years at the Stanton Theatre, Philadelphia, with a first week total of $28,884, according to United Artists.

N.Y. World's Fair

(Continued from page 1)

publicity directors committee, of which Martin Davis, Paramount Pic-
tures national director of advertising, publicity and exploitation, is chair-
man.

Mills will report back to the committee which, in turn, will consider what the industry's position might be with respect to participation and, if so, to what extent.

Exhibitors at the Fair will be charged $4 per square foot for space. Exhibit structures will be permitted to use only 50 per cent of the space rented. Structures will be limited to four floors or 50 feet in height. Many new facilities and access roads, involving millions in construction costs are planned for the Flushing Meadow site.

Pathé, DeLuxe

(Continued from page 1)

Chicago and New York, will operate under the direction of Roger Bea-
dry, as vice-president and general manager. Beaudry was formerly with Shelly Films Limited.

Pathé-DeLuxe is retaining virtually all of the personnel formerly em-
ployed by Shelly Films Limited. The new company will continue to func-
tion as a motion picture and sound laboratory. Leon C. Shelly is setting up his own independent office, as Leon Shelly and Company, and will act as a general sales agent for Pathé-
DeLuxe.

A. F. Myers

(Continued from page 1)

organization could retain legal services if, as and when needed. A board chair-
man could be elected from among the membership officials, it was argued, and the post of general counsel could be eliminated without in-
convenience to the organization.

It was apparent that there is no possibility of an early return to Allied membership of the Western Pennsylvania and New England organizations which resigned following the last annual election of national officers. Nei-
ther organization will be represented at the weekend meeting here, and it was further learned, the national or-
ganization did not extend invitations to either to attend.

Directors predicted that the Allied board will vote a purse to Myers in appreciation of his 31 years of service to the organization, and that it may initiate plans for an industry testimonial to him of some sort, probably in the form of a banquet, proceeds from which would make up part of the purse.

Rosary for Mole Today

HOLLYWOOD, Aug. 4. — Rosary for Peter Mole, 66, partner in the firm of Mole-Richardson, who died Tuesday following a heart seizure, will be recited tomorrow at 8 P.M. in St. Francis de Sales Church, Sher-
man Oaks.
Showmen everywhere are saying “YES, I’ll take up Audience Collections for our Industry’s Will Rogers Hospital,”—and THIS is what happens—FIRST: They support the FREE hospitalization and healing work of Our Own people.—SECOND: They boost the work of the CLINICAL LABORATORIES which already are doing a fantastic job in upping the rate of cures at your Will Rogers Hospital.—THIRD: They are now building the WORLD’S GREATEST RESEARCH LABORATORIES specializing in pulmonary cardio-vascular disease. This is a living memorial to “Mr. Show-business,” Our Own Bob O’Donnell.—FOURTH: They are making most important contributions to the health of ALL MANKIND through these O’Donnell Memorial Research Laboratories. No longer do Showmen hesitate to ask their audiences for Will Rogers contributions, for the PUBLIC NOW GETS GREATER and DIRECT BENEFITS from what you and all the other Showmen are doing at your WILL ROGERS HOSPITAL.

YOU, as a Great American Showman, are urged to get with it...to take up Will Rogers Audience Collections while the campaign is hot—in August and September. TRAILER furnished FREE,—charmingly narrated by Shirley MacLaine. Authentic Will Rogers Hospital scenes. You’ll be proud to show your patrons what your most extraordinary hospital is like. They’ll like it too...So, SAY YES when you’re asked to TAKE UP WILL ROGERS AUDIENCE COLLECTIONS THIS YEAR.

FILL-IN, CUT OUT, AND MAIL THIS PLEDGE TODAY—START WORKING WONDERS RIGHT AWAY

GENTLEMEN: “Y, ITUAC!”

SEND Shirley MacLaine TRAILER TO: THEATRE

STREET

CITY

STATE

EXCHANGE AREA

CIRCUIT

PLEDGED and Signed by

IF THIS IS A CIRCUIT PLEDGE, PLEASE SIGN PLEDGE AND ATTACH COMPLETE LIST OF THEATRES

WILL ROGERS HOSPITAL AND O’DONNELL MEMORIAL RESEARCH LABORATORIES
Warn of Many N. Y. State Theatre Closings If Minimum Wage Law Stands

By SAUL OSTROVE

A large number of motion picture theatres throughout the state will be forced out of business unless New York's proposed $1 hourly minimum wage law, effective Oct. 1, grants immunity for five categories of theatre workers not presently receiving that salary, industry spokesmen testified here Friday at a public hearing.

The additional 25 cents an hour that would have to be paid to ushers, matrons and the like, would be too great a burden for theatre owners to carry, the face of decreasing attendance and rising costs, the theatre men told the committee headed by Jules Loos, deputy industrial commissioner.

D. John Phillips, director of the Metropolitan Motion Picture Theatres Association, read a long statement.

Early Action Is Likely
On Federal Wage Bill

By E. H. KAHN

WASHINGTON, Aug. 7. — As the Senate meets after a five-week recess, there is no indication of the exact day on which it will take up the minimum wage bill sponsored by Presidential candidate John Kennedy (D., Mass.). It is likely to be placed on the agenda for early action. This (Continued on page 6)

French Industry Still Grows Despite TV;
125 New Theatres Were Opened During 1959

Special to THE DAILY

PARIS, Aug. 4 (By Air Mail)—French film exhibition is still expanding despite the growth of television, according to the annual statistical survey of the National Center of Cinematography. As of the beginning of this year, there were 1,304,145 TV receivers in France, of which 1,473,000 were in public places. This works out to about 32 or 33 persons per set in France in the spring of 1960, compared with 33.5 in the U.S. 5 in England, and 16.5 in Germany.

Despite this, in 1959, 125 new theatres opened in France, making a total of 5,804 with total seating capacity of 2,807,236. In addition, there were over 3,000 licensed places for showing 16mm films.

In regular theatres in metropolitan areas, equipped for showing 35mm films, 352.3 million admissions were paid in 1959—about 20 million less than a year earlier. Gross receipts did not decline inportimately since the average admission rose. The average French citizen between 15 and 64 went to the movies 12.6 times during the year. On a total population basis, the statistical average of attendance was 7.5 times annually.

During 1959, France admitted 271 foreign features and 90 short subjects. This was an increase of 20 features from the previous year, but a drop of 7 shorts. At the same time, 68 wholly French films were produced and 35 were co-produced with a French majority interest, for a total of 103. Co-productions with non-French majority interest totaled 30.

Salaries Up 10%
Extras Guild
And Producers
In 4-Year Pact

Covers Theatrical and TV Films; Welfare Plan Set

From THE DAILY Bureau

HOLLYWOOD, Aug. 7. — The Screen Extras Guild, the Association of Motion Picture Producers and the Alliance of Television Film Producers Friday reached a four-year agreement covering extra players in all forms of motion pictures.

The new contract will be in effect until June 30, 1964. Minimum salaries in all categories have been increased 10 per cent starting June 1, 1960, with an additional 5 per cent for the last two years of the contract.

The extras will be participants in
(Continued on page 4)

Services Held for
Louis Kerasotes, 77

Special to THE DAILY

SPRINGFIELD, Ill., Aug. 7.—Funeral services were held here Friday for Louis G. Kerasotes, 77, of this city, retired partner in the Ker- aotes circuit in Illinois, who died here suddenly Tuesday, Aug. 2, as the result of a stroke. Louis was associated with his brother, Gus, in the theatre business for many years, and was preceded in death by brother Gus on last May 19.

Funeral services were held at
(Continued on page 4)

Large Arizona Studio
To Be Built by Altose

Special to THE DAILY

PHOENIX, Ariz., Aug. 7. — Plans for the construction here of a $2,000,000 studio to be devoted to production of theatrical and television films has been announced by Kenneth Al- tose, president of Phoenix Film Studios, which recently produced "Four
(Continued on page 4)
E D I T O R I A L

JAMES H. NICHOLSON, president of American International Pictures, and SAMUEL AROFF, vice-president, returned to New York from the weekend in Europe.

JONAS ROSENFIELD, Jr., Columbia Pictures executive in charge of advertising and publicity, will return to New York today from the weekend in Europe.

T. J. HOWELL, secretary of Paramount Gulf Theatres, New Orleans, has returned there from Memphis.

CARL PEPPERCON, Continental Distributing vice-president in charge of sales, left New York over the weekend for Toronto.

OTTO PREMINGER, who left New York at the weekend for Europe, will return here on Wednesday.

Mrs. Albert J. Kallis has given birth to a boy, Matthew David, at Kaiser-Permanente Hospital, Hollywood. Father is advertising art director for American International Pictures, while Mochi Kallis, the grandfather, holds the same post for Universal-International.

ROBERT COHN, independent producer, returned to Hollywood over the weekend from New York.

Dink Bocarde, who portrays Franz Liszt in William Goetz’ “Song Without End,” returned to London over the weekend from New York via BOAC.

JODY AWTY, secretary at M-G-M, Atlanta, was married there to Thomas Duel.

MARY BRIDGES, secretary at Martin Theatres, Atlanta, has left there for a vacation in Florida.

These people have disappeared the gratifying news of the past week: Russell Fifer, executive director of NAC, and trade show administrator.

Indications point to a complete sell-out before the conclusion of the Conrad Hilton Hotel here on Nov. 6, Fifer said. The show said to be held in conjunction with the annual conventions of the NAC and the Allied Cinema Artists Association.

Record Attendance Expected

Advance interest in the combined conventions and trade show assures a record attendance of members, exhibitors, suppliers and affiliates, Fifer said. Aaron D. Cushman and Associates of Chicago has been engaged by Jack Kirsch, president of Allied Theatres of Illinois, to handle public relations and promote interest and participation.

Most of last year’s exhibitors have already reserved space and a number of new exhibitors have been added to the growing list.

Love to Have World Premiere in Reno

“Let’s Make Love” will have its world premiere in Reno, Nev., on Aug. 24, and star Marilyn Monroe and Laurence Harvey will attend the opening. She is currently shooting “The Misfits” in that city.

Simultaneously, the 20th Century-Fox musical comedy will open in London where another star of the film, England’s Frankie Vaughan, will head the list of celebrities attending.

N.S.S. Office Moving

NEW ORLEANS, Aug. 7 — The new mailing address of “Screen” (service here, effective tomorrow, will be 3149 Calhoun Avenue, replacing the former location at 1429 Cleveland Avenue. The paper department will be in readiness to function there on Aug. 15 and the trailer department on Aug. 22.

‘T errace’ Over Million

“From the Terrace,” 20th-Fox release, has grossed over $1,500,000 within a month in 47 cities, the company reports. It is more than $200,000 ahead of “Peyton Place,” at the same stage in its engagements.

Baltimore — In the near future, Variety Club will publish its from its present quarters above Stanton Theatre—which it has occupied since 1914—to a new locale still to be chosen. J. F. Theatres, head of which, will conduct the new South Baltimore Theatre and several other houses here, plans to occupy space vacated by the Variety Club. It will be in the Center Club Building, will be on Market Street.

“Gantry” Withdrawn in Ontario over Censorship

TORONTO, Aug. 7— A request the Ontario Motion Picture Colour Board for deletion of a scene in “Elmer Gantry” has caused cancellation bookings throughout province. A spokesman for Union Artists and Burt Lancaster, co-producer of the picture, would agree to cut one scene, containing words.

The scene to which the concern objected involved actress Shai Le-Wei, who is portrayed as a pudgy, talking to other prostitut, a scene she has been over to Ontario by Lancaster. Said scene of the scene would destroy character Miss Jones was portrayed as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 12 times a year by Motion Picture Daily, published daily except Saturday, Sundays and holidays, by Ogilvie Company, Inc., 1276 Sixth Avenue, Rockefeller Center, New York 20, Lodge, 2521 California Street, San Francisco, Coliseum, 560 North Orange Street, Indianapolis, Ind., Hotel, 100 E. 42nd Street, New York 17, and Robert Printers, 28 Queen Street, London W. 1, England. (Copyright 1948 by Motion Picture Daily, Inc.)
He had buried her alive in the tomb... and now she haunts him with a shrieking madness!

AMERICAN INTERNATIONAL presents
THE UNGODLY...THE EVIL
EDGAR ALLAN POE'S
House of Usher
-Cinemascope...color
starring VINCENT PRICE

MARK DAMON - MYRNA FAHEY with HARRY ELLERBE - Executive Producer JAMES H. NICHOLSON
Produced and Directed by ROGER CORMAN - Screenplay by RICHARD MATHESON - Music by LES BAXTER

SETS NEW
ALL TIME RECORD!

$190,669

SEVEN DAY L. A. AREA MULTIPLE
National
Pre-Selling

BRIGITTE BARDOT, starred in "Come Dance With Me," a Kingsley International release, is profiled by Thomas Morgan in the August 16 issue of "Look." Morgan traveled to Paris, at the invitation of Brigitte through her husband, to do the interview. But when he arrived in Paris, after 5 days, she refused to speak to him except in the most casual manner. B. B. and her husband traveled to St. Tropez, followed by Morgan. After refusing repeatedly to be interviewed, she mysteriously changed her mind and agreed to be questioned. Morgan says, "She is her own manager, chooses her script, handles her own publicity and sets the terms of her contracts and keeps an eye on her box-office receipts."

According to Richard Marek in the August issue of "McCall's," "The Apartment," despite its faults, remains original and amusing. It is a work of genuine talent and wit, and is innumerably enhanced by Lennom's performance. It's probably too early to talk about next year's Academy Awards, but someone is going to have to do an awfully good job to beat Lennom.

When Gina Lollobrigida moved to Canada with her husband and 3-year-old son, "Life" sent photographer Peter Stackpole to Canada for a cameraman's version of how Gina reacted to her adopted country. The result is a seven-page photo essay in the August 8 issue. The readers of this issue see Gina playing hide-and-seek with her son, visiting an Italian market in Toronto and being teased by a tame deer in the Canadian woods.

An amusing chapter in George Sanders' "Memoirs" appears in the Diners Club magazine for August. He explains the mores of creative people in the production branch of the motion picture industry by recalling the first day of shooting of a film produced in England. The article is illustrated by a production photo of George Sanders and Barbara Shelly in "The Village of the Damned," a forthcoming MGM film.

The Hollywood Scene department of "Seventeen's" August issue has a location photo of Peter Lawford made in England while he was playing a British officer in "Etiquette." Peter told the editor he enjoyed playing in this Otto Preminger film because it's fun to play a "heavy."

Inadvertently "The Facts of Life" was listed as a Desilu production in this column. Actually Norman Panama-Mel Frank are the producers of this new Lucille Ball film, being released by UA.

WALTER HAAS

FORTHCOMING RELEASERS

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Technirama; vv, VistaVision, rs, Regiscope.

AUGUST

AA—HELL TO ETERNITY: Jeffrey Hunter, Joan O'Brien
AIP—JOURNEY TO THE LOST CITY: c, Debra Paget, Paul Christian
COL—THE NIGHTS OF LUCRETIA BORGIA: c, Belinda Lee, Jacques Sernas
MGM—THE TIME MACHINE: c, Rod Taylor, Allan Young
PAR—PSYCHO: Anthony Perkins, Vera Miles
PAR—THE LADY IN FLAMES: c, Robert Alda, Sophia Loren
20-Fox—ONE FOOT IN HELL, c, c, Allan Ladd, Don Murray
20-Fox—FOR THE LOVE OF MIKE: Richard Basehart, Rex Allen
20-Fox—THE THIRTY-NINE STEPS: Kenneth Mars, Taina Elg
20-Fox—YOUNG JESEES JAMES: c, Ray Stricklyn, Willard Parker
20-Fox—SONS AND LOVERS: c, Trevor Howard, Wendy Hiller
20-Fox—THE IDIOT: c, Russian Film
UA—ELMER GANTRY: b, Burt Lancaster, Jean Simmons
UA—HE RAN FOR HIS LIFE: Steve Kendel, Ron Foster
Uni—CONFIDENTIAL: Steve Allen, Jayne Meadows
Uni—CHARTROUSSE CAROSSO: c, Holly Bee, Ben Cooper
WB—OCEAN'S ELEVEN: c, Frank Sinatra, Angie Dickinson

SEPTEMBER

AIP—MALE AND FEMALE: Nadia Tiller, Tony Britton
COL—AS THE SEA RAGES: Maria Schell, Clift Robertson
COL—FAST AND SEXY: c, Gina Lollobrigida, Dale Robertson
COL—ALL THE YOUNG MEN: Alan Ladd, Sidney Pailler
COL—THE ENEMY GENERAL: Van Johnson, Jesse Pierre Aumont
MGM—ALL THE FINE YOUNG CANNIBALS: c, c, Natalie Wood, Robert Wagner
MGM—THE ANGEL WORE RED: Ave Gardner, Robert Mitchum
MGM—THE SUBTERREANEANS: c, c, Leslie Caron, George Pappard
PAR—UNDER TEN FLAGS: Van Helfin, Mylene Demangeot
PAR—THE STUDY: c, c, Sidney Poitier, Aida Skinner
20-Fox—LET'S MAKE LOVE: c, Marilyn Monroe, Yves Montand
20-Fox—GODDESS OF LOVE: c, c, Jacques Sernas, Claudio Gora
20-Fox—PRECKLES: c, c, Marilyn West, Steven Peck
20-Fox—WALK TALL: c, Willard Parker
UA—STUDS LONIGIAN: Christopher Knight, Venetia Stevenson
UA—THE NIGHTFIGHTERS: Robert Mitchum, Anne Heyward
Uni—SEVEN WAYS FROM SUNDOWN: c, Audie Murphy, Barry Sullivan
Uni—BETWEEN TIME AND ETERNITY: c, Lilli Palmer, Carlos Thompson
WB—THE CROWDED SKY: c, Dana Andrews, Rhonda Fleming

OCTOBER

AA—THE PLUNDERERS: Jeff Chandler, John Saxon
AIP—KONGA: c, Michael Gough, Jess Conrad
COL—LET THE STAR'S BE: J. Anthony Quayle, Victoria Shaw
COL—LET NO MAN WRITE MY EPITAPH: Burl Ives, Shelley Winters
COL—I'M ALL RIGHT JACK: Peter Sellers
MGM—KEY WITNESS: Jeffrey Hunter, Michael Curtiz
MGM—WHERE THE HOT WIND BLOWS: Gina Lollobrigida, Yves Montand
PAR—THE SAVAGE INNOCENTS: c, c, Anthony Quinn, Yoko Tani
PAR—BLOOD AND ROSES: c, Mel Ferrer, Elsa Martinelli
20-Fox—HIGH TIME: c, c, Ring Crosby, Folies
20-Fox—THE BATTLE OF AUSTERLITZ: c, c, Leslie Caron, Rosanno Brazzi
20-Fox—DESIgue IN THE DUST: c, Raymond Burr, Martha Hyer
UA—THE ALAMO, c, ladd-AO: John Wayne, Richard Widmark
WB—SUNRISE AT CAMPBRELO: c, Ralph Bellamy, Greer Garson
WB—GIRL OF THE NIGHT: Anne Francis, John Kerr

Screen Exclus Exhibit

(Continued from page 1)

A health and welfare plan to which the motion picture and television industries will make an initial $100 contribution pro-rated among all producers. Subsequent employer tributins will be on an equivalent percentage basis as that of the Actors' Guild health and welfare.

A retroactive adjustment will be made for the period of April 2, 1959 through Oct. 1, 1959, of $1.10 per day (based on 15 cents per hour).
Bray, Badger Join To Lease Cartoons

Paul A. Bray, president of Bray Studios, Inc., and David A. Badger, president of Durham Telefilms, Inc., jointly announced at the weekend that their organizations have joined forces to lease to TV stations the Bray library of cartoons. Bray has almost 100 black and white sound shorts, which have not been seen on television in almost four years.

Bray and Durham plan to produce a minimum of six color cartoons beginning early in 1961.

Seligman Appointment

Selig J. Seligman, ABC vice-president and general manager of KABC-TV, ABC-owned and operated television station in Los Angeles, who also is producer of ABC-TV’s program "Day in Court," will devot all his time to program production starting in September, it was announced by Leonard H. Goldenson, president of American Broadcasting- coercion. His new post as head of a new, wholly-owned AB-PT subsidiary will be an extension of Seligman’s present duties as producer of "Day in Court," Goldenson said.

De Blasio to Embassy

Giovanni de Blasio, veteran European producer and former manager of sound production supervisor for Embassy Pictures in Rome, it was announced last week by Joseph E. Levine, Embassy president. De Blasio, who has served in various production capacities with Metro-Goldwyn-Mayer and Columbia, will command Embassy’s duties with "The Thief of Bagdad," now filming in the Italian capital.

Radio Spot: Included

no to $25,000 is being spent series of special radio spots to advertise the picture’s Music Hall opening. Ferguson said. The spots are being directed into three special categories, which feature classical music, which air "general" tunes, and jazz stations for which Jasper Bird and Dick Sheppard, two popu

Begun 18 Months Ago

...campaign on this picture, Ferguson, "was begun a year and a half ago during its early production, and has been building ever since. With much of the footage hav

Columbia executive pointed out that the picture’s current settlement as the film debut of one of the nation’s most famous stars. Dirk Bogarde, British star of top FAME box office awards since 1937 and 1955; the picture is one of Columbia’s major films and its romance and plots.

outlining the promotion high-light for Ferguson showed a slide of the 11,000,000 display key to Capri, which has been shown by Columbia newspapers and exhibitors of the country. Also, a special feature featuring Dirk Bogarde is being shown.

Trailer on Capucine

...special theatre trailer in color Cinemascope format was shown to audiences in this city. The trailer was shown to the trade press, trailer, which runs two and a half minutes and is available free to exhibitors, fulfills Columbia’s plan as a "name member," in addition to high-lighting the many fashions she wears in the film, as a lure for the female audience.

Columbia’s recent visit here during the production of "Cleopatra" by Metro-Goldwyn-Mayer. "The Thieves of Bagdad," now filming in the Italian capital, has been a great weapon in the promotion campaign. The film, directed by Richard Fleischer, is an impressive adventure, and features the talents of such stars as Richard Burton, Elizabeth Taylor, and Joseph Cotten.

Radio Spot: Included

Mr. Ferguson said that the studio is planning a special promotion for "Cleopatra," which is currently shown in theaters across the country.

Media News

The Hollywood Reporter

The Hollywood Reporter announced the appointment of John H. Robinson as the new national director of sales for the ABC Network Radio. Robinson, a veteran of the radio industry, was previously the regional sales manager for ABC Network in the West Coast region.

Television Today

Who’s Where

Martin J. Robinson has been appointed vice-president and a director of Television Industries, Inc., here. He was previously with CBS, where he held various executive positions.

Robert F. Fountain has joined ABC's Network Sales as an account executive. Prior to joining ABC, Fountain was with NBC's Network Sales.

Glen Heise, vice-president in charge of sales promotion for Television Personalities, Inc., has been given the additional assignment of overseeing the promotion of the company's television series at UFA Pictures, Inc.

Loomis C. Irish has been promoted to manager sales service–nighttime for the sales department of the ABC Television Network, it was announced by Henry T. Heide, ABC vice-president for sales administration.

Plan Sept. 15 Start

MIAMI, Fla., Aug. 7—Charles H. Tepmuller, president of L. B. Wilson, Inc., Cincinnati, is here planning the start of operations on Sept. 15 over Channel 10. Offices have been established at 301 Security Trust Building, with Tom Weidseth, of the Wilson organization, in charge of sales.

Raymon in WAGA Post

ATLANTA, Aug. 7—Raymon Paulson is the new local sales manager for WAGA TV, here. He has been a member of the radio and television staffs for five years.
ANTI-TRUST IN THE MOTION PICTURES INDUSTRY

By Michael Conant, University of California Press, 220 pages. $5.50.

A bulleted list of the main points of the article.

- The functions of the Bureau of Business and Economic Research (of the University of California at Berkeley, under whose auspices this book was published) are confined to identifying the prosecution of independent research by members of the faculty.
- Presumably, then, it is that area to which this book is addressed, and we venture to predict a book of serious and focused faculty member upon pursuing independent research within the industry will not fail to remark some glaring differences between the "opinions expressed in this study" and the results of his independent research.
- For not only is this book remarkable for the number of its unsubstantiated and unwarranted statements and conclusions, but it reveals no evidence of direct contact on the author's part with the industry about which he is writing. Apparently, his nearest approach to it was a brief association with a Chicago law firm which had handled several exhibitor-trust cases following entry of the decrees in U. S. v. Paramount et al.
- There is an abundance of quotation from. On the other hand, the author is aware of the circumstances that brought it into being nor understanding of its purposes. To him, the Code is "one means by which the larger firms controlled the content of films in an effort to control output," and its most "important effect...in limiting the supply of films was to restrict the production of pictures treating controversial issues."
- Conant not only has nothing to substantiate such statements but also ignores or did not take the trouble to uncover, the abundant evidence available to refute them.
- Distributors, we are sure, will be either startled or amused by the author's suggestions that the industry has made an impressive argument that the government erred in including the "Little Three" as defendants. He appears to find diversion and diversion and dissatisfaction with the income of the theaters and is expected to urge the discharge of all anti-trust actions against the distributors and their system of control.
- And many will be surprised to read the author's repeated assertions that the old Film Boards of Trade fixed clearances and runs.
- In his comments and conclusions on the Paramount trial, the author makes an impressive argument that the government erred in including the "Little Three" as defendants. He appears to find diversion and dissatisfaction with the income of the theaters and is expected to urge the discharge of all anti-trust actions against the distributors and their system of control.

New Camera Process

For 'Jack, Giant Kill'

From THE DAILY BULLETIN

HOLLYWOOD, Aug. 7 - A Technicolor process for producing new camera images, in color photography that in depth dimensions to model animation. The system also features a process that integrates the stop-action puppets with live eliminating the necessity of diminutive, and thereby lending realism to action scenes.

Small and U. S. executives plan a crescendo and spectacular campaign based on Fantoscope, it will be aimed at both exhibition in public when the picture is release early next year.
MOTION PICTURE DAILY

NEW YORK, U.S.A., TUESDAY, AUGUST 9, 1960

TEN CENTS

W. W. Films, New Company, Slates Eight Pictures at $10,000,000 Budget

Completion of financing for eight new films with a total budget of $10,000,000 was announced here yesterday by its president, Alfred Bloch.

The schedule marks the debut of Bloch as an independent producer. He is a former associate of Boris Morros, film producer, and Walter Gomes, producer of historical documentaries.

Half of the financing for W. W. Films was obtained outside the usual industry channels, Bloch said. He said this was done to "avoid a show of division of equities which so frequently takes the lion's share of the independent producer's profit."

Four of the eight pictures will be made in Pakistan. Top picture on the schedule, according to Bloch, is "Tiger Emperor," based on the memoirs of Balar, a lineal descendant of Babar, the voice of on this page 3

Levine Will Produce New Biblical Film

Joseph E. Levine will personally produce a film adaptation of the Biblical story of "Sodom and Gomorrah," it was announced yesterday by Embassy Pictures.

Levine, who will make the picture in association with Titams Films of Rome, has already signed Stewart Granger for the leading male role and is now commencing a search for an actress to co-star with him.

The Biblical drama will be filmed in Rome and on actual location sites in the Middle East, and will be the most expensive Levine presentation to date.

Board Meet

Myers Remains With Allied In Legal Post

Also Honorary Director; Set Up New Executive Post

Special to THE DAILY

CHICAGO, Aug. 8.—Abram F. Myers, who retired July 1 as chairman and general counsel of Allied States after 31 years, was engaged as a lifetime legal consultant to Allied and was voted a lifetime honorary membership on Allied's board of directors at the organization's summer board meeting here over the past weekend.

The Allied board elected Ben Marcus of Milwaukee interim chairman of the board to serve until the next annual meeting and established the eligibility requirement that a board chairman must have been a president of national Allied.

Also, the board established the new post in Allied of executive director, and announced that A. W. Schwalberg was appointed for that new post (Continued on page 2)

New Allied Post Is

News to Schwalberg

A. W. Schwalberg, head of Citation Films here, said yesterday no one from Allied States has talked to him about filling the newly established post of executive director of the national exhibitor organization, "so there is nothing I can say about it."

The Allied board established the new post at its weekend meeting in Chicago, then issued a press release saying Schwalberg "was mentioned" (Continued on page 2)

‘Psycho’ Stays 1st-Run

During Circuit Bookings

Alfred Hitchcock's "Psycho" will continue its engagements at the De Mille and Baronet Theatres through the end of August, while playing simultaneously at the Brooklyn Paramount Theatre and at more than 90 neighborhood theatres in the greater metropolitan area starting Wednesday, Aug. 17.

The neighborhood theatres will (Continued on page 5)
Motion Picture Daily

Myers Stays

(Continued from page 1)

berg, former vice-president and general sales manager of Paramount Pictures, was mentioned by Allied board members as "a logical choice for the post."

In New York, Schwalberg said no one from Allied had communicated with him to yarder of the Allied board. The Allied announcement, made by Al Myrick, president, said that the new executive director "shall be a man of high industry standing and ability, one who does not need to be connected with exhibition."

The statement added that the executive director "will be an employee and..."

Regional V-P's on Elective Basis

The board also established the offices of regional vice-presidents of Allied on an elective basis, thus cancelling by presidential appointment and stipulated that Allied units shall have the right to recommend their choice for their respective regions.

The Allied board "condemned and protested" what it termed the "confiscatory sales policies inaugurated by Benj. Kalmanson and Charles Boasberg of Warner Brothers."

These policies, the board said, "imposed restraint upon exhibitors in their attempts to negotiate fair and equitable terms on Warner product, which tends to retard the early playing of feature product on the..." and the board specifically condemned the current Warner practice of establishing percentage floors on their product, and especially via their "rubber stamped clauses or similar methods."

It also censured Warners for selling its post-48 film library to television, and "for bypassing and ignoring the attempts by ACE to negotiate the purchase of post-48 films for theatrical purposes."

Pleas for Reconsideration

The board urged other distributors to reconsider and plans which they may now have to release their post-48 film libraries to television, which would drastically affect the welfare of exhibition and distribution alike. The board also adopted the resolutions pertaining to the Academy Awards and on the release of post-48 product on TV which had been adopted by the recent annual meeting of Allied Theatre Owners of New Jersey, which were reported in Motion Picture Daily of July 29.

A number of other trade practice resolutions adopted by the board also followed closely the lines adopted by the New Jersey Allied convention.

Myrick issued a denial of published reports that there had been informal discussions concerning a merger of Allied States and Theatre Owners of America, saying "no such discussions have ever been entered into by any members of Allied States and Theatre Owners of America, nor has any such merger ever been contemplated or proposed by any member of Allied States and Theatre Owners of America."
People

Jack Feder, of Long Beach, Cal., hasrolls his Tony Theatre of that community, in the Theatre Owners of America, has been announced by Albert M. Pickus, TOA president.

Carl Brandt, composer and arranger, has been named musical composer for UPA Pictures, Inc. Among his most recent works was the composing, arranging and conducting for Walt Disney's "Ferris." 

Frank Belles, RKO branch manager in Cleveland until the closing of that exchange, when he joined the United Artists sales force, is now an area representative for the Research Institute of America, Inc. Phil Harrington, once a salesman for M-G-M, is with the same organization.

J. Poels, head of the technical-commercial service division of the Gavert Co., Antwerp, Belgium, has now completed 30 years of service with the organization.

Mrs. Charlotte Spencer, secretary at Allied Artists in Atlanta, has resigned that position in order to give all her time to her home duties.

S.E.C. Reports Deals
By Zugsmith, Tonrud
From THE DAILY Bureau
WASHINGTON, Aug. 8. - The Securities and Exchange Commission's report on "insider" stock transactions for the period of June 11 through July 1, 1960, discloses that Albert Zugsmith acquired 7,600 shares of Allied Artists Pictures common stock in June, bringing his total holdings to 159,700. Zugsmith also acquired his entire holdings of 500 shares of 5 1/2% preferred in that month. Roger W. Hurlock, a director, added 100 common shares to his holdings, bringing the total to 19,600.

Tonrud, Inc., beneficiary owner of more than 10 per cent of the stock, reported that in April it acquired 1,600 shares of Associated Motion Picture Industries, Inc., bringing its holdings to 73,585.

Robin International, Inc., listed under Nicolas Reisini, an officer and director of Cinetrama, Inc., acquired 4,600 shares of Cinemara common in June. Reisini is listed as holding 350,000.

Fico Sold 3,900 Shares
Fico Corp. reports the sale of 3,900 shares of Columbia Pictures common in June, bringing 117,862. Noting that the following persons report direct beneficial ownership through Fico Corp., S.E.C. lists the following names and holdings: Samuel J. Biskin, officer and director, holds 2,154 shares, another 104 shares as community property, and S. J. Biskin Pictures, Inc., has 564 shares. Rube Jackter, an officer, holds no direct holdings. Leo Jaffe, officer and director, is listed with 164 shares. Lacy W. Kastner, an officer, disposed of 556 shares in June, leaving him with no direct holdings. R. P. Lazarus, and Charles Schwartz, both officers, are not listed as having direct holdings. A. Montague, officer and director, is listed with 6,843 shares. A. Schneider, officer and director, acquired 500 shares in June, bringing his direct holdings to 10,022 shares. M. B. Silberberg and Donald S. Strelam, both directors, are listed as holding 1,184 shares and 1,931 shares, respectively.

Options Exercised by Layman
Dudley G. Layman, an officer and director of Glen Alden Corp., exercised options on 7,200 shares of common in June, bringing his holdings to 7,300 shares.

James Bruce, a director of Loew's Theatres, acquired 650 shares of common in June, bringing his holdings to 1,000.

John L. Sullivan, a director of Metro - Goldwyn - Mayer, acquired 2,000 shares of common in June, bringing his total to 2,050 shares.

William J. Friedmann, a director of National Theatres and Television, Inc., acquired his total of 1,000 shares of common in June. Jack W. Ostrow, a director, disposed of 300 shares, retaining 7,503. Corporations listed under Ostrow's name are credited with holding 74,925 shares.

Randolph C. Wood, an officer of Paramount Pictures Corp., disposed of 4,000 shares of common in June, retaining 111,000.

Harry Brandt, director of Trans-Lux Corp., acquired 100 shares of common in May, bringing his direct holdings to 161,000 shares. Brapic, Inc., corporation listed under Brandt's name, acquired 400 shares in May for a total of 3,000. Other firms and foundations with holdings under 100 shares were listed under Brandt's name, as is his wife, with 17,000 shares.

W.W. Films
(Continued from page 1)
of Chengis Khan and Timur, shooting on this will begin in October in Pakistan.

A second picture will be "The Loversen" which will be filmed in Spain, while "The Tiger Emperor," W. W. Films also owns outright.

For a 50 per cent interest in the company, win finance "The People of the Mist," which will be made in Pakistan with David Hamley of London as co-producer; "Woman of a Hundred Faces"; "The 24-Hour Affair"; "The Fourth Dimension"; "Nine Miles to the North" and "The Mandolin Man." Henry Hathaway will direct the last-named.

Columbia, Chalet Join
To Film Remarkable Tale
From THE DAILY Bureau
HOLLYWOOD, Aug. 8. - Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities, has announced that Laurence Harvey will star in "Borrowed Life," which was acquired by Columbia Pictures in conjunction with Chalet Productions, Harvey's recently-form ed independent company. "Borrowed Life" will be the first of four Harvey films which Columbia will release.

David Stillman is partnered with Harvey in Chalet Productions.

Mike's Premiere Tonight
DENVER, Aug. 8. - The world premiere of 20th Century-Fox's "For the Love of Mike" at the Denver Theatre, tomorrow night will be attended by Governor Steve McNichols, Mayor Richard Battersun, producer Frank Ricketson, Jr., and Rex Allen, who plays a featured role in the picture. A parade featuring civic organizations will be the main feature of the night. The evening will be covered by eight radio and television stations in the area.

Switch 'Time' Booking
H. G. Wells' "The Time Machine" will open Aug. 17 at the Warner Theatre here. Previously, MGM release was announced to open at the DeMille and Baronet Theatres, but the Holdover of "Psycho" caused the change.

Corporations listed under Ostrow's name are credited with holding 74,925 shares.

Randolph C. Wood, an officer of Paramount Pictures Corp., disposed of 4,000 shares of common in June, retaining 111,000.

Harry Brandt, director of Trans-Lux Corp., acquired 100 shares of common in May, bringing his direct holdings to 161,000 shares. Brapic, Inc., corporation listed under Brandt's name, acquired 400 shares in May for a total of 3,000. Other firms and foundations with holdings under 100 shares were listed under Brandt's name, as is his wife, with 17,000 shares.

O10 Exhibitors Urged to Work in Elections
Special to THE DAILY
CLUMBUS, O., Aug. 8. - Ohio exhibitors were urged via a majority vote at the recent board of directors meeting of the Independent Theatre Owners of Ohio to take an active part in the election campaign this fall. Use of trailers furnished by the company was one of the best ways of reaching them, said Ken Prickett, executive secretary.

Prickett said his office will supply trailers with names of candidates, sympathetic to the industry. The organization's campaign will be moved primarily with candidates and the Ohio Senate, said Prickett.

and Drive Under Armstrong
Armstrong, named a member of the national ACE committee to fight toll-TV, was asked to solicit funds for the fight. Belden, Akron, resigned from the TOO board. Belden is leaving theatre business.

To new members of the association were welcomed at the board meeting. They are Jack Haynes, general manager of Shor Theatres, Cinati, and Myron Price, owner of Price theatres in Newark and alloys. James McDonald, general manager of the Theatre Owners of Cincinnati, was a guest.

Link Of The Most Wonderful Thing
that Can Possibly Happen To You...
Para. ’60 Earnings Estimated

(Continued from page 1)

values, the study notes that no appreciable earnings have accrued from its electronics interest in the past five years but "their future potential is considerable." It estimates that the wholly-owned Automaticor Corp may earn $200,000 this year and $500,000 next year. Its 1960 sales are estimated at $6 million, and a possible $15 million in 1961.

$10 Million Possible from Auditory

It notes that Paramount's equity in

sales in Argentina is less than $700,000 and finds the investment may be worth $10 million.

The study assumes the Chromatic

Tube division to be worth at least Paramount's aggregate deferred re-

search expenditure of $2.3 million, and assigns a similar valuation to

International Telemeter — the deferred development expenditures of $5 mil-

lion.

It notes that Paramount should receive $4-$5 million in capital gains during each of the next eight to 10 years from the sale of its pre-1948 film library to television, and estimates the worth of its post-48 films at $30 million. The report points out that this inventory value is a residual after average annual operating income of $4.3 million and is increasing each year as new pictures are pro-

duced.

Enthusiastic About Pay-TV

The report says that "both the oper-

ating earnings and inventory values of all major movie producers could witness a dramatic increase if pay-

TV finds acceptance." Acceptance of pay-TV by a considerable number of grosses, "could double Paramount's oper-

ating income and its inventory values would appreciate to substan-

tially more than twice the assumed worth of $30 million.

Pay-TV franchise operations also should increase future earnings of Favorable Players Canadian, Par-

amount's interest in which is said to be worth $20 million.

The report notes that Paramount's holdings of DuMont Laboratories

stock was carried at $450,000 and has been exchanged for stock in Fairchild

Camera with a market value of $7.2 million. A merger of Telemeter Mag-

nizine stock as an opportunity for certain institutional investors, "otherwise

restricted in their selection of invest-

ments by requirements specifying the time period of past dividend pay-

ment." It recommends the purchase of market price to book value, etc., to

invest in the electronic field for the first time.

AB-PT Dividends Set

The board of directors of American

Broadcasting - Paramount Theatres has declared third quarter dividends of 20 cents on the common stock and 25 cents on the preferred stock payable Sept. 15 to stockholders of record Aug. 19.

Scott Heads MGM-TV

Industrial Sales

Malcolm Scott has joined MGM-

TV as director of industrial film sales, it was announced by Tom Curtis, who heads the MGM commercial and industrial film department.

Headquarted in New York, Scott will work with advertisers and their agencies in the development of industrial film projects to be pro-

duced by MGM's Commercial and Industrial Film Division. Prior to his appointment, Scott was U.S. sales manager for International Television, S.A., a European mobile videotape production firm. Previously he was sales manager for Film Inc. and N.Y. sales representative for Wilding Pictures.

Team Hudson, Doug

In ‘Montezuma’ for

From THE DAILY Variety

HOLLYWOOD, Aug. 8—(M-G-M)

Hudson will join Kirk Douglas in direction of John Huston in "Mo-

tezuma," to be filmed by Bryna Pro-

tions for release by Universal.

Hudson marks his second teaming

the two box-office personalities, fol-

lowing their just-announced "The

Gun," also a Bryna venture, which was, as "Montezuma."
Anti-Trust Law by Belgian Gov't

Special to The Daily

USUEL, Aug. 6 (By Air Mail) — A new anti-trust law has been enacted by the Belgian Government to prevent monopolistic practices under the Treaty which creates the European Economic Community. The law, considered milder than the French German anti-trust laws, will deal specifically with the abuse of "economic power," define the term as "the power held by an individual or company acting independently or in concert to establish, by direct or indirect means, control or to influence the supply of goods or services, or on the price and quality of goods or services offered for sale.

The law is to be determined as to when an abuse exists. An abuse is said to exist when one or more persons, having economic power, act against the general interest by their business practices which would create or maintain a dominant position, harm the economic liberty of producers, distributors or consumers or the development of productive power. There is reason to believe abuses exist, a commissioner (appointed by the Crown to the Council of Economic Disputes) may instigate an investigation against the company or companies or persons or organisations representing groups having a common interest, which suffered abuse.

The law gives the commissioner power to subpoena witnesses, directors and officers of any of the companies under examination, with the powers of execution of a justice of the peace.

Trumbo to Get Credit for 'Spartacus' Script

Universal - International will give screen credit to Dalton Trumbo as the author of the script of "Spartacus," and will also credit him in advertising and publicity for the picture, according to a story in the New York Times. Trumbo is one of the "Hollywood 10" writers who refused to cooperate with the House Committee on Un-American Activities in its investigations of Communism in Hollywood. He was cited for contempt of Congress in 1947 and sentenced to a one-year jail term.

"The Times" noted that Trumbo is also the author of the book "Promise," and that he is to get screen credit for the United Artists release. The American Legion has attacked the employment of Trumbo in both instances.

Drive-In to Open Soon

ALBANY, N. Y., Aug. 8 — A target date for opening of the Northway Drive-in, near Rouses Point on the American side of the Canadian border, has been set—Aug. 15 to Sept. 1, according to James L. Morgan, a Rouses Point electrical and construction dealer, who is president of Northway Drive-In, Inc.

William Kennedy, who operates the Lyric Theatre, is associated with Morgan and a partner in the new drive-in. Three other men, Larry Paquette, John Coleman and Robert Casey, have money invested.

Screening Today

DETROIT, Aug. 8 — The Detroit Press Club tomorrow will hold a buffet and screening. Following the supper at the club the guests will repair to the screening room at the Film Exchange Building, where they will witness a showing of United Artists' "Elmer Gantry."
Every hour on the hour nonstop to Chicago from 9AM-9PM

American Airlines
America's Leading Airline

Other nonstops, too. Leave when you are ready, arrive when you like with American Airlines, first choice of experienced travelers. See your Travel Agent today or call American Airlines. The telephone number in New York is LOngeacre 4-2000.
Highest Attendance in 4 Years Reported for Last Week of July

Motion picture theatres in the U. S. hit the till for their best figure in four years during the last week of July. A total attendance of 82,831,000 is reported by Sindlinger & Company, market analysts, in its weekly Motion Picture Activity, which says this figure is seven-tenths per cent above the comparable week of 1959, and the highest recorded since the company posted 83,998,000 for August 4, 1956.

Pointing out that the week ending July 30th was the first time in 13 weeks that weekly attendance exceeded a corresponding week of 1959, the Sindlinger report attributes the upturn to increased attendance at drive-in theatres. While attendance at conventional theatres is said to have dropped 13.5 per cent during the last week of July, drive-in admissions went up 8.9 per cent.

Joint Foreign, Domestic Publicity Seen on Rise

Every major American film company will be forced to integrate its foreign with its domestic publicity and exploitation organization if it means to stay alive in the tough, new competitive markets abroad. Columbia Pictures thinks it has been the first to see the light. These pro-

Second Hotel for Loew’s Theatres

Loew’s Theatres yesterday announced plans for construction of a second mammoth hotel in midtown Manhattan as part of its continuing diversification program. The newest project will be the $2,000,000, $50 million Hotel Americana West on the east side of Seventeenth Avenue from 52nd to 53rd Streets, the site for which was acquired from Webb & Knapp for $5 million recently.

Now under construction is the Hotel Americana East on the site of the old Loew’s Lexington Theatre at Lexington Ave. and 51st St. The Americana West will be the (Continued on page 9)

A Good Precedent

YESTERDAY’s news story that Alfred Hitchcock’s “Psycho” will continue playing its pre-release engagements at Walter Beade’s DeMille Theatre on Broadway and the Baronet on the East Side after it opens in more than 90 Loew’s and other neighborhood theatres, and in the Brooklyn Paramount, is a development of unusual trade significance.

The simultaneous neighborhood and downtown first runs are not the only precedents involved, although they very likely are the most significant phase of the engagements. Other aspects are that the theatres (Continued on page 2)
playing "Psycho" will dispense with a second feature during the engagement, will give the picture a prolonged playing time, will observe the policy of admitting no one after the start of the picture, and will synchronize performance times so that patrons can see the picture at the same time in every part of the metropolitan area.

The simultaneous availability of important pictures to neighborhoods, suburbs and downtown is the booking departure that will be of greatest interest to many exhibitors, particularly those who, like Sam Pinanski of Boston, for long have advocated "going to the people instead of making the people come to us."

It is a policy that serves the larger public and that is in keeping with modern merchandising methods as exemplified by the suburban branches of the better downtown department stores and neighborhood supermarkets.

The success of the drive-in theatre with its advantages in solving the parking, baby-sitting, dress and transportation problems is convincing evidence that the public will respond when offered convenience and accommodation. Making a motion picture available to them when they want to see it is doing just that.

There is no good reason any longer why the public should have to hunt for a popular picture after it has had its first run. Nor is there any good reason why a picture should have to play to an audience of 3,000 when it could as well be playing to 20,000 on the same night.

There should be many more bookings of this kind. They are sure to benefit both exhibitor and distributor.

Martin, Norris, Knight
To Address IENE Meet
Special to THE DAILY
BOSTON, Aug. 9—Three speakers have been set for the annual convention of the Independent Exhibitors and Drive-In Theatres Ass’n of New England on Sept. 15 at the Chatham Bars Inn at Chatham, Mass. They include Henry Martin, vice-president and general sales manager of Universal; C. Glenn Norris, general sales manager of 20th Century-Fox; and Norman Knight, president of the Yankee Network. Others are to be announced.

With Edward W. Lider as general chairman of the three-day convention starting Sept. 13, the co-chairmen are Richard A. Smith and W. Leslie Benslev.

Book ‘Sons and Lovers’
Ten Months in L.A.

From THE DAILY Bureau
HOLLYWOOD, Aug. 9—Jerry Wald’s ‘Sons and Lovers’ has been set for a 10-month engagement at Los Angeles’ Fine Arts Theatre. The film will open on Aug. 31 and will run a minimum of 10 months, the longest pre-opening deal ever set by the theatre.

Producer Wald predicted here today that "Sons,” already breaking records in its London engagements, would recoup its entire negative cost in the British Isles alone.

13 Department Stores
To Promote ‘Naples’

An advertising and promotional campaign linking Shavelson-Rose’s “It Started in Naples,” and 13 leading department stores throughout the nation was announced jointly yesterday by Martin Davis, Paramount Pictures national advertising, publicity and exploitation manager, and Herbert Witkin, vice-president of Allied Stores.

Keyed to August openings of the picture, the department stores will launch their annual showings of Italian sportswear with an "It Started in Naples" theme. Half-page-page newspaper ads, in-store and window displays and extensive customer mailings will give full credit to the Paramount release and list local promotions. Department stores participating in the cooperative promotion are: Jordan Marsh Company, Boston; Holland & Sons, Cincinnati; Sterling-Lindner, Cleveland; Titch & Goettinger Co., Dallas; Joske’s, Houston; Peck’s, Kansas City, Mo.; Jordan Marsh Co., Miami; L. S. Donaldson’s, Minneapolis; Cain Sloan’s, Nashville; Joske’s, San Antonio; Bon Marche, Seattle; Golden Rule, St. Paul; Bon Marche, Tacoma.

‘Cannibals’ to Criterion

Metro-Goldwyn-Mayer’s “All the Fine Young Cannibals” will be the next attraction at the Criterion Theatre beginning the run of “Strangers When We Meet.”

Sons’ Grosses Growing Daily at Two Theatres

"Sons and Lovers," Jerry Wald production for 20th Century-Fox, completed a record-breaking week at both the Victoria and Bel-

Theatres here. The Victoria to 41,150, for the first seven days of the run. The afternoon business at both theatres is that day’s grosses are higher than that of the day before.

TheBeekman reported that the gross in $19,800 for the week, high in the house’s history. A new record was established last Thursday when the theatre took $900, the largest single day’s gross its history.

Baronat to Europe of

‘Spartacus’ Promotio

Fortunat Baronat, director of elga publicity for Universal Int

ational Films, Inc., has left her homeland for the adventure of publicity and exploitation plans for “Spartacus.” His visit is one of a tiring series by U-I executive representatives, including Mr. Baronat, who will confer with John Nelson-Sullivan, European ordinator for “Spartacus” publicity and advertising, and local publicists in Great Britain, Belgium, many, Austria, Italy, Spain, France, regarding their activities plans for the various premieres scheduled for December.

See ‘Eternity’ One of Top Grossers of ’60

Early opening engagements of the highly publicized film “Eternity and the Mission” will carry it to the one of the biggest grossers, with Yale Gold vice-president and general sales manager of Allied Artists, said yesterday that he said it would also be the biggest grosser in AA history.

With openings mostly in the southwestern areas, the Atlantic Pictures distribution has brought in the year’s first $1,800 day gross at Saenger Theatre in New Orleans at $3,850, despite a day long rain at the first four days total sale of $18. Other openings include $8,010 opening at the Strand, Shreveport, $2,862 first week at the Meridian, Miss.; $3,183 first week at the Paramount, Texarkana, $6,583 three days at the Bradley, Col., $11,250 first week at Saenger, Biloxi.

Motors for the New Mexico Days of ’60

A couple of cars were rolled into town recently and are being used in the current New Mexico set. One of them is a 1930 Ford T, the other is an early Model A Ford.
SAMUEL BRONSTON
in association with
PHILIP YORDAN
announces
CHARLTON HESTON

as
El Cid

directed by
ANTHONY MANN

Technicolor · Super Technirama 70

A SAMUEL BRONSTON PRODUCTION
To start filming September
'I Aim at the Stars' Slated
For Edinburgh Int'l Festival

EDINBURGH, Scotland, Aug. 9—"I Aim at the Stars," a Charles H. Schneer Production for Columbia Pictures, release, has been selected as the opening attraction of the Edinburgh International Film Festival. The story of rocket scientist Dr. Werner von Braun was one of the choices of the Festival's selection committee to launch the film fete on Sunday, Aug. 21. Schneer and Curt Jurgens, who portrays Dr. von Braun, will fly from Munich to Edinburgh to be on hand for the festival presentation. They will be joined by director J. Lee Thompson and co-star Gia Scala, who will fly in from London.

Billboard Head Hits
'Sex' in Film Posters

TORONTO, Aug. 9 — The motion picture industry was criticized by the chairman of the International Congress of Outdoor Advertising for using sex in their posters. Sir Thomas Miles, in an address to the Congress here, said, "It might be well for some sections of the film industry to look to their standards of pictorial display they employ to lure the public into their cinemas."

'Sheer Pornography' While he admitted sex is "an essential factor in life," he criticized the blown-up stills used in billboards. He said they could be sheer pornography when a tender love scene of sincere cultural validity is shorn of its contextual words, music and rhythm "and is seen markedly before the gaze of the public."

He advised the outdoor industry "to take action" unless public opinion sweeps away billboards and signs and with them "our protests and powers to benefit it from constructive criticism."

Sidney to Supervise
'Pepe' Foreign Dubbing

HOLLYWOOD, Aug. 9 — In the belief that too many Hollywood-produced motion pictures are edited and dubbed in foreign languages without regard to the ideologies and concepts of the market of each country, the producer George Sidney will personally supervise the foreign versions of "Pepe," his production for Columbia. The decision was made as a direct result of a recent Columbia global summit meeting on "Pepe" attended by company heads from all over the world.

Upon completion of the film, which is now being edited, Sidney will leave for Europe where he will meet with Mo Rothman, executive vice-president of Columbia Pictures International, to map plans for the completion of the foreign versions of "Pepe."

Pathé Tells Production Plan

(Pathé continues from page 1) and Distributors Finance Company, Inc., which will handle financing, is now being formed.

Key personnel heading America Corporation, parent company, are John Lippert, president, and Distributors Finance Company, will be active in the new organization. These executives include Gordon K. Greenfield, president, and William Zeckenberg, one member of the board. James S. Burkett has been assigned to coordinate the entire project.

The new program is expected to add thousands of working days yearly to Hollywood employment.

Principal photography of the first picture is being planned for November.

The new company embraces a three-way partnership between Hollywood producers, owners of United States motion picture theatres, and Alpha.

All Will Share Profits

The producer will provide script, stars and director; participating theatres will guarantee playing time, and Producers Distributors Finance Company will finance shooting of the picture. All will share profits.

Producer deals have been formed for six of the pictures, Burkett said. "This is the most progressive and solidly grounded and backed production-distribution program in the history of the industry," Burkett declared, and he added: "The producer will have creative freedom such as he seldom has known."

"Charge for distribution for the initial guaranteed theatre runs is expected to exceed 10 per cent. This adds to the producer's profit." The entire setup will strongly attract to the producer leading stars, directors and writers.

"The theatre owner also reaps important benefits. First, he is provided with the confidence-quality motion pictures for which he pays no more than for comparable pictures. He derives added profits through sharing in the returns from each picture shown in theatres other than his own in his territory.

"He knows all production money goes on the screen."

Large Savings Predicted

"The direct booking plan saves both the theatre owner and the producer approximately a third of the gross in distribution costs. On a picture grossing $3,000,000 this would mean approximately $100,000." "I have discussed the program with scores of leading exhibitors throughout the country. All are eager to participate." The entire program will be formally presented at a special luncheon Sept. 14 at the Ambassador Hotel by the Theatre Owners of America convention.

Will Not Affect Present Plan

"This will in no way affect the present exhibitor plan to finance motion pictures. It will only implement the exhibitor's purpose in finding an additional source for much needed product," Burkett pointed out.

"If producers have the proper package, we will completely finance them, but we must have the support of the exhibitors. Especially those exhibitors who have told us that they are looking for fresh faces, not tired names; and above all, a good story," he concluded.

Electrovision Corp.

Gets Air Equipment

From THE DAILY Bureau

HOLLYWOOD, Aug. 9 — Electrovision Corporation has completed the acquisitions of Air Cargo Equipment Company and Rene Corporation, Robert L. Lippert, chairman of the board of directors, announced today. Purchase price included a down payment of approximately 100,000 shares of Electrovision common stock. The balance was not disclosed.

"These acquisitions, the first steps in the company's diversified program of Electrovision's entry into the fields of ground support equipment and optics for space age industries," Lippert said. Addition of the two new companies is expected to substantially increase Electrovision's sales and profits, he added.

Prior to these acquisitions, Electrovision operated motion picture theatres and drive-ins throughout California and southern Oregon. Several additional diversified acquisitions are presently under investigation.

3 More Midwest Cities
Set for 'Spartacus'

Three additional midwest cities have been confirmed for Christmas holiday season premieres of "Spartacus," all three on a roadshow, reserved-seat basis. Signed for Dec. 22 openings are the Palace Theatre in Cleveland, the RKO Grand in Cincinnati and the Esquire in St. Louis. In all cases, the theatres have been cleared for an extended run of the Universal release.

With the setting of these dates, "Spartacus" is now scheduled for nine cities beginning with the world premiere in New York at the DeMille Theatre on Oct. 6. Dates immediately following are for Los Angeles, Chicago, Boston, Philadelphia and Detroit.

In accordance with the policy established in earlier engagements, a subscription mailing will go out to women's clubs, civic organizations and industries in the vicinity of Cleveland, Cincinnati and St. Louis to stimulate theatre parties and group sales.

Hospital 'Pledge Drive'
Reported in Good Style

Distributor and exhibitor chair in the exchange cities have made fast and well-organized start in "pledge-signing" stage of the Saturday evening-stamp campaign for the Will Rogers Memorial Hospital which began on Aug. 3.

This was reported here yesst by Eugene Picker, fund-raising finance chairman, who said a combined effort is being made to enlist participation of 8,000 indoor the and drive-ins this year.

$600,000 Needed

"It is imperative that we have help of that many theatres, for goal this year must necessarily be million dollars," Picker said. "$600,000 is needed, and already mentioned for the structural work equipment of the new R. J. O'De Memorial Laboratories, and for new housing for the research staff, which has been occupying a to be taken over for the new labs also part of which can be used to accommodate additional patients, requires approximately $400,000 earmarked for the regular fiscal eating costs."

8 Pre-Release Dates
Slated for 'Butterfield 8'

Metro-Goldwyn-Mayer will p_prelease "Butterfield 8" in eight select cities in early November, fol lowing openings in key situations during the November holiday week. Announcement of specialized release plans for the film was made by R. Morichie, general sales manager, allowing the screenings and conferences for the last week with producer Joseph R. Vogel and studio head C. Siegel.

Eight Cities Selected
The eight cities and theatres already been selected. They are: Chicago, Chicago; Chicago; Orphe Boston; Palace, Washington, D. Loew's State, New Orleans; P. mount, Hollywood; Adams, Detroit, Palaces, Dallas, and Rossy, Kansas (As a feature of the engagements, "Bu terfield 8") plays all theatres both major holiday periods, Thanksgiving and Christmas-New Year.

7 'Ocean' Dates Big

"Ocean's 11" is ringing up grosses in its initial seven engagements across the country, according to Warner Bros. First five-day figures collected and verified by the Box Office. Philadelphia: $16,313, Strand, Wood, N. J.; $23,580, St. Frans, San Francisco; $8,501, Mary Ann, Louisvile; $49,192, Midway, Kans. First four of its world premiere engagements at the Fremont Theatre in Los Vine the Dorchester Production ceded a $13,791 gross, while the four at the Empire Theatre in Louis was $16,505.

Motion Picture Daily
Wednesday, August 10, 1954
Anti-Pay TV Case to Public

(Continued from page 1)

cable as well as over-the-air, as being contrary to the public interest.

Theatres will be asked not only to sign their signatures in their lobbies for a week to 10-day period, but also to seek outside groups ranging from PTAs and church groups, to unions and veterans' organizations to circulate the petition, too.

Kits Well-Stocked

These kits, which are free to the theatres, the petition in a covered box, signatures, publicwindow cards urging public signatures, instructional sheets for the theatres, mailing envelopes to the congressmen and to the Joint Committee are designed to get the message across to the public that pay-TV will be too expensive for the average set owner and is not in the public interest. Contributions from All Sections

Exhibitors also over the country are currently contributing to a fund to finance an overall campaign of which a part of the public is a part, Harling said. The petitions declare:

"We, residents of (state), respectfully petition our Congressmen and Senators to vote in favor of House of Representatives Joint Resolution 130 and Resolution 5245 of the 86th Congress, or any other legislation, which would ban Pay-Television in all forms, as being contrary to the public interest."

"We oppose all Pay-TV schemes and proposals because:

1. It is contrary to the American tradition. The airwaves are free and in the public domain and there is no need for any payment to private owners to revert to that tradition.

2. Free TV and Pay-TV cannot exist together because both would depend upon the same sources for entertainment and free TV would be eliminated.

3. Pay-TV is nothing more than free TV without commercials, and the commercials would continue.
Joint Publicity

(Continued from page 1)
yesterday by Jonas Rosenfield, Jr., Columbia executive in charge of advertising, publicity and exploitation, who has just returned from a scouting trip of Great Britain and the Continent. He admitted the move to integrate at Columbia was long overdue. But, he asserted that sooner or later—when the industry realizes what effects TV, more money and more leisure time are having on theatregoing habits of Europeans—all the theatre owners in the theatregoing public will be making a similar change.

Calls Former View ‘Provincial’

“Our attitude until a year or two ago was provincial. The quality of our selling materials and our speed in getting it abroad was poor,” Rosenfield said. “Now we face mounting, aggressive, smart, hard-hitting competition.”

He reported that European film-makers and exhibitors have learned to outsell the Americans in many cases and are overpowering many American films not accorded the accelerated exploitation treatment.

Rosenfield said his meetings with Columbia publicity directors at various points in Europe “only served to confirm Columbia’s dedication to a truly integrated worldwide publicity—production—operation—distribution—company’s campaign.”

Citing a current example of the company’s new set-up, Rosenfield pointed to the recent trip here from London of Dirk Bogarde to assist in launching the American campaign on “Song Without End.”

 ushortly, he emphasized the plan to bring Capucine, the picture’s co-star, from the U.S. to England to help kick-off the European campaign at its Sept. 5 London premiere, to be followed by her tour of the Continent.

Columbia intends to meet the merchandising problems resulting from increased competition in the European market by providing on a world-wide basis, regardless of where the film is made, a continuing stream of timely and quality publicity material, tailored to fit the needs of each individual market.

Five-Minute Featurettes Set

Rosenfield said he was pleased to announce that Columbia finally has made substantial inroads into foreign television, which is non-commercial in many European countries. The company has prepared a series of five-minute “soft-sell” featurettes to help exploit its films now in production, such as “Pepe” and “The Guns of Navarone.”

London now is the servicing point on the Continent for photographs. Negatives of high quality will be used to produce photographic stills for the European market, according to Rosenfield.

S.W. Strand in Albany To Have Refurbishing

PITTSBURGH — Sophie Tucker, starring at the Holiday House, was here, was honored at a Variety Club luncheon in the Penn-Ohio Hotel. Miss Tucker, many years ago was made an honorary member of the Tent No. 1, and since that time contributed $100 each month to charities.

TENT TALK

Variety Club News

ALBANY, N. Y., Aug. 9.—A major refurbishing of the Stanley War Hol Strand, 1,900-seat first-run, is set to begin by the Strand, is scheduled for a total cost of more than $300,000. For- mers, Palace, a 3,670-seater, is undergoing modernization, at a reported figure of $250,000.

With the new 1,060-seat Hellen near the city’s western boundary to operate, three first-runs will be a sharp competition. The first-run (also S.W. operated) underwent major renovations several years ago and is currently playing “Can-Can” on reserved seat basis.

Stanley Warner recently purchased a two-story building adjoining Strand, will demolish it, rebuild foundation, and create a new lobby. A V-shaped marquee, facing the streets, will replace the present which was installed about five years ago.

The current lobby will be entirely remodeled, and new seats installed. It is expected that the work on the lobby and marquee will be finished before cold weather sets in. The Strand’s interior job can proceed on a separate pace—for the most part—with the Strand at this time.

‘Psycho’ an Albany Hit

ALBANY, N. Y., Aug. 9.—“Psycho” has racked big to record grosses in its first indoor and outdoor date at the Albany exchange district. Paramount release drew a report of $10,200 during the first five days of run at the 2,950-seat Stanley in Utica, approximately $10,000 during the same period, at the 1,900-seat Stra-nd in Albany. It played to capacity above average patronage at the Stanley Warner and Troy, where second week was coming up.

Albany, also an S.W. house, will be the Alfred Hitchcock thriller, for a fortnight.
Joint Exchange System
In Canada Discussed

Special to THE DAILY
TORONTO, Aug. 9. — The best-known secret in industry circles here is the talks between Columbia and Paramount towards setting up a joint exchange system in Canada. The talks, however, are being held in New York, and officials of both companies here refuse to say anything.

They are working towards an amalgamation of the best in physical and administrative facilities of both companies and using the best manpower of each. New York-based officers of both companies toured the Canadian offices to study facilities.

A formula for the amalgamation has been worked out, but no papers have been signed, nor has a date been set for amalgamation.

Harvey Harnick, Canadian Columbia head, would become sales manager under the new setup, while Gordon Lightstone, Canadian Paramount chief, would become general manager.

The setup is expected to be followed by a general amalgamation of distribution facilities in Canada.

Some industries speculate that the Columbia-Paramount operation may take in other companies later. Already 20th Century-Fox is distributing the product of the J. Arthur Rank Co., in Canada. Universal pictures are distributed here by Empire-Universal under franchise.

Distribution costs are high in this country, and such items as shipping costs and exchange fees would be saved by an amalgamation.

Cultural Exchanges
Hailed by Goldwyn

From THE DAILY Bureau

HOLLYWOOD, Aug. 9. — Samuel Goldwyn said today that he hoped exchanges between the United States and Japan in the field of the arts would continue at an accelerated pace, as a "recognition of the friendship between the U.S. and Japan."

He made the remarks as part of a thank-you speech to the Japanese Government which awarded him the Order of the Rising Sun at ceremonies here today. He is the first member of the motion picture industry to be so honored.

The presentation was made by the Consul General of Japan in Los Angeles, Yukio Hasumi. The ceremonies took place in Goldwyn's office at the Goldwyn Studios in Hollywood.

Hasumi explained that Goldwyn was being so honored because of his exceptional contributions towards cultural exchange between Japan and America.

Joint Exchange System
In Canada Discussed

Special to THE DAILY
TORONTO, Aug. 9. — The best-known secret in industry circles here is the talks between Columbia and Paramount towards setting up a joint exchange system in Canada. The talks, however, are being held in New York, and officials of both companies here refuse to say anything.

They are working towards an amalgamation of the best in physical and administrative facilities of both companies and using the best manpower of each. New York-based officers of both companies toured the Canadian offices to study facilities.

A formula for the amalgamation has been worked out, but no papers have been signed, nor has a date been set for amalgamation.

Harvey Harnick, Canadian Columbia head, would become sales manager under the new setup, while Gordon Lightstone, Canadian Paramount chief, would become general manager.

The setup is expected to be followed by a general amalgamation of distribution facilities in Canada.

Some industries speculate that the Columbia-Paramount operation may take in other companies later. Already 20th Century-Fox is distributing the product of the J. Arthur Rank Co., in Canada. Universal pictures are distributed here by Empire-Universal under franchise.

Distribution costs are high in this country, and such items as shipping costs and exchange fees would be saved by an amalgamation.

Cultural Exchanges
Hailed by Goldwyn

From THE DAILY Bureau

HOLLYWOOD, Aug. 9. — Samuel Goldwyn said today that he hoped exchanges between the United States and Japan in the field of the arts would continue at an accelerated pace, as a "recognition of the friendship between the U.S. and Japan."

He made the remarks as part of a thank-you speech to the Japanese Government which awarded him the Order of the Rising Sun at ceremonies here today. He is the first member of the motion picture industry to be so honored.

The presentation was made by the Consul General of Japan in Los Angeles, Yukio Hasumi. The ceremonies took place in Goldwyn's office at the Goldwyn Studios in Hollywood.

Hasumi explained that Goldwyn was being so honored because of his exceptional contributions towards cultural exchange between Japan and America.
Motion Picture Herald
Foremost weekly of the American motion picture industry. Includes as monthly sections: BETTER THEATRES, devoted to theatre equipment, design and physical operation. . . . THEATRE VENDING, devoted to refreshment service.

Motion Picture Daily
Providing spot news coverage of the motion picture industry, and of telecasting in TELEVISION TODAY. Correspondents throughout the U. S. and in major foreign countries.

Motion Picture Almanac
Who’s-Who and statistical annual of the motion picture industry, comprehensive for the U. S., international in purview.

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

Fame
Annual audit of personalities of motion pictures and television in the U. S. and Great Britain.
Mickey Sillerman, exec veep in charge of sales for Pictures For TV, Inc. is quite excited about the fact that in but 8 weeks, they have booked their J. Arthur Rank color and black & white post '50 features in 11 markets ringing up more than $750,000 in total sales. The deal with WNBC-TV means that single package of color films ever signed by NBC... Marilyn Mark, assoc, Loew's Int'l Prod., has been named assistant to Dick ABClark show producer, Lewis (Deak) Heywood. ... ABC/TVveep in charge of Sales Ed Bleier receiving from an emergency appendectomy last Monday at the New York Hospital... One busy homie these bright days is an energetic and multi-talented lad named Johnny Andrews. Johnny, regularly heard as the all-a-side disk jockey on WNBC, is currently turning in a fine subbing stint on the "Hi Mom" morning (9-10) series TV's the NBChannels. Also rounding out his fourth year as a regular on the NBC-to-coaster, "Monitor," he also finds time to write pop tunes and make at least one benefit show a week... Maestro Charlie Sanford accompanied by his charming wife, Betty, drives to Miami tomorrow for a two week vacation. He'll return in time to start rehearsals of his large org for Max Liedman's "Story of the American Motorist" for U.S. Steel Hour TV's CBS, ... Frank Fontaine's manager, Joe Lytle in association with the Westminster Naching Schom, Bob Dolman, has released in Martin Walker, whose initial waxing of the standard ballad, "Where Can You Be?" will be released next month and can't miss zooming the handsome young Scotland-somonger to the heights.

With three pilots ready for viewing by national and regional sponsors, Prexy Ray Junkin of Program Sales, Inc., announces it has signed noted Sportscaster Bill Stern to appear in and narrate a telefilm series of 130 "Portraits & Profiles" a new approach to the behind the scenes story of great sports personalities and events of the past 40 years, with actual films of each event documenting the subject. ... Betti Andrews is back in Gotham from a week in Hollywood where she was featured in a special industrial flicker. While there the former "Miss Kentucky" received 3 moon pitcher offers but TV commitments here "no let." ... Joe Franklin, whose "Memory Lane" WABCinematic has been one of the bright spots in local morning TV these past 5 years, has almost completed a new half-hour teleseries, "This Was Vaudeville," which can add to Joe's laurels as the gem of memorials. ... Up at WLOB, Portland, Maine, Dick Johnson leaves for six months training with the Army so Jack Mahers takes over as musicaster (disk jockey to you) and d.j. Bob Hopkins has become the proud pappy of his second boy there. ... Chantoozie Karen Chandler, who took a two-year leave from Coral Records to study dramas, has returned trilling and opens an engagement at the Living Room in New York Aug. 29. ... Our readers are currently in action all over the world shooting footage for the 1960-61 season's "The Twentieth Century" which will be CBSponsored for the 4th year by Prudential Insurance Co.

The great Turkish pianist, and dot recording star Capli has just returned from a successful 4 week stint at the Flamingo Hotel in Las Vegas and will open a 6 month engagement in October at Pampas Room of the Tradewinds Hotel in Ft. Lauderdale, Fla. ... "The Walter Winchell Show" will be launched into the ABCchannels Sept. 12 (10:30-11 P.M.) and on Nov. 13, will move into a regular berth at a new time (11-11:15 P.M.) W. W. will again deliver the news in his staccato style, interview guests from all over the world and will again present "Orchids or scallops." ... Look for "Another Astaire Time," to be headed your way sometime about July, 1962. The Chrysler Corp. will present "Astaire Time," an all NBCulcast, Sept. 28 (10-11 P.M.) again featuring Barrie Chase and David Rose and his Orch. Both the 1958 and 1959 "Astaire shows were repeated so why should this one be different?" ... Mayor Wagner has proclaimed next week "N.Y. Jazz Festival Week" in recognition of Jazz as "our musical heritage" and in honor of the appearance of leading Jazz figures at F. Geltman's Fifth Annual Randall's Island Jazz Festival to be held Aug. 19, 20, 21. ...
EVERYBODY LOVES

JERRY WALD'S PRODUCTION OF D. H. Lawrence's

sons & lovers

CinemaScope

Tremendous 2-Theatre New York Engagement!

B Breaks Opening Day / Sensational Victoria Grosses

and business keeps building and building at both houses!

ATTENTION: ALL SONS AND LOVERS...CALL THE MAN FROM 20th!
Report Allied Voted Myers Life-Time Pension;
Alex Harrison Among Those Eyed for New Post

CHICAGO, Aug. 10.—A life-time pension for Abram F. Myers, former board chairman of Allied States, was voted by the organization’s board of directors at the meeting here last weekend, it was learned today. The amount of the pension was not disclosed but was said to be “very substantial.”

Myers resigned the posts July 1 after 31 years with Allied, but was continued as special counsel on an advisory basis and was made an honorary, life-time member of the board.

Allied plans to establish new national headquarters, probably in New York, in the near future. The decision awaits the outcome of talks being held for selection of someone to fill the newly created post of executive director. Talks reportedly have been held with Alex Harrison, former 20th Century-Fox general sales manager, now retired and living in California, and with A. W. Schwalberg, former Paramount Pictures general sales manager, now head of Citation Films, an independent distributor.

More Circuits Bid for Telemeter Franchises

Many new applications from television circuits and other sources for Telemeter pay-TV franchises have been received in recent weeks. Louis A. Novins, president of International Telemeter Co., said yesterday.

Novins, recently returned from several weeks of negotiations in London with principals interested in obtaining Telemeter franchises for Great Britain, said that four new applications from American circuits had been made during his absence abroad.

The Telemeter executive said the company now is in process of evolv-
ing policy on franchises and pending

Children’s Playgrounds Project of V.C. Division

Playgrounds for handicapped children will be the project of the sports division of New York’s Variety Club Tent No. 25. This was decided at a meeting of the sports division representatives and members of the New York Crew. Further discussions of the project and of the “Night at the Races” event on Oct. 4 will be held at a special membership meeting of the tent on Monday at the Hotel Astor. Meanwhile, Dan Daniel of the New York World Telegram & Sun, chairman of the sports division, has appointed committees for his division. The executive committee consists of

20th-Fox’s Production in High Gear; Ten Films Shooting; Nine Ready to Go

From THE DAILY Bureau

HOLLYWOOD, Aug. 10. — Robert Goldstein, studio head of 20th Century-Fox, has his production program in high gear, with five pictures before the camera and a sixth starting on location next week. In addition, there are five films being made abroad for the company’s release.

Goldstein asserts that this pace will be maintained, with eight other pictures set to start shooting during September and October.

Now in production are the following five pictures: “Marriage-Go-Round,” starring Susan Hayward, James Mason and Julie Newmar, produced by Leslie Stevens and directed by Walter Lang; "Sanctuary," starring Lee Remick, Yves Montand and Bradford Dillman, produced by Richard Zanuck and directed by Tony Richardson; "The Wizard of Baghdad," starring Dick Shawn, Barry Coe and Diane Baker, produced by Sam Katzman and directed by George Sherman; "The Schnook," starring Tommy Noonan and Peter Marshall, Jack Leeuward producing and Charles Burton directing, and "Black Star," which has been on the recording stages with Elvis Presley, Dolores

In Next Session

Warns of New Pa. Censorship

Law Attempt

Theatres Told Not to Aid More By Films Booked

Special to THE DAILY

PITTSBURGH, Aug. 10.—Warning that there is already pressure for the enactment of a new censorship bill in Pennsylvania, Lester Krieger, secretary of the Pennsylvania Association of Amusement Industries, urged Pennsylvania exhibitors to be "more circumspect than ever in their bookings for the next six months.

In a letter to Harry Hendal, chairman of the board of Allied Theatre Owners of Western Pennsylvania, Krieger wrote:

"The decision of the court in the censorship case should not be regarded as final victory and a signal to dispense with any restraint on the

Pay-Floor Is Debated; Kennedy Pledges for Bill

By E. H. KAHN


The bill continues exemption of motion picture exhibition. Kennedy asserted that the increases

In Senate to Re-Draft

Broadcasting Measure

From THE DAILY Bureau

WASHINGTON, Aug. 10. — Sen. John Pastore (R., R.I.) indicated today that the House-passed bill designed to curb broadcasters that engage in malpractices is going to be re-drafted before it is presented to the Senate.

Presiding over a Senate commerce

(Continued on page 2)

(Continued on page 4)

(Continued on page 5)

(Continued on page 3)

(Continued on page 2)

(Continued on page 5)
Kennedy Bill

(Continued from page 1)

proposed in the minimum wage, which would raise the pay floor to $1.25 hourly in 1963, "is not inflationary," he stated. They will "not injure business firms" or "cause significant unemployment."

The Senator conceded that "any increase in the minimum wage would undoubtedly require some adjustment of the wages of other employees of the same business even though they earn more than the minimum wage," but contended that "the increase would taper off rather quickly."

"Generally speaking," said Kennedy, "wages and prices have not yet been brought up to their old relationship without unduly narrowing differentials."

It was said that "wage to be naive to think there will be no dislocations," and that "in a few days there may be an undesirable compression of the wage structure." Nevertheless, he told the Senate, "both history and experience have shown that if wage increases can be absorbed without damage to business, inflationary price increases, or unemployment."

Long Debate Expected

Senate debate on the measure may be protracted. Senator Goldwater (R. Ariz.) has already prepared 26 amendments, and he thinks other Senators may prepare another 20. If these are hashed over at length, it may take more than a week for a bill to clear the Senate.

Final Congressional action on a wage bill may not take place until after the closing days of this short session.

House labor committee chairman Barden (D. N.C.) has not yet returned to Washington. Through his office it was learned that the committee, scheduled to convene on Aug. 15, has no legislative business to transact until Aug. 22. If Barden delays his return, it could coincide with appointment of his Senate counterpart to meet with Senators to determine the content of the bill.

Quick passage of bills as reported—and compromised—by conferences is normal for the Senate.

If the Senate's wage bill is passed by Aug. 22—and conferences are promptly appointed—final passage will come during the week of Aug. 29. It is thought that the conferences will take at least a full week to iron out the differences between the House bill and the Senate's measure.

Record for 'Meet'

"Strangers When We Meet," Columbia Pictures release, smashed the all-time house record at the Towne Theatre in Denver with a gross of $11,500 for its first five days. The total first week for the theater was $15,000.

Study Minimum Wage Change in Puerto Rico

From THE DAILY bureau

WASHINGTON, Aug. 10—The Labor Department has named an industry committee to recommend new hourly wage rates under the Fair Labor Standards Act. All industries—including motion pictures—in Puerto Rico.

The present minimum wage is 90 cents an hour. Under the law, the special industry committee is authorized to recommend minimum hourly wage rates for Puerto Rican industry at or below the $1.00-an-hour statutory minimum that applies to many mainland industries.

Industry Defined

For purposes of applicability of Puerto Rican wage orders, the motion picture industry comprises "the production and distribution of motion pictures and all activities incidental thereto." The wage-recommending committee works under orders to "reach as rapidly as possible" the mainland legal minimum wage. It is to recommend the "highest minimum wage rate or rates for the industry which it determines, having due regard to the industry's competitive conditions, will not substantially curtail employment in the industry, and will not give any industry in Puerto Rico a competitive advantage."

Mirisch to Speak

(Continued from page 1)

Mirisch company will address the luncheon session on Thursday, Sept. 15, in the Coconut Grove at the Ambassador. Mirisch will speak on the independent producers thoughts for Hollywood's future, in line with the convention theme of "Make Way for Tomorrow."

As SPF president, Mirisch has been an ex officio member of the SPF and TOA liaison committees which have been meeting to seek common grounds for mutual help.

Go to Venice Fete

Producer — director Billy Wilder, Jack Lemmon, and Shirley MacLaine will attend the Venice Film Festival, where their picture, "The Apartment," will be shown on Aug. 27 as the official selection representing the United States. The festival will be held Aug. 24–Sept. 7. "The Apartment" is a United Artists release.

'Oceans' Opens Strong

Loew’s Capitol Theatre here last evening reportedScreen Magazine readers' "Oceans' 11," now showing at the house, seemed headed for a new all-time, non-holiday, opening-day, box-office record at the theatre, pointing out that the gross is up to $5,000, indicating record-breaking total for day.

Fox Product

(Continued from page 1)

Del Rio and Steve Forrest star in Cameron Sanders' filming of this on "North to Alaska," starring Wayne, Capucine and Ernie Kovacs under the producers of reissue Henry Hathaway.

Producer Robert Badziak will have a complete production unit up in Hollywood this week to Virginia, with the entire picture, "Misty," will made. David Ladd is starring in production.


' Cleopatra' in Preparation

The pictures which will be shown within the next two months include "Cleopatra," which Warner will start on Sept. 8 in England, produced by Taylor in title role, and with Peter Finch, Caesar and Rouben Mamoulian directing; Jerry Wald’s "The Red Peyton Place," "Warm Bodies," I reported by producer Oscar Pincus as a Pot Boome starter; "Prince," Charles Brackett producer which Frank Tashlin is to do "Solo," produced by Dick Powell under Robert Sherwood; and the "Centennial production, "The Chapman Report" and "Bridge of Sighs," being written and produced by Sidney Boehm.

'Mike' Has World Box

DENVER, Aug. 10.—The Denver Theatre was jammed last night for the opening-night showing and 40 day weather for the premiere of 20thCentury-Fox's "For the Love of M. Activities commenced at 12 noon by Governor J. T. McNichols, Mayor Richard Battle, Palmer Hoyt, editor of the Daily Post, and Jack Foster, editor of the Rocky Mountain News. A group of city dignitaries and hand-picked trained equestrian troops, Indians a special show-wagon act presented an hour-long Main Street show.

Play 'Song' Album

Two radio stations in the New area, WBFM and WNN, are planning a special album, "Song Without End" to help publicize the world premiere at the Lumbia release at Radio City Hall. Today other radio stations slated to join in the campaign all over the opening weeks of the engagement.
IT STARTED IN NAPLES

BREAKS ALL TIME HOUSE RECORDS SQUIRE THEATRE, CHICAGO !!! NEW PARAMOUNT * HIT ALSO SCORES BIGGEST OPENING DAY AND BIGGEST SAT. AND SUN. IN HOUSE HISTORY!

IT STARTED IN NAPLES

Clark Gable Sophia Loren
Vittorio De Sica

THE WHOLE INDUSTRY'S GLOWING OVER THE HOT PRODUCT FROM PARAMOUNT!
### British Lion Has $354,958 Profit

From THE DAILY Bureau

LONDON, Aug. 8 (By Air Mail),—A profit of $1,267,771 ($354,058) for the year 1959-60 compared with losses in the first ten years of $83,054 ($429,391) and $337,114 ($943,919) is reported by British Lion Films Ltd.

This improved trading position, chairman Douglas Collins stated in his annual report to stockholders, can be attributed to the release during the year of a number of successful films, notably "I'll All Right," "I'll," and "The Full Effect of Operating Economies.

In spite of the number of successful films released the distribution side of the business, said Collins, carried only a small profit. It has been pointed out in the annual report that, in order to obtain maximum revenues from each film, he added, it is necessary to maintain a full sales team and nine branch offices in the U.K. and Eire.

### Duty-Abortion Will Help

Unfortunately, warned Collins, cinema audiences continue to decline, and attendance has fallen below the annual rate of six hundred million at which the industry had hoped the decline would level off.

The abolition of entertainments tax, however, which helped to meet the financial crisis of falling attendances.

The British Lion chairman then referred to the successfully operating Britannia and Bryanston companies, which distribute their films through British Lion. There are indications, said Collins, that the example set by these independent production/distribution companies will be followed by other groups of independent producers. "All organizations offer a considerable benefit to producers," he said, "as we can distribute their films at a lower cost if we are not incurring running costs in financing production."

The advantage to the producer lies in independence in production, Collins added.

### Points to FIDO Agreement

Recalling the agreement with FIDO (Film Industry Defence Organisation) under which British Lion undertakes not to show 78 films on U.K. television for a period of ten years, Collins revealed that "the total consideration amounts to some £410,000 ($1,345,000), of which it is estimated £200,000 ($600,000) will be retained by British Lion." Payment is to be made, subject to FIDO having the necessary funds, by half-yearly installments over the next five years. This will be effective; further losses can be avoided—of restoring the capital caused by the losses in previous years, he added.

Commenting on these "encouraging results," British Lion chairman pointed out that although the majority of British Lion shares are owned by the government through the National Film Finance Corporation, British Lion has had no additional finance.

### New ABC Promotion on TV in Britain Found Having Great Impact on Public

From THE DAILY Bureau

LONDON, Aug. 10.—Reports from theatre managers indicate that the recently launched Associated British Cinemas commercial television campaign is having a great impact on the public, once again proving the value of this unique form of advertising.

The scheme, which started on July 9, and continues to Sept. 3, will, during this period, be concentrated on six films, "Sandises," "Heracles Unchained," "Light Up The Night," "Huckleberry Finn," "Dentist in the Chair," and "Ice Palace." The first four films have already enjoyed the full benefit of this treatment.

The campaign, which is on the ABC-TV network in the North and Midlands, was prepared by the TV and Advertising Films Division of Associated British Pathé, and was announced in the U.K. and Eire.

Both campaigns constitute a new form of selling motion pictures to the public, and ABC is convinced, on the basis of concrete evidence, that the new approach has in every way exceeded the formerly announced, in which went into their preparation and production.

### 31 Pictures Shooting in Hollywood Now

From THE DAILY Bureau

Hollywood, Aug. 10.—With the completion of seven pictures and the start of only two new ones, the total number of pictures in production dropped to 21. Started were: "West Side Story," the Mirisch Pictures, Inc., in association with Seven Arts Productions, for United Artists release, and "The Wizard of Bagdad," Katzman Production for 20th Century-Fox.


### 'Spartacus' Premiere To Aid Cedars Hospital

From THE DAILY Bureau

HOLLYWOOD, Aug. 10.—Arrangements have been completed for the premiere of Universal's "Spartacus," as a benefit for the Cedars of Lebanon Hospital, it is announced by Mrs. Charles Vidor, for the Cedars Women's Guild, sponsors of the event. The premiere will be held on Oct. 19 at the RKO Pantages Theatre.

The women's guild members expect to raise more than $100,000 for the Cedars' Free Bed Program through the premiere, Mrs. Vidor said.

since it was formed in January, 1955, and it does not enjoy any special favors or subsidies. Finally, he paid tribute to the freedom allowed by shareholders. They never attempt to influence management in any way, he concluded.

### V.C. Project

(Continued from page 1)

Willard Parker, World Telegram; Dan Parker, Mirror; Nat Fleischer, Ring Magazine; Barney Nagler, Morning Telegraph; Ike Gells, New York Post and Forum; Paul Powers, The Los Angeles Times; Mike Lee, Tribune; Leo Smith, Associated Press; Paul Bitten, Los Angeles Times; Tom Laffer, Mirror; Fred Alger, The Los Angeles Times; Stan Nagler, Mirror; Stan Nagler, Mirror.

### Pa. Censorship

(Continued from page 1)

type of screen entertainment off to the public.

If anything, exhibitors show more circumspection in their booking of the films. The heat is on already for the enactment of a new censorship bill in the next session of the legislature as well as the possibility of an appeal to the courts' decision. Let us not be the strummers that convince the public that the decision was a mistake.

In an editorial, the Pittsburgh Press, said:

"The confusion, as the method of dealing with the problem is through the conscience of the community and the individual good citizen who supports the Free Press and rejects the trashes.

"If motion pictures need to be censored—and we believe they do—our offerings are objectionable enough to merit this treatment, but the returns seem to indicate that the public is willing to tolerate the same "franker themes" and story treatment.

Issues 'Skip' Row Warning

"Some Hollywood producers are still tampered with moral responsibility to the industry and become the skid of the community and the individual good citizen who supports the Free Press and rejects the trash.

"The Pennsylvania Ann's of Amusement Industries was one of the pioneers in the actions which resulted in the state's new censorship law which was declared unconstitutional and illegal by the Pennsylvania Supreme Court. The decision is now before the Court of Appeals in the Pennsylvania Supreme Court. The decision is now before the Court of Appeals in the Pennsylvania Supreme Court. The decision is now before the Court of Appeals in the Pennsylvania Supreme Court.

"The decision is now before the Court of Appeals in the Pennsylvania Supreme Court. The decision is now before the Court of Appeals in the Pennsylvania Supreme Court. The decision is now before the Court of Appeals in the Pennsylvania Supreme Court.

Tony Martin to Aid Las Vegas V.C. Charities

Special to THE DAILY

LAS VEGAS, Aug. 10.—Tony Martin has been invited to Las Vegas from his next record album to the Las Vegas Variety Club according to Variety's International representative, Gene Murphy. Reporting previous Las Vegas engagements, Martin has witnessed and admired the manner in which he has enjoyed the local businesses and the enthusiasm of the city.

"I plan to return to Las Vegas for a series of engagements in the future," Martin said. "The invitation to perform at the Las Vegas Variety Club was a great honor for me."

### 'Song' Now on Music Hall

William Goetz, "Song Without End," the story of Franz Liszt, is to be open here today at the Radio Music Hall. The premiere will sell the world-wide release of the picture.
Williams to Burn

Tune Fund Mortgage

Special to THE DAILY

OSTON, Aug. 10. -- Variety's Bill Koster has worked out a set which is designed to stimulate support of the nation's baseball by helping wipe out the mort-

on Boston's famed Jimmy Fund, one of Variety's proudest

appraisals, and the conductor of the films to the Jimmy Fund along with 

members of the Boston Red

heavily mort-

mishat and 3/4 more yesterday to close at 514 for a gain of 6 points in two days. Finan-

cial sources attributed the rise entire-

ly to the backlog sale reports in view of a disappointing first half financial report from Walt Disney

ed.

The backlog sale is unofficially de-

scribed as only one phase of the im-

pending Disney-NBC deal, the other being the promises to switch to NBC-TV programming on completion of his current ABC-TV commitments, plus the creation of a new NBC's World's Fair attraction for 1964-65 in conjunction with NBC.

The backlog deal itself, reportedly to include both short subjects and features in color as well as black and white, is said to be designed to play in play in NBC-TV's future program for enlarging market acceptability of color TV. Some reports insisted that only the Disney short subjects are involved in the NBC negotiations, with the long

ball's Hall of Fame in Cooper-

s, N.Y. The name of the lucky 

er will become part of this per-

ted and historic exhibit.

In former years the Jimmy Fund, 
nally known as the Children's Can-

research Foundation, has made appeals for contributions to those living in Massachusetts. But because research and care have benefitted ren everywhere, and because fans' support has spread all over the country, it has been believed that fans unli-

ly would be encouraged to give to the mortgage-burning.

lemon Franchises

(Continued from page 1)

environmental action on homes-

aplications will be taken. This 

applied as well to Video In-

ment Theatres, Oklahoma City, if the first and largest of the cit-

ty to apply for a Telemeter fran-

chise.

the British negotiations, Novins has announced that he had been "high-

couraging." However, negotia-

and continuing and until they complete no details will be dis-

ed, he said.

eg 'Psycho' Gross

e biggest single theatre gross to be for Alfred Hitchcock's "Psycho" 

been turned in at the Brooklyn 

mount Theatre, where it scored a 

$103,565 in its first week end-

day. The picture, directed by 

film attraction in the theatre's 

"The Ten Com-

ments," which played during the Easter holiday period. The 

house has been running as an 

performance daily of "P" since the start of the en-

ment, according to general man-

Eugene Pleshette.

United States, and abroad during 

August, preparing for the 1960-61 

season of "The Twentieth Century" 

series on the CBS Television Net-

works. The Twentieth Century 

shooting sites within the United 

States include Atlantic City, N.J.; 

Burlington, Vt.; Dallas, Texas; 

Idle-

n, N.Y.; Washington, D.C.; and 

ead Air Force Base, Nevada. 

Abroad, crews are assigned to 

in Berlin, Cairo, Moscow and Stock-

holm, as well as to locations in Green-

land and Ireland. Shooting has al-

ready been completed in Green-

ford, Boston, Chicago, Detroit, Houston, 

San Francisco, Montreal, Toronto.


\[
\text{NBC-Disney Today}
\]

(Continued from page 1)

taken cognizance of the reports and 

bid up the Disney stock a full point 

Tuesday and three and 3/4 more 

yesterday to close at 514 for a gain 

6 points in two days. Financial 

sources attributed the rise entire-

ly to the backlog sale reports in 

view of a disappointing first half 

financial report from Walt Disney

ed.

The backlog sale is unofficially de-

scribed as only one phase of the im-

pending Disney-NBC deal, the 

other being the promises to 

switch to NBC-TV programming 

completion of his current 

ABC-TV commitments, plus the 

creation of a new NBC's 

World's Fair attraction for 

1964-65 in conjunction with NBC.

The backlog deal itself, reportedly 
to include both short subjects 

features in color as well as 

black and white, is said to 

be designed to play in 

NBC-TV's future program 

for enlarging market 

acceptability of color TV. Some 

reports insisted that only the 

Disney short subjects 

involved in the NBC negotiations, 

with the long ball's Hall of 

Fame in Cooper-

s, N.Y. The name of the 

lucky will become part of this per-

ted and historic exhibit. 

In former years the Jimmy 

Fund, nally known as the Children's 

Research Foundation, has made 

appeals for contributions to those 

living in Massachusetts. But 

because research and care have 

benefitted ren everywhere, and 

because fans' support has spread 

all over the country, it has been 

believed that fans unli-

ly would be encouraged to 

give to the mortgage-burning.

\[
\text{NT&T Dividend}
\]

(Continued from page 1)
de, said that 844,875 shares of NTA 

common stock would be distributed 
at rate of three shares of NTA for 

each 10 shares of NT&T. NTA will 

maintain its 625,572 shares of common 

stock outstanding, of which 620,511 

shares will continue to be owned by 

NT&T after the initial distribution.

"Not only does this allow NT&T stockholders to participate partially in the potential of National Telefilm 

Associates," Cantor stated, "but 

addi-

tional changes brought about in 

the financial structure of the two companies will enable NTA an im-

proved financial base upon which 

to build, and to provide NT&T with 

increased flexibility in its own 

development program."

Cantor indicated that NT&T has 

under consideration several acquisi-

tions which would add to company's 

future growth. Cantor pointed out that as NTA operates a television and radio 

broadcasting station in New York City, dis-

tribution is subject to FCC approval. He 

expressed the hope that the com-

mission's approval can be obtained 

without undue delay.

The board of directors of the 

company, as a result of this 

distribution, has decided not to make any further 

exchange offering to acquire 

additional common stock or warrants of NTA, 

Cantor stated.

\[
\text{'Pay' 2nd Week Big}
\]

Allied Artists reports "Pay or Die" 

acked up the year's biggest second 

week gross at the RKO Albee Theatre 

in Brooklyn with $21,599 in just six 

days. The picture grossed over $30, 

000 in its first week at the Albee.

\[
\text{SMTE Book Published}
\]

The Society of Motion Picture and 

 Television Engineers has announced 

publication of a 181-page book, 

"Control Techniques in Film 

Processing," which contains 

illustrations designed for persons 

engaged in film processing in labora-

tories serving motion picture, televi-

sion and the many specialized fields 

such as high speed and instrumenta-

tion photography.
Now in preparation—the 1961 Editions of MOTION PICTURE ALMANAC ... TELEVISION ALMANAC

In these two companion volumes is mirrored the whole business world of the screen. Each supplies the up-to-date facts of industrial structure, performance, companies, organizations, products and services in its own particular field—plus data pertinent to both motion pictures and television. With identical biographical sections, the Almanacs provide the only Who’s-Who of these inter-related industries. Every edition is sold out soon after publication—to make sure of your copy or set, you are advised to send in your order early. There's a convenient coupon below.

At your fingertips—the Whole Business World of the Screen!

QUIGLEY PUBLICATIONS
1270 Sixth Avenue, New York 20, N. Y.
Send a copy of the 1961 Edition of:

☐ MOTION PICTURE ALMANAC ($5)
☐ TELEVISION ALMANAC ($5)
☐ BOTH ALMANACS ($8.50)

☐ Payment herewith
☐ Send a bill

Date
NAME
ADDRESS
**MOTION PICTURE DAILY**

**New York, U.S.A., Friday, August 12, 1960**

**TEN CENTS**

**All the News That Is News**

**OL. 38, No. 30**

---

**Ely Landau Says:**

**Expansion for NTA Is Set by Management**

Am and Broadcast acquisitions in View

The projected distribution of National Theatres & Television makes possible the return of NTA to the East under independent management, Ely A. Landau, chairman and chief executive officer, said yesterday.

Landau said the independent management will be headed by himself and Oliver A. Underwood, president, and will facilitate a rapid expansion in broadcast (Continued on page 4)

**The Three Fox Films Bringing $10 Million Each**

Special to THE DAILY

Twentieth Century-Fox now has in release three major films, each of which is headed for a $10 million at the box office, Glenn Norris, general sales manager, predicted yesterday. They are "From the Terrace," "Pass and Lovers," and "The Lost Child."

The pictures are doing outstanding (Continued on page 3)

**In 'Spartacus' Trailers 10 Months in Advance**

"Spartacus" is establishing a new record in advance theatre trailer advertising and cross-play trailer advertising, according to Jeff Livingston, executive coordinator of sales and advertising for Universal Pictures.

Not only are theatres which have kept "Spartacus" running trailers (Continued on page 4)

---

**Long-Rumored Deal Confirmed**

**Columbia to Sell Part Of Post-'48s to TV**

Study Plan to Convert Screen Gems into Separate Firm Selling Stock to Public

Columbia Pictures will release a part of its post-1948 library to television later this year with the exact number to be licensed depending on market conditions existing at the time.

**MPEA Sets Agreement On Italian Licenses**

Agreement on allocation of the 185 import licenses allowed member companies of the Motion Picture Export Ass'n. for the year beginning Sept. 1, reportedly was reached at this week's meeting of MPEA directors. The allocations agreed upon were not made public.

The board discussed Indonesian remittance problems on the basis of a preliminary report received from Herz (Continued on page 4)

**MCA 6-Month Earnings Biggest in History**

Unaudited net earnings of MCA, Inc., for the first six months ending June 30 were $3,084,485, the highest in the history of the company, Jules C. Stein, chairman of the board, has announced. They compare with $2,412,546 for the corresponding period in 1959.

Gross earnings before taxes for the period this year were $6,515,547 compared with $4,981,974.

---

**CPA Examines Problems Created By Sales of Films to Television**

Television has forced the traditional amortization methods of the motion picture industry to be revised, a prominent Price Waterhouse & Co. certified public accountant concludes in an article he has written for this week's "Motion Picture Herald," out today.

Warde B. Ogden, in charge of a group within his firm which specializes in the entertainment industry, says that most film producers now should begin setting aside portions of theatrical production cost to be applied against future television revenue. He qualifies his recommendations, however, by asking the reader not to misinterpret it as an indictment of these producers "whose own experience and judgment lead to an opposite position."

"In evaluating current theatrical films," Ogden writes, "it must be (Continued on page 5)

---

**Coalition Seen Forming Against U.S. Wage Bill**

Special to THE DAILY

WASHINGTON, Aug. 11. - The minimum wage debate moved along on a semi-deserted Senate floor today as Republicans and Southern Democrats attacked the measure sponsored by Democratic presidential nominee John F. Kennedy (Mass.).

In the course of the debate, Kennedy took the floor to ask his colleagues how long debate on this (Continued on page 3)

---

TELEVISION TODAY—page 5
NEW YORK THEATRES

RADIO CITY MUSIC HALL

Buckler Center • C-4-4000

"SONG WITHOUT END"

THE STORY OF FRANZ LISZT

STARRING DITTE BOGARDE

A UNIVERSE PICTURE IN CINERAMA & COLOR

ON THE GREAT STAGE "FESTIVAL"
Estimate Fox Films Gross

(Continued from page 1)

business both here and abroad, he said, giving one reason why "Sons and Lovers," which he called the largest grossing attraction ever to play Egypt, receipts far outstripping those of any other 20th Century-Fox attraction in the past.

Norris also said that "From the Terrace," in release less than a month, has already exceeded the million-and-a-half mark with theatres throughout this country reporting consistently substantial ahead of "The Young Lions" and in many instances matching "Peyton Place."

"The Lost World," Norris continued, "is well over the million dollar mark and is outgrowing "Journey to the Center of the Earth" in virtually every playdate."

The 20th sales manager also pointed to the record-breaking business being done by "Sons and Lovers" in New York and London.

"Never before has Twenty-first Century-Fox had such a back-to-back concentration of commercial pictures," Norris said, "and looking toward the immediate future, with the tremendous box office hit 'Let's Make Love' to outperform the blockbusters now in release." He added that "High Time," "North to Alaskas," "Desire in the Dust," "Circle of Love" (now coming from the World of Baghdad), "Flaming Heart" and "Esther and the King" constitute the strongest September, October, November and December schedule of releases in the history of Twenty-first Century-Fox.

"Again I reiterate, there is no shortage of good boxoffice pictures at Twentieth—and that we will continue to devote all of our efforts to supplying top budget attractions every month."

Cantor Sold N.T. & T. Shares in June-July

B. Gerald Cantor, chairman of National Theatres & Television, with associated interests, disposed of large blocks of N.T. & T. stock in June and July, according to a New York Stock Exchange report of changes in stockholding by officers of listed companies.

Cantor reported sale of 8,059 shares and a gift of 20 shares, reducing direct holdings to 100,600; he sold 3,000 shares held by Cantor, Fitzgerald, & Co., and sale of 2,400 shares held by Cantor & Son, Inc., reducing that holding to 2,600.

Eugene V. Klein, an N. T. & T. director, sold 7,500 shares, reducing holdings to 52,383.

Also reported was the acquisition by Ben Kalmenson, Warner Bros. executive, vice-president, of 20,000 shares under a stock option, constituting his entire holding.

The American Stock Exchange reported the purchase by Nicolas Kellie chairman and president of Cinerama, Inc., of 3,850 shares, increasing his current holdings to 361,150.

‘Cleopatra’ for Road

In Early June Next Year

"Cleopatra," which will begin filming in the Todd-AO process on Sept. 15, will be available for roadshow release in early June of 1961. This was disclosed yesterday after an interview by V. K. Cole at the 20th Century-Fox home offices chaired by president Syros P. Skouras.

The film, which is being produced by Walter Wanger and directed by Joseph Mankiewicz in various parts of the world, will begin in London, moving then to the Holy Land. Much important filming will be done in Egypt itself and in sections of the Holy Land. Elizabeth Taylor is starred.

Preminger Sets ‘Advises’

WASHINGTON, Aug. 11. — Otto Preminger has informed Allen Drury, author of ‘Advise and Consent’ that he will start shooting the film version in September 1961, probably here. Script-writer Wendell Myers is expected here in the near future to familiarize himself with the Senate, where much of the book takes place.

Disney Dividend Set

HOLLYWOOD, Aug. 11. — The board of directors of Walt Disney Productions at its regular meeting today, declared a quarterly dividend of 10 cents per share on the company’s common capital stock, payable Oct. 1, 1960, to stockholders of record on Sept. 16, 1960.

SPG Representation

In AMPP Invited

From THE DAILY Bureau

HOLLYWOOD, Aug. 11. — The Screen Producers Guild has received an invitation from Eric Johnston to have two or three of its representatives actively represent the guild in the Association of Motion Picture Producers since, "It is felt that independent producers are part of management and are paying dues to AMPP."

Johnston pointed out at an SPG board meeting Monday night in the Beverly Hilton Hotel.

Stooges Stay Against Columbia Dissolved

From THE DAILY Bureau

HOLLYWOOD, Aug. 11. — The Twentieth Century-Fox Guild has received an invitation from Eric Johnston to have two or three of its representatives actively represent the guild in the Association of Motion Picture Producers since, "It is felt that independent producers are part of management and are paying dues to AMPP."

Johnston pointed out at an SPG board meeting Monday night in the Beverly Hilton Hotel.

EML Takes Over Rank Record Companies

From THE DAILY Bureau

LONDON, Aug. 9 (By Air Mail). — The Rank Organisation, Ltd., and Electric and Musical Industries, Ltd., have announced that in future the popular Top Rank Label of Rank Records, Ltd., will be handled in the U.K. by the Rank American companies, Rank Records of America, Inc., and Rank Records International, Inc., are to continue in full operation and the U.S. recordings of their catalogues will be released under the Top Rank Label but by E.M.I. Records, Ltd. The statement added, "It is felt that the extensive facilities available through E.M.I. will prove possible a more effective distribution."
Trade Show to Feature Latest in Equipment

Some of the newest theatre seating and concessions equipment that will be on display at the Chicago Theatre Show will be staged at the Ambassador Hotel in Los Angeles, Sept. 13-16, in conjunction with the 13th annual convention of the United States. It was announced by Albert M. Pickus, TOA president.

Pickus said that the Coca-Cola Company, Switzer’s Licorice Company, American Cretors and Company, Selmix Dispensers, and Ancoin Corporation, will exhibit their newest equipment at the giant trade show.

The show will be staged in cooperation with the Trade Equipment Dealers Association and the Theatre Equipment Supply and Manufacturers’ Association. Show hours will be from 2 to 9 P.M. on Tuesday, Thursday and Friday afternoons, Sept. 13, 15 and 16, and from 10 A.M. to 1 P.M. on Wednesday, Sept. 14.

Will Show New Dispenser

The Coca-Cola Company will feature its new director three-drink dispensing machine, which is a self-contained unit and mechanically refrigerated. Coca-Cola and two other flavored drinks. The Coca-Cola displays will be "named" at the show by Charles Okun, Charles Bourdelais, and Hal Goldstein.

The Switzer’s Licorice Company of St. Louis will exhibit its 5c, 10c and 15c licorice candy packages, its 5c and 10c Cherry Red, and its 5c and 10c chocolate packages, C. M. Switzer and J. F. Switzer will man their company’s exhibit.

The Cretors and Company of Popcorn Village, Nashville and Chicago, will display its full line of concessions equipment, including its new Cretors automatic popcorn machine, its new automatic caramel corn mixer, Cretors new counter popcorn warmer and Cretors perfection candy flos. C. M. Cretors will be in charge of this display.

Kornbluth, Zimmerman in Charge

M. E. Kornbluth and R. H. Zimmerman will man the booths of the American Seating Company of Grand Rapids, Mich. This company’s display, Kornbluth said, will consist of the newest and finest in theatre seating.

Selmix Dispensers, Inc., and Ancoin Corporation, both of Long Island City, New York, will display the new Selmix cascade drink dispenser and the Selmix refreshment equipment of the Booth by Koopland, and the Ancoin coffee urn equipment — the Silhouette Twin 3, the revised Touch-amatic, and the revised combination units. Al Dale and O. Fallon will display.

Broader Market

The new equipment will be shown to a broader market, Pickus said, than ever before. The show will be open to the public. It is expected that the show will be attended by more than 500 theatre men from all parts of the country.

Revised Almanac

The 1937 Motion Picture Almanac, revised by Ray Studebaker, president of the Motion Picture Almanac Corporation, was announced by Albert M. Pickus, president of the Trade Equipment Dealers Association.

The new edition of the almanac, which covers all branches of the motion picture industry, will be published by the Motion Picture Almanac Corporation, 903 S. Wabash Ave., Chicago.

It is expected that the new edition will be published by the end of the year.

Report U.S., Russia Film

Exchange Won’t Be Renewed

WASHINGTON, Aug. 11.—The motion picture cultural exchange agreement between the United States and Russia will not be renewed, according to a story by Jay Carmody, drama editor, in the “Washington Star.”

Any exchange of film between the two countries will have to be on a “strictly business basis” after 1900. Carmody explains that the current exchange is too “strict” and will be renewed.

Branches Aligned for Youngstein Sales Drive

United Artists yesterday announced the alignment of its 33 branches for the Max Youngstein sales drive, which will run for 22 weeks in honor of the UA vice-president. A record sum of more than $600,000 will be used in the campaign.

The branches will be aligned in cooperation with the Motion Picture Trade Association and the United States and Canada. Co-chairmen are William J. Heineman, vice-president, and David V. Pickler, executive assistant to Arthur B. Krin, president.

The branch-line-up for the sales drive is as follows: Group one: Atlanta, Boston, Chicago, Dallas, Detroit, Kansas City, Minneapolis, New York, Philadelphia, San Francisco and Washington.

Group two: Buffalo, Charlotte, Cincinnati, Cleveland, Denver, Kansas City, New Orleans, Pittsburgh, St. Louis, Seattle and Toronto.

Group three: Calgary, Indianapolis, Milwaukee, Minneapolis, Montreal, New Haven, Omaha, St. John, Salt Lake City, Vancouver and Winnipeg.

Sees Record for ‘Song’

Russell V. Downing, president of Radio City Music Hall, last evening reported that “Song Without End,” the story of Franz Liszt, in its opening day at the theatre had grossed $14,175 at 5 P.M. This figure, said Downing, indicated that the William Goetz production would set an opening-day, non-holiday record for the house. That mark, $29,146, is held by “North by Northwest” and was set about a year ago.

$1,169,232 for ‘Bells’

“Bells Are Ringing” completed its run at Radio City Music Hall here on Wednesday with a seven-week total box-office gross of $1,169,232, with the seventh and final week exceeding the sixth, which was disclosed yesterday by M-G-M.

Fox Dividend 40c

The board of directors of Century-Fox yesterday declared a quarterly dividend of 40c on the common stock and paid dividends of 30c per share on the stock of record Sept. 15.
Estimate Fox Films Gross

(Continued from page 1)

business both here and abroad, and he is selling "Sons and Lovers," which he called the largest grossing attraction ever to play Egypt, receipts far outstripping those of any other 20th Century-Fox attraction in the past.

Norris also said that "From the Terrace," in release less than a month, has already exceeded the million-and-a-half mark with theatres throughout the world going for a substantially ahead of "The Young Lions" and in many instances matching "Peyton Place."

"Lost World," Norris continued, "is well over the million dollar mark and is outgrowing "Journey to the Center of the Earth" in virtually every playdate.

The 20th sales manager also pointed to the record-breaking business being done by "Sons and Lovers" in New York and London.

"Never before has Twentieth Century-Fox had such a back-to-back concentration of commercial pictures," Norris said, "and looking toward the immediate future, we expect "Let's Make Love" to outperform the blockbusters now in release." He added that "High Time," "North to Alaska," "Desire in the Dust," "Circle of River," the general of Baghdadl, "Flaming Heart" and "Esther and the King" constitute the strongest September, October, November and December schedule of releases in the history of Twentieth Century-Fox.

"Again I reiterate, there is no shortage of good boxoffice pictures at Twentieth—and that we will continue to devote all of our efforts to supply top budget attractions every month."

Cantor Sold N.T. & T. Shares in June-July

B. Gerald Cantor, chairman of National Theatres & Television, with associated interests, disposed of large blocks of N.T.&T. stock in June and July, according to a New York Stock Exchange report of changes in stockholdings of officers of listed companies.

Cantor reported sale of 8,059 shares and a gift of 20 shares, reducing direct holdings to 100,000; the sale of all of 8,000 shares held by Cantor, Fitzgerald & Co., and sale of 2,400 shares held by Cantor & Son, Inc., reducing that holding to 2,600.

Eugene V. Klein, an N. T. & T. director, sold 7,500 shares, reducing holdings to 52,323.

Also reported was the acquisition by Ben, Kahmlinger, Warner Bros. executive vice-president, of 20,000 shares under a stock option, constituting his entire holding.

The American Stock Exchange reported the purchase by Nicolas Reppe, chairman and president of Cinetama, Inc., of 3,850 shares, increasing his current holdings to 361,150.

"Cleopatra" for Road

In Early June Next Year

"Cleopatra," which will begin filming in the Todd-AO process on Sept. 15, will be available for roadshow release in early June of 1961. This was disclosed yesterday after an executive meeting at the 20th Century-Fox home offices chaired by president Spyros P. Skouras.

The film, which is being produced by Walter Wanger and directed by Robert Mamoulian in various parts of the world, will begin in London, moving then to the Holy Land. Much important filming will be done in Egypt itself and in sections of the Middle East. Elizabeth Taylor is starred.

SPG Representation in AMPP Invited

From THE DAILY Bureaus

HOLLYWOOD, Aug. 11. The Screen Producers Guild has received an invitation from Eric Johnston to have two or three of its representatives actively represent the guild in the Association of Motion Picture Producers since "independent producers are part of management and are paying dues to AMPP," Johnston pointed out at an SPG board meeting Monday night in the Beverly Hilton Hotel.

Stooges Stay Against Columbia Dissolved

From THE DAILY Bureaus

HOLLYWOOD, Aug. 11. — The temporary restraining order placed against Columbia Pictures on the distribution of "Stop, Look and Laugh," filed by The Three Stooges on the claim that the film was not new but an old film, and that their old title was wrong, was dissolved yesterday by Superior Court Judge Ellsworth Meyer.

Premeinger Sets 'Advise' Release Date

WASHINGTON, Aug. 11. — Otto Preminger has informed Alena Drury, author of "Advise and Consent," that he will start shooting the film version in September 1961, probably here. Script-writer Wendell Mayes is expected here in the near future to familiarize himself with the Senate, where much of the book takes place.

Disney Dividend Set

HOLLYWOOD, Aug. 11. — The board of directors of Walt Disney Productions at its regular meeting today, declared a quarterly dividend of 10 cents per share on the company's common capital stock to be paid Aug. 1, 1960, to stockholders of record on Sept. 16, 1960.

S.P. (continued from page 1)

sure could be expected to last, whether there was any chance it might be ended on Saturday, according to questions received, by observers to be a clear re- turn to the nominee by some mem- ber of his own party, quickly led to speculation that a Republican-South- ern coalition might be formed to try to talk the wage bill to death.

Dickson to File Measure

S. Wage Bill

(Continued from page 1)

rate minority leader Dickson III stated that he plans to intro- duce a corrected version of the sep-passed wage bill as a sub- ject for the Kennedy measure. This old raise the pay floor to $1.15 an hour and extend coverage to cer- tain categories of retail chain store employees.

At the end of his speech the Kennedy-Gold- er (R., Ariz.), a strong opponent any change in the present law, said that the Kennedy bill would open the concept of interstate peace most dangerously.

Estimate Fox Films Gross

Cantor Sold N.T. & T. Shares in June-July

B. Gerald Cantor, chairman of National Theatres & Television, with associated interests, disposed of large blocks of N.T.&T. stock in June and July, according to a New York Stock Exchange report of changes in stockholdings of officers of listed companies.

Cantor reported sale of 8,059 shares and a gift of 20 shares, reducing direct holdings to 100,000; the sale of all of 8,000 shares held by Cantor, Fitzgerald & Co., and sale of 2,400 shares held by Cantor & Son, Inc., reducing that holding to 2,600.

Eugene V. Klein, an N. T. & T. director, sold 7,500 shares, reducing holdings to 52,323.

Also reported was the acquisition by Ben, Kahmlinger, Warner Bros. executive vice-president, of 20,000 shares under a stock option, constituting his entire holding.

The American Stock Exchange reported the purchase by Nicolas Reppe, chairman and president of Cinetama, Inc., of 3,850 shares, increasing his current holdings to 361,150.

"Cleopatra," which will begin filming in the Todd-AO process on Sept. 15, will be available for roadshow release in early June of 1961. This was disclosed yesterday after an executive meeting at the 20th Century-Fox home offices chaired by president Spyros P. Skouras.

The film, which is being produced by Walter Wanger and directed by Robert Mamoulian in various parts of the world, will begin in London, moving then to the Holy Land. Much important filming will be done in Egypt itself and in sections of the Middle East. Elizabeth Taylor is starred.

Disney Dividend Set

HOLLYWOOD, Aug. 11. — The board of directors of Walt Disney Productions at its regular meeting today, declared a quarterly dividend of 10 cents per share on the company's common capital stock to be paid Aug. 1, 1960, to stockholders of record on Sept. 16, 1960.

Charles C. Cassinelli, of the Wyoming Theatre Co., Mullens, West Va., has enrolled his Pineville Drive-in Theatre, of that community, in Thea- tre Owners of America, was disci- closed yesterday by Albert M. Pickus, president of TOA.

Johanna Grant, publicist, has been retained by Columbia Pictures to do special national promotion on Hall Bartlett's "Young Men," which will have its premiere at the Roosevelt Theatre in Chicago on Aug. 18.

William M. McCormick has been named president of the Yankee Network of KGO General, Inc. Most recently he was vice-president and director of sales for WOR Radio here. In his new post he succeeds Nicholas, who was assigned in order to give all his time to his personal business interests.

Gary Dartnall, formerly on the sales staff of Associated British Pathé, has been named overseas sales representative for EMI International, London. He will leave shortly for the Middle East on his first trip for the company.

EMI Takes Over Rank Record Companies

From THE DAILY Bureaus

LONDON, Aug. 9 (By Air Mail).—The Rank Organisation, Ltd., and Electric and Musical Industries, Ltd., have announced that in future the popular Top Rank Label of Rank Records, Ltd., will be handled in the U.S.A. by 311, the Rank America companies, Rank Records of America, Inc., and Rank Records International, Inc., are to continue in full operation and their catalogues will continue to be released under the Top Rank Label but by E.M.I., Ltd., Records, Ltd.

The statement added, "It is felt that the extensive facilities available through E.M.I. will make possible a more effective distribution." Rank Records has thus gained a casualty in the disc war after only 18 months of operation. The Rank Organisation had made elaborate plans to capture a huge slice of the rich "pop" disc market by selling at cheaper prices than those customarily obtaining through its Gaumont and Odeon theatres. Operations in the first year are believed to have resulted in a heavy loss.

The name for "Top Rank" is to be kept for the time being in view of existing commitments. Sir Joseph Lockwood, E.M.I., chairman, said today: "No money is involved in the present deal. We are simply taking over the Rank Record assets and liabilities."
Col. Will Sell

(Continued from page 1)

Gems, its wholly-owned television subsidiary, into a separate operating company, part of which would be owned by the public.

Columbia has an inventory of 400 films made since 1948, which is one of the largest of the libraries of the major distributors. The Columbia library is estimated to be worth about $30,000,000 in the current TV market.

Schneider indicated that the post-1948s of his company will be worth more per film than were the pre-1949 pictures. "Our post-48s are much finer than our pre-48s," he said.

Says Some Films Disappointed

While Schneider did not name any of the television distribution companies which have held with respect to the library, it was learned that Screen Gems is one of the organizations involved.

Explaining the plans to Screen Gems into a separate company, Schneider said that this will place the TV outfit in a position to do its own financing. "At present," he pointed out, "it draws on the parent company's funds.

As to when Columbia might take such action, Schneider said it has been on the calendar for some time. Commenting on the financial status of the company, he added that its annual revenues range from $35,000,000 to $40,000,000. Profits in the coming year will be better than last year, he added.

Has Sold Two Stations

He explained that the company has sold five years of re-runs of the popular TV series, "Father Knows Best," which is one of the most profitable shows of income. The question has been not decided yet whether to include the income in the final quarter of the recently closed fiscal year or to spread that income over the entire fiscal year.

In any event, Schneider stated, Columbia's performance is considerably better than fiscal 1959's net profit of $151,920, which included a profit of $2,950,615 from the sale of a laboratory.

For the first 30 weeks ended March 26 this year Columbia reported net profit of $324,000 compared with $275,000 a year earlier. The latter included profit from the sale of the laboratory.

Stock Voted as Dividend

Most of Columbia's fiscal 1960 profit derived from Screen Gems and other activities not related to the production-distribution Schneider business, Schneider said. He attributed this to the fact that a number of pictures for which Columbia held high hopes did not do well at the box office in the past 12 months.

On the other hand, he said, studio costs have been cut and operations improved. He said the company is counting on "The Guns of Navarone," opening next March, and "Pepe," to be released at Christmas this year, for large grosses. Both films will be a new outot to a reserved seat basis.

Each of the two pictures has a box-office potential of that of "The Bridge on the River Kwai," according to Schneider. That picture to date has grossed $25,000,000.

Columbia will continue to release from 36 to 40 new pictures to theaters a year. This will include not only "blockbusters" but "entertainment pictures that do well at the box office while not necessarily costing a lot of money." As an example of the latter, Schneider mentioned "The Mouse That Roared," which cost $450,000.

Columbia has no plans at the moment to pay cash dividends on its large stock of common stock. Rather, it will be "paid in kind and prefer to preserve it for the time being," Schneider said.

Columbia has paid semi-annual dividends of 2 and 1/2 per cent on common stock in recent years.

MPEA's Plans

(Continued from page 1) and motion picture areas that have been in abeyance. He revealed that NTA expects to close for a major film backlog in the near future.

"I am told," said Schneider, "that in giving NTA a strong, sound financial base, N. T. & T. did what it set out to do 15 months ago. It is converting the cash advances it made to NTA into cash" and is distributing that equity among its stockholders who then will be in a position to realize on it as NTA's operations expand and its earnings are increased.

 Didn't Name Companies

Landau pointed out that N. T. & T. was averse to expanding in the broadcast area and, in fact, disposed of two NTA stations since it acquired control. Under the projected independent management which he and Unger will head, expansion in this area will be resumed by NTA, he said.

Another important consequence will be the elimination of the burden of expenses and charges on NTA's connection with the more than $10 million in cash advances made to it by N. T. & T. This obligation, converted into an equity in the company, will relieve NTA of interest and related charges amounting to seven figures annually.

Cites 'Father Knows Best'

The N.T.A.T board of directors on Wednesday voted in Hollywood to distribute as a dividend to its stockholders 844,875 shares of NTA common stock at the rate of three shares of NTA for each 10 shares of N. T. & T. The distribution is subject to Federal Communications Commission approval.

Giving effect to the distribution, NTA would have 1,637,752 shares of common outstanding, of which 620,511 shares would continue to be owned by N. T. & T.

Mirisch Signs Presley

HOLLYWOOD, Aug. 11 — Elvis Presley has been signed by the Mirisch Company to star in "Pioneer, Go Home," a family comedy set in Florida, it was announced today by Harold J. Mirisch, president of the independent film making organization.

Mirisch will produce the film, which will be directed by Charles Jarrot. The story is about a young man who returns home to take care of his sick father.

REVIEW:

The Enemy General

Clever Prod.—Columbia

Due in part no doubt to swastika-daubing incidents in Europe earlier this year, and to the arrest last spring of Adolph Eichmann, one of World’s most hunted war criminals, pictures depicting Nazi operations were on the rise again. Such a film is "The Enemy General," and while it does not concentrate many of its scenes on battle fronts of the war as they were fought in the provinces by Free­ patriots, mass murder of civilians comes its emotional due.

The character of title notoriety played by John Van Dreelen, a man butcher who sentences a dead civilian to be put before a firing squad following a partisan ambush a German patrol. Among those not­ ders is a young French girl who is the fiancée of Van Josen, an OSS agent working Belgium. Sheer despair, Johnson vows to kill Van Dreelen and he does it.

But the general, it seems, has a change of heart. He reportedly willing to denounce the Fuehrer be spirited into England to spell million behind his back. Van son and Jean-Pierre Aumont, a French officer, to spring Van Dreelen from prison where he has been sentenced to die for participating in a plot to kill Hitler. It later develops that Van Dreelen is a double agent still working for the Germans. Jon son takes his revenge, shooting general in a cemetery, just a yard away from the grave of Carrel.

George Sherman directed Katzman’s Clover Production, from screenplay by Dan Pepe and his co-author, Newman. It is more than adequate, except for Van Dreelen’s performance. From his cold smile to the spit-shined tip of his boot he’s a ruthless character.

Running time, 74 minutes. September release.

SAUL OSTWEI

"Spartacus" Trailers

(Continued from page 1) as much as six months in advance, opening but cross-play trailers are also run in European theatre affiliated with theatre scheduled to play "Spartacus."

As an example, the Walter Reel Theatres in New Jersey have been using more than 50 trailers since the opening of the film at the De Luxe Theatre in New York, which will have its world premiere Oct. 6.

Several of these theatres which have been showing trailers for a long period in advance include the RKO Grand in Cincinnati, which has been running trailer since late June although picture will not open until Dec. 19. RKO Fantagraphics in Hollywood are scheduled to open "Spartacus" Oct. 19; the Astor in Boston, Oct. 27; and in Philadelphia, Nov. 4. Walter Reel in Cleveland and the picture in St. Louis, Dec. 22.
of the present television season, the one that will open next September.

The film was directed by Mervyn LeRoy, who has already made a success of the first two "Singing in the Rain" pictures, and he is expected to repeat his success with "My Little Red Book." The story is about a young girl who writes a book about her life and how it came to be so successful. The film will be a musical comedy, with music and dance numbers, and will be based on the best-selling book of the same name by Dorothy Parker.

The film will be produced by M-G-M, which has been very successful in the past with musical comedies. The studio has a large number of talented performers on its payroll, including many of the biggest names in the business. The film will be shot in color and will be released in theaters nationwide.

"My Little Red Book," the novel on which the film is based, has been a best-seller since it was published. The story is about a young girl who writes a book about her life and how it came to be so successful. The film will be a musical comedy, with music and dance numbers, and will be based on the best-selling book of the same name by Dorothy Parker.

The film will be produced by M-G-M, which has been very successful in the past with musical comedies. The studio has a large number of talented performers on its payroll, including many of the biggest names in the business. The film will be shot in color and will be released in theaters nationwide.

"My Little Red Book," the novel on which the film is based, has been a best-seller since it was published. The story is about a young girl who writes a book about her life and how it came to be so successful. The film will be a musical comedy, with music and dance numbers, and will be based on the best-selling book of the same name by Dorothy Parker.
"THANKS, LIFE!

LET'S MAKE LOVE

reach 27,000,000 readers

Marilyn and Yves on the cover

9-page story inside

On the newsstand now

ANOTHER BUSTBLOCKER FROM 20TH
Telemeter Subscribers Spend About $2 Weekly; 4,800 Etobicoke Sets Metered

TORONTO, Aug. 14.—The 4,800-plus Telemeter sets are pouring an average of a little over $2 a week into Telemeter coffers. A newspaper's survey which showed $2.33 a week per set return was said to Telemeter officials to be a little high. It was admitted that the figure is something over $2 a week, however.

Telemeter officials are said to be happy if they reap $100 a year from each set. The reason for the additional figure may be found in the novelty feature of the system.

Collections are running from six to seven weeks behind, so no current accurate picture can be obtained on mid-season business to determine.

(Continued on page 4)

Para., Columbia Merge Canadian Distribution

Consolidation of the Paramount and Columbia sales and distribution operations in Canada beginning October 1, was announced jointly at the weekend by George Weltner, vice-president in charge of worldwide sales for Paramount Pictures, and A. Montague, executive vice-president of Columbia Pictures.

The two Canadian companies, Paramount Film Service Limited and Columbia Pictures of Canada, Ltd., under the consolidation plan will operate a new company with home offices in Toronto, according to the plan.

(Continued on page 4)

Columbia International Executives Promoted

Elevation of several executives of Columbia Pictures International were announced at the weekend by Mo Rothman, executive vice-president.

The appointments were in addition to that of Marion Jordan as continental manager, previously announced. Rothman said that Jordan, who is expected in New York on Aug. 27, hasn't looked so bright in years, according to Mochrie, who returned last week from a trip to the company's... (Continued on page 2)

20th-Fox Board Approves $43 Million Cash Deal For Studio Property; Stockholders Vote Oct. 17

The board of directors of 20th Century-Fox late last week formally approved the new deal under which Webb & Knapp will purchase its 267-acre studio tract in Beverly Hills for $43 million cash.

The William Zeckendorf company already has paid 20th-Fox $5 million and the deal calls for payment of the $38 million cash balance within six months after the sale is approved by 20th-Fox stockholders at a special meeting being called for Oct. 17.

The cash deal was originated by the Kratter Corp. after Webb & Knapp originally proposed purchase of the studio property for $56 million over a 10-year period. Kratter subsequently abandoned the project and Webb & Knapp reentered the negotiations on the new all-cash basis. The Zeckendorf company plans the development of a huge residential, shopping, office and civic center on the studio property, to be known as Century City.

Webb & Knapp, under the agreement, will lease back 75 acres including sound stages and other production facilities and offices to 20th-Fox for $1,500,000 annually. The lease would be for 50 years, with renewal options totaling 49 years.

(Continued on page 4)

No Contraction

Report MGM Is Expanding Its Activities

Mochrie Says Prospects Not So Bright in Years

Expansion, not contraction— that was the word coming from M-G-M activities on all fronts, as it was given to the trade press here Friday by Robert Mochrie, the company's general sales manager.

But President Jack Warner said the record-breaking grosses would be broken by "Ben-Hur," and pictures on Metro's release schedule for the next year or so, haven't looked so bright in years, according to Mochrie, who returned last week from a trip to the company's... (Continued on page 2)

Senator Are Unmoved

By Kennedy Wage Plea

By E. H. KAHN

WASHINGTON, Aug. 14.—The Senate on Friday engaged in another day of inchoate debate on the minimum wage issue. Republicans and conservative Democrats debated with Democratic presidential nominee John Kennedy (Mass.) and showed... (Continued on page 2)
PERSONAL MENTION

Jersey Allied

(Continued from page 1)

ferences with distribution executives on the long-standing complaints of Jersey Allied over picture availability on territory.

Rumors is said to have won some concessions from distributors and was to have reported on her significance at a meeting of the exhibitor organization Tuesday, Aug. 9, today. The meeting was postponed because of the national Allied board meeting in Chicago, which was attended by Jersey Allied officials. The meeting was brought up to date by the Brotherhood, 23.

"There is no reason why such practices as the simultaneous first and neighborhood runs of 'Psycho' shouldn't happen in New York as in New Jersey," Stern said. "If there were enough of them, they could solve our most serious problem.

Points to Department Stores

"There is no more reason to believe it would put first runs out of business than there is to expect large downtown department stores to go out of business when branches are opened in suburban shopping centers. The suburban stores get business that never would have gone to the downtown store. It's the same with theater patronage."

"Psycho" will open Wednesday in 90 Loew's and other neighborhood and suburban runs in the metropolitan area, while it continues its initial engagement at the Broad Theater DeMilli, east side Bonnet and Brooklyn Paramount. Regular price scales will be maintained in the neighborhoods and first runs; the picture will be single features and the "Psycho" policy of admission at the start of the picture only will be observed in the neighborhoods.

Actually a "special situation," the bookings nevertheless required the acquiescence not only of Walter Reade for the DeMilli and Bonnet, of Eugene Picker for Loew's; Eugene Pleson, president of the company; and of Paramount sales officials, but also of Max A. Cohen, whose New Amsterdam on 42nd Street, Times Square, runs day-and-date with the Loew's circuit.

Leve, Hewitt to N.Y.

HOLLYWOOD, Aug. 14. — N. Spencer Leve, vice-president in charge of theatre operations for National Theatres & Television, Inc., and Gordon Hewitt, the circuit's chief film buyer, are due in New York Monday for conferences with film distributing chiefs on upcoming product.

While East Leve will also confer with executives of M-G-M, there is no talk of a convention to be held in Los Angeles, Sept. 13-16. Leve is a TOA board member.

Actor-Producer Pension Plans Under Ellerbrook

From THE DAILY Bureau

HOLLYWOOD, Aug. 14, — Byron Ellerbrook, former administrator of the Loew's (A-G-M) Pension Plan, is administrator of the Screen Actors Guild-Producer Pension and Welfare Plans, Charles Boren, chairman of the temporary board of trustees, declared today. Selection of Ellerbrook was made by the board, which is composed of representatives of SAG, the Association of Motion Picture Producers and of the Screen Actors Guild. Interviews with producers following interviews with several candidates.

Senators Unmoved

(Continued from page 1)

little disposition to be swayed by his arguments in favor of broader coverage of the law and a pay floor of $1.25 hourly.

Odds are against votes on the minimum wage question unless next week — probably not before Aug. 16, Major- tory legislators Menchsehfield, claimed, would serve that a plethora of Republican- backed amendments to the committee bill threaten to force deferral on vot- ing for some days.

Senator Kennedy and Lausche (D., Ohio) debated the adequacy of state minimum wage laws, with Ken- nedy asserting that Congress should act, while Lausche advocated leaving as much as possible to the State. Lausche stated that he agreed that a hike in the Federal minimum is needed, but said he objects to broadening the definition of interstate commerce.

Exhibition Exempt in Both Bills

The general tenor of debate so far indicates that the minimum wage legisla- tion is not the minimum rate of pay, but the extension of the law to areas now exempt. (Motion picture exhibition continues exempt under the Sen- ate, as well as the one passed by the House.)

Kennedy appears confident that he will be able to push through the Senate a bill that he regards as satisfac- tory. He hopes from Pictich Almanac, without too much trouble the version of the wage bill adopted by the House that will be offered by Senator Dirksen, as well as another, to be revised, where recognized by Senator Holland (D., Fla.).

Bahn to Coast

Chester Bahn, editor of Film Daily, left New York over the weekend on an extended stay of independent checking. He will stop-off at his former home near Syracuse, N.Y., before motoring to the Coast with Mrs. Bahn.

Winfield Andrus, managing editor, will supervise in Bahn's absence.

MGM Expand

(Continued from page 1)

studio in California. There is a rough cut of a number of upcoming Metro films. All of them impress the executive, notably "Butterfly." This film stars Elizabeth Taylor, who, according to Mochrie, gives "the most complete performance in a single film." General release is scheduled for November.

"Cimarron" will open next Jan- uary in about a dozen cities on a hickety-pottery-day. The film will play on a continuous performance basis. Samuel Bronston's "King's Row" will open sometime bet- ween Easter and next fall. This pic- ture was acquired by the studio as "legitimate and authentic" "Ben-Hur."

Speaking of the latter, Mochrie has gassed $17,000,000 to date 63 situations in the U.S. Of the theatres, about 15 are showing picture in 35mm, although this formation has been omitted from vertaling for local showings. The turn-out has been anything but impressive. Within the next couple of months, Metro expects "Ben-Hur" to be play- ing in 200 more stateside situations in 35mm and 70mm. The company has not insisted from the outset on the picture's release that it be shown in 70mm, he said. In any event, Mochrie insisted patrons can't tell the difference between 35mm and 70mm.

In answer to a question, Moch- rie said that although hard-ticket sales are more prominent than ever, the "look of the "grind" pictures is far from faded. But it is conceded that the public's imagination has been caught by a hilly road and by picture postcards such as the one employed for "Ben-Hur." "But a good film—regardless of its length or expense—will still big audiences, he asserted.

Va. Sunday Closing Law Constitutional

Special to THE DAILY
RICHMOND, Va., Aug. 14—Virginia's new Sunday closing law is constitutional and was not "accidently" repealed by the 1960 General Assembly, according to a ruling handed down by Hastings Court Judge M. Ray Doubles.

However, Judge Doubles ruled constitutional a portion of the law which forbids the selling of sporting goods and recreational equipment from a driv- ing Sunday stores while allowing operators of athletic events and recrea- tional places to sell equipment in the road. Judge Doubles, in upholding constitutuionality of the closing held that it did not violate the zens' right to equal protection of laws.

Ycheck with....

for the best in SPECIAL TRAILERS

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Geerta, News Editor; Herbert V. H. Advertising Manager; Gus H. Fausel, Production Manager; TELERadio Corporation, 222 South Main Street, New York, N. Y. Code address: "Quiglies, New York." Martin Quigley, President, Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President; Raymond Gill, Vice-President; Leo J. Brady, Secretary, Other Quigley Publications: Motion Picture Herald, Better Theaters and Better Refreshment Merchandising, each published 17 times a year as a section of Motion Picture Herald; Television Today, published 17 times a year as a section of Television Almanac; Motion Picture Daily; Motion Picture Almanac; all class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies...
Confidentially...

COLLEGE CONFIDENTIAL

IS A SMASH IN CINCINNATI AT THE TWIN DRIVE-IN WHERE IT OPENED TO THE BIGGEST BUSINESS OF THE YEAR AND TOPPED ANY UNIVERSAL OPENING IN ALMOST TWO YEARS!

This new hit continues to solid business at the Broadway Capitol in Detroit and is great at the Michigan Theatre in Traverse City, Washington Theatre in Bay City, the U.S. 23 and North Flint Drive-Ins in Flint.

“IT'S LIKE A KINSEY REPORT ON THE CAMPUS”—WALTER WINCHELL

STEVE ALLEN • JAYNE MEADOWS • WALTER WINCHELL • MAMIE VAN DOREN

COLLEGE CONFIDENTIAL

AN ALBERT ZUGSMITH PRODUCTION

WRITTEN BY IRVING SHULMAN

PRODUCED AND DIRECTED BY ALBERT ZUGSMITH

A UNIVERSAL-INTERNATIONAL RELEASE

NO FILM EVER DARED TOUCH THIS THEME BEFORE!
Telemeter Estimates Its Take

(Continued from page 1)

whether Telemeter is subject to the same summer letdown as free TV.
Telemeter has sufficient orders on hand to keep the total tabulation figure to 6,000. This objective is expected to be reached by the end of August. No more orders are being accepted, although those who put in orders are being put on a waiting list.

The salesmen were pulled off at the end of June, and the installations are from backlogs.

Telemeter said they will not seek another set above the 6,000 figure until they have made a long-range analysis of the direction Telemeter is taking.

Not Expanding Yet

One official said: “We won’t expand until this setup is proved out.” Meanwhile, there is talk that franchises may soon be offered by Trans-Canada Telemeter, Ltd., subsidiary of Famous Players Canadian Corp., which has the franchise for Canada for Telemeter.

Franchise holders would receive patent rights to equipment, special events programs and a complete line of service programs for a return for a royalty based on a percentage of the gross income.

Eugene Fitzgibbons, executive director of Telemeter, was quoted as saying he had inquiries from such potential investors as radio station owners, publishers and financial syndicates.

Televendors have been offered this service by Telemeter, which is a extension of the service by the Todd-AO prints. This will make possible a new multi-track film, in the same as five languages, for George Stevens’ production of “The Greatest Story Ever Told,” Freedman said.

In addition, Freedman disclosed the development of new devices to increase the sales of Todd-AO colors as photographed.

July Film Dividends

(Continued from page 1)
motion picture companies paid a total of $13,669,000 compared with $13,- 199,000 during the same period of 1959.

Total cash dividend payments by all corporations issuing public reports came to $900 million in July, up $100 million from the corresponding 1959 month. During the year’s first seven months, cash dividends totaled $7.5 billion, about 6 per cent higher than in 1959.

‘Desire’ Will Open in New Orleans Sept. 15

Twentieth Century-Fox’s “Desire in the Dust” will have a benefit world premiere on Sept. 15 at the Baton Rouge Theatre in New Orleans for the benefit of the Children’s Village for Crippled Children, Robert L. Lippert, liaison between Associated Producers, Inc. and 20th-Fox, will head a contingent of stars to the event. City and state local, state and television personalities will also attend the premiere.

The film will bow in a saturation engagement in the New Orleans area the next day.

Poller Leaving B-V;

No Replacement Slated

New economies are being effected in the Buena Vista home office with no replacements scheduled for members of the publicity and art department who now are leaving the company.

Norman Poller, Buena Vista publicist, is leaving for a new position outside the film industry. Poller, previous to joining Buena Vista, was with RKO Radio. His duties will be handled by other members of the depart-

Assistant to Bronston

MADRID, Aug. 14.—Victor de Lacour has been appointed as the executive assistant to Stevenson and will coordinate the activities of all departments with the producer’s office during the remaining weeks of filming “King of Kings.” De Lacour, who at the completion of “El Cid.” De Lacour will be headquartered in Bronston’s office here and will function for the producer during the latter’s business trip to New York, Hollywood, Rome and London.

Paramount, Columbia

(Continued from page 1)

announcement. According to Welton and Montague, the consolidation is certain to result in much greater efficiency and better service to the Canadian exhibition field.”

Gordon Lightstone, general manager of Paramount Film Service Ltd., will serve as the general manager of the new Canadian distributive organization and Harvey Harnick, sales manager of Columbia Pictures of Canada, Ltd., will be the general sales manager of the new company. Louis Rosenfeld will con-

inue to function as senior executive of the Columbia sales operation. Mickey Stevenson, Paramount Toronto branch manager, will continue in the duties of assistant to Harnick.

The new Canadian distributing organization will maintain a single branch office in six Canadian cities, rather than the two operated by the participating companies hereforeto. The branch cities and managers are Toronto, L. Bernstein; Montreal, R. Godreau; Winnipeg, S. Gunn; Calgary, R. Lindsay; Vancouver, N. Levant; and St. John, L. Simon.

Delay Encountered in Disney-NBC-TV Deal

Financial and tax details inside the NBC-TV deal for a part of the Walt Disney Prods. backlog; all TV program production repeated last week. In the NBC-TV deal, the original proposed for late last week.

Walt Disney, who was in New York most of last week on the negotiations with Robert Kusner, NBC president, departed for England where he will supervise production and preparation of two films, to be made in the United Kingdom, “Christian ‘Bobby’ and ‘The Horsem-

ers.”

Roy Disney, president of Walt Dis-
ney Prods., is expected here from the Coast in the near future for the NBC deal closing.

Columbia International

(Continued from page 1)

will assume full responsibility for Europe and the Near East on that date.

In another move, Rothman pointed Stanley Schneider as his exec- cutive assistant. Schneider has been with the company since 1946 in its executive capacities, most recently as assistant treasurer.

Joseph E. McConville, presently New York, will move to Columbia office in Mexico City where he will be in a better position to work close coordination with the Mexico production unit. He will also assume the duties of Ed Kerner who has been elected president 1 in New York and will join United Artists of Argentina.

Ed Levine has been moved up to take charge of the world-wide sales control department.

Robert Meyers in Charge

Robert Meyers will head the department set up to handle special contracts for Columbia’s pictures with William Coetz “Without End.” Carl Foreman’s “Gun’s of Navarone,” and George Syney International—Polsa Films In- national’s “Pepe.” Meyers, Rothe pointed out, who has only been with a Columbia for two years, and I have been moved up through the ranks now ready to assume broader res-

ibilities.

Continuing the trainee program Rothman announced the engagement of Fred Greenberg, a recent graduate of Harvard. Greenberg is present being indoctrinated in the international department and has recently been sent to Puerto Rico as a study trainee, one of the steps in bringing him along the trail to high call executive ability.

Lana Turner Signed

HOLLYWOOD, Aug. 14.—Lana Turner has been signed by the Warner Bros. unit to star in “By the Possessed,” James Gould Cozz novel, it is announced by Walter W. Hand, who will produce the film. Lana Turner goes before the color film camera early fall as a United Artists release.
41 years ago the cigar store indian was a powerful advertising symbol and TRAILERS were just beginning to make their presence felt in motion picture theatres. Today the cigar store indian is the vanishing American, but TRAILERS are still the least expensive and most potent exploitation force for the showmanship-wise exhibitor.

NATIONAL SCREEN SERVICE
"SONG WITHOUT END
OPENING DAY
SECOND BIGGEST
IN 27-YEAR HISTORY
OF RADIO CITY
MUSIC HALL!!

From William Goetz and Columb
South Carolina Exhibitors to Appeal 'Blue Law' Suit Edict to Supreme Court

SPARTANBURG, S. C., Aug. 15.—Chester D. Ward, one of three attorneys representing theatre operators in a suit brought in a number of Piedmont South Carolina communities challenging the constitutionality of the Palmetto State’s “blue laws” barring Sunday performances, has notified Attorney General Daniel B. McLeod that the case is being appealed to the Supreme Court of the United States.

The South Carolina Supreme Court, in a unanimous decision in July, upheld the legality of the 206-year-old

(Continued on page 2)

Ask Contributions for Variety ‘Night Races’

New York’s Variety Tent No. 35 yesterday called on motion picture organizations to contribute $5,500 each toward individual purses for the Tent’s “Night at the Races” charity event scheduled for Oct. 4 at Yonkers Raceway. Proceeds derived from the affairs, which is the project of the sports division, will be used to acquire playgrounds here for handicapped children.

Chief Barker Harry Brandt said Jo

(Continued on page 3)

U. S. Exports of Film, Equipment Show Gain In the First Half of 1960 to $22,992,298

WASHINGTON, Aug. 15.—Overseas shipments of U.S. motion picture film and equipment during the first half of 1960 amounted to $22,992,298—a slight increase over the $22,361,980 reached in the first half of 1959, according to Motion Picture Chief of the Commerce Department, Nathan D. Golden.

Rawstock exports for the same period of this year were 307,335,121 linear feet valued at $10,069,579, compared with 333,530,013 linear feet valued at $8,675,655 for the like period of 1959.

Total of exposed and developed motion picture feature film for the first half of this year reached 137,363,025 linear feet valued at $5,181,418 compared with 137,192,705 feet and $5,414,408 for the comparable period last year.

Valuation breakdown for the 1960 period assigned $3,865,761 to 35mm and over positive feature film; $242,413 to 35mm and over, negative feature film; and $1,079,244 for 16mm positive and negative feature film.

Foreign sales of all types of motion picture equipment, including cameras, projection and sound equipment, and studio equipment in the first half of 1960 totaled $7,741,301, a gain of slightly more than seven per cent over the corresponding 1959 period.

WILLIAM G. RACH, vice-president in charge of foreign distribution for American International Pictures, returned to New York at the weekend from a round-the-world trip.

JACK H. LEVING, president of Certified Reports, is due back in New York next Monday from a trip through the South.


MILT OBERMAN, Southwest publicity manager for American International Pictures, will leave here today for Texas and Oklahoma cities.

ELIZABETH TAYLOR and EDDY FASHEN will leave here today aboard the "Leonardo da Vinci" for Europe.

DABRYL F. ZANUCK arrived in London on Sunday from France.

ARTHUR J. RAPORTE, recently appointed director of real estate activities for Loew's Theatres, was in Columbus, O., from here.

DONALD SCHINE, president of Schine Theatre Corp., Gloversville, N. Y., returned to New York from Italy yesterday aboard the "Leonardo da Vinci."

AT ORDEAL, president of Tele Features, Inc., left here last night for the coast.

Weigh Administration's, and Kennedy's Pay Bill

From THE DAILY BUREAU

WASHINGTON, Aug. 15.—A Celebrities-for-Nixon Committee has been launched among leaders in the entertainment field. It is headed by Mervyn LeRoy and Helen Hayes, as co-chairmen. George Murphy, legis-

latory chairman and Jules Alberti exec-

utive director. The group will camp-

aign for Republican presidential nominee Richard M. Nixon throughout the "show business" of the country.


John J. Noonan Dies

CLEVELAND, Aug. 15.—John J. Noonan, 70, a pacifist in this area for more than 50 years and a veteran member of Local 160, L.A.T.E.S., died at St. Vincent's Hospital. For the past 10 years he had been in charge of the booth at the Granada Theatre here, and for the previous 25 years at Hilliard Square. He is survived by his wife, Florence, and five grandchildren.

'Terror' Shooting Set

HOLLYWOOD, Aug. 15.—Clem-

wood-Neve Productions, headed by

Arnold Newton and Michael DuPont, have concluded negotiations with Dennis Hopper over studio. Production work will begin immedi-

ately on their "Hands of Terror."

S.C. Exhibitors Will Appeal

(Continued from page 1)

law which prohibits "bear baiting" and other forms of entertainment on Sunday.

Theatre operators joining in the campaign have intended for many months that the so-called "blue laws" did not apply to movies since movies did not exist when the law in ques-

tion was passed, and furthermore that the law in itself was unconstitutional.

As pointed out by Attorney Ward, in appealing the State Supreme Court decision directly to the U.S. Supreme Court, he is by-passing a three-judge federal panel which declined to consider the case last year. At that time the three-

judge panel said plaintiff's claims had raised remediable issues in the state courts.

Ward told reporters he hoped the case would be argued before the U.S. Supreme Court this fall, follow-

ing three other "blue laws" cases from Maryland, Massachusetts and Pennsylvania.

As noted, the three cases from northern states differ from the South Carolina case in that they involve weekly sessions under the blue laws while the South Carolina case in-

volves recreation and amusement.

Sees Freedom of Speech at Issue

"The South Carolina case," Ward continued, "also involves freedom of speech since movies have been held by the Supreme Court of the United States to come within the provision of the U.S. Constitution, forbidding states from denying freedom of the press or of speech."

LeRoy and Helen Hayes

Head Nixon Committee

From THE DAILY BUREAU

WASHINGTON, Aug. 15.—A Celebrities-for-Nixon Committee has been launched among leaders in the entertainment field. It is headed by Mervyn LeRoy and Helen Hayes, as co-chairmen. George Murphy, legis-

latory chairman and Jules Alberti exec-

utive director. The group will camp-

aign for Republican presidential nominee Richard M. Nixon throughout the "show business" of the country.


John J. Noonan Dies

CLEVELAND, Aug. 15.—John J. Noonan, 70, a pacifist in this area for more than 50 years and a veteran member of Local 160, L.A.T.E.S., died at St. Vincent's Hospital. For the past 10 years he had been in charge of the booth at the Granada Theatre here, and for the previous 25 years at Hilliard Square. He is survived by his wife, Florence, and five grandchildren.

'Terror' Shooting Set

HOLLYWOOD, Aug. 15.—Clem-

wood-Neve Productions, headed by

Arnold Newton and Michael DuPont, have concluded negotiations with Dennis Hopper over studio. Production work will begin immedi-

ately on their "Hands of Terror."

Depinet to Address

Conn. Drive-In Meet

Special to THE DAILY

HARTFORD, Aug. 15.—Serie

Perakos, general manager of Perakos

Theatre Associates, and president of

the Connecticut Drive-In Theatres

Association has announced that he will

depint to the Aug. 23 luncheon meet-

ing of the Connecticut drive-in men at

Sanford Barn, East Haven.

Connecticut drive-ins collected $1,000 for the Jimmy Fund (Indus-

try-Boston Red Sox conducted cam-

paign for Children's Cancer Research

Foundation) in 1939, and drive-in men are now anticipating a minimum goal of $200 for 1960.

W.B. Sees 'Ocean's 11' As a Company Champ

On the basis of grosses from its first 85 engagements throughout the United States, "Ocean's 11," the Dorchester production starring Frank Sinatra, Dean Martin, Sammy Davis, Jr., Peter Lawford and Angie Dickinson, is ranked among the five biggest boxoffice hits in the history of Warners, the company declares.

"Ocean's 11" grosses from coast to coast, sales $100,000, are running 25 per cent higher than the figures for its "Auntie Mame," which set box-office records with its national release doing the Christmas-New Year's holiday season of 1938-1939.

Record at Capital

Warner Brothers' "Ocean's 11" set a five-day record at Loew's Capital Theatre here with a gross of $107,066 from opening day through Sunday. Second day take of $24,209 topped even the record breaking opening day (Wednesday) receipts of $23,509.

Meeting Thursday on Cinema Lodge Drive

The key sellers of the $25 contribu-

tion share certificates in New York Cinema Lodge 8, of Brant's Lodge in 1959, in their annual fund-raising drive in behalf of the Brant's Lodge agencies, will members of the Lodge's executive committee at a special luncheon. Earl Quigley, president, has announced, by Abe Dickstein, president.

Joseph B. Rosen, Universal Pictures, regional sales manager, and Leon Rubin, vice-president and sales manager of Gillies and Rubin, are chil-

dren of this year's drive, which, so

the sale of 750 certificates with of the purchasers to be awarded 1980 four-door Cadillacs and anto-

A 10-day cruise. Will Conclude Oct. 20

Key sellers include home office executives and circuit and independent theatre executives in addition to executive members. Luncheon is be-

held for an interim report and launch the home stretch concent-

drive which is to conclude on Oct.

with a luncheon at the Hotel Al-

Complete 'Spartacus' Meetings in London

From THE DAILY BUREAU

LONDON, Aug. 14 (By Air M.—Fortunat Baronat, director of publicity for Universal International Films, has completed a series of meet-

ings here, covering the overall plan for the film's exploitation and promotion in the British launching of "Spar-

cus." Arrangements were made at meet-

ings for the London premiere which will take place in early De-

Cember at the Metropole Theatre. Bank Organization, together U-I, has drawn up plans for open-

night ceremonies, to be attended be-

leading figures in Great Britain's mat-

Continental circuit, and political entertainment circles, Roman front house architecture for the theatre also been developed.

Baronat, accompanied John Son Stavros, U-I's European publicity co-ordinator for "Spartacus," conduct similar conferences in gnum, Holland, Germany, Aus-

Italy, Spain and France, before arriving to New York at the end of August.
Pickus Hails

(Continued from page 1) is nevertheless, an example of what he accomplished by a united industry effort to rid itself of a noxious phlem.

He said the decision was particularly pleasing to TOA, which has longampioned anticiensorship activities. From Europe, where he is currently business, Herman M. Levy, general counsel of TOA also termed the decision "most gratifying."

"This is a fine example of what an industry can and should do to fight unjustifiable attacks. The law was in haste and in anger, and was staked by a desire to control the industry. It should have been, as it was, and unconstitutional. It is now said that the United States Supreme Court will soon grant the industry, if it rules this Fall on the Chicago film case, the same complete veto from prior censorship that enjoyed by radio, by television, by newspapers, and by publications, so that glestators everywhere might know finally that attempts to stifle our industry through prior censorship are to be anended," Levy declared.

dazzio, Barclay Joining to Produce 'Brigante'

From THE DAILY Bureau

HOLLYWOOD, Aug. 15. — Rossio Brazzi and Steve Barclay have announced Brazzi-Barclay Productions to be called "Brigante," first of 12 productions comprising the initial program. The new Alpha Distributing Company, which owns producers, distributors, and exhibitors on a profit-sharing basis.

Embassy Goes 1st-Run

The Embassy-46th Street Theatre Broadway will convert to first-run Saturday with the first picture under the policy to be "Universal's College Confidential," Guild Enterprises operates the Embassy.

New Pact for Pasteur

HOLLYWOOD, Aug. 15. — Producer Joe Pasteur, celebrating his 50th anniversary with M-G-M, has signed to a new long-term contract. He has been announced by studio president Sol C. Siegel.

Book 'Entertainer'

"The Entertainer," Continental Distributing releasing Laurence Olivier, will have its American premiere at the Sutton Theatre here next month.

TENT TALK

Variety Club News

MINNEAPOLIS — Among the features planned for September by Tent No. 12 are the annual golf tournament at the Oak Ridge Golf Club on Sept. 9 and the annual St. Paul dinner on Sept. 14. Ben Berger will be in charge of the contribution dinner. Giff Spenberger is making arrangements for the golf tournament. The committee includes Bob Hazlton, Don O'Neil, John Brantos, Leroy Miller, Harry Levy, Bill Wood, Forrie Meyers and Gabe Nathanson.

BUFFALO-—Tent No. 7 barkers, their wives and friends trek over the border to the Fort Erie Race Track for the annual Variety Club Dinner. Tent No. 7 purse was the Variety Club Tent No. 7 Purse. The V.C. contingent was entertained at the track. The Fort Erie Jockey Club, following the races all required to the shubrooms for a roast beef dinner.

Variety 'Night Races'

(Continued from page 1)

seph E. Levine's Embassy Pictures and William German, for the Eastman Kodak Co., already have donated purse sums. In Embassy's case, its purse will go to the winner of a race named for a film being distributed by the company, i.e. "The Hermes Handicap." Nine races are scheduled to be run that evening. Charles A. Alcoate is chairman of the purse committee.

800 Reservations

The Tent has filled clubhouse and dinner reservations for 800 persons at $10 each. Several thousand more people are expected to attend the Variety Club are expected to attend.

With the induction of more than 20 local sports writers into the Tent, Variety expects its sports charitable work to be spread heavily through the metropolitan area. The sporting members represent local newspapers, radio and TV stations, professional football and baseball teams, major sports services and Madison Square Garden. National periodicals also are represented.

Brandt said the playhouses for crippled children has been sanctioned by the board of education here. It also has the full support of Welfare Department officials.

Daniel Pledges Support

Don Daniel, veteran sports writer for the New York World-Telegram & Sun and chairman of the sports division of the Variety Club, has been named as the committee chairman. By the aid of Max Kase of the Journal-American, vice-chairman, and Nat Fleischer, editor of Ring Magazine, dynamity. In addition to the sports writers, inducted as barkers were Phil Gravitz of M-G-M, Benjamin Glabstone of Century Theatres, and Arthur Kerman of Governor Films.
Mirisch Slates
(Continued from page 1)
company, we are in essence a major studio without the walls, brick and mortar, but comparable in production and star talent strength," Mirisch pointed out.

Reports that Hollywood is becoming a "ghost town" due to the number of films being made abroad, is a complete misconception, the company head stated, adding reference to the fact that 50 to 90 per cent of the film projects are created in Hollywood, utilizing Hollywood crafts and guilds; but the plane factories today make it easier to give the public actual backgrounds for greater box-office appeal. However, with problems of shooting abroad, we find it costs less to shoot here."

"All Types of Stories
"Despite this, of the 14 films which will encompass material from best-selling novels, non-fiction, and original screenplays to hit Broadway shows, only two of these will be made abroad," Mirisch added.

Questioned on the effect of rising costs of production, Walter Mirisch said, "the industry is striving to make more important films with longer shooting schedules since these are the only ones bringing in the money; and we feel that today's potential grosses are commensurate with the increase in costs."

Figuring prominently in the schedule of films, all to be released through United Artists are:

"La Douce" Included
Billy Wilder's third film in association with the Mirisch Company, "Irisa La Douce," which the writer-director-producer will shoot in Paris next summer; Fred Zinnemann's production of "Fanny"; his "Nevada" and "Irisa La Douce" are beingconsidered as potential roadshow projects. In addition to these films, Mirisch organization holds multiple-picture deals with Jack Lemmon, Dean Martin and the European star Horst Buchholz.

Personal realignments to meet the company's expanded program include Leon Roth's appointment as executive assistant to Harold Mirisch in addition to his current duties as vice-president supervising advertising, publicity and distribution. His first new assignment will be to act as liaison with producer-director Fred Zinnemann on all production aspects of "Hawaii."

Raymond Kurzman, for several years resident counsel for the Mirisch Company, now assumes the title of assistant to vice-president Marvin Mirisch.

Producer-director Robert Wise will also add "The Haunting of Hill House" and "Battle" to his schedule for the Mirisch company, "Counsellor-at-Law" and "Roman Candle" round out the roster of 14, "West Side Story," "Hawaii" and "Irisa La Douce" are being considered as potential roadshow projects.

Four for Walter Mirisch
Producer Walter Mirisch's slate of four comprises: "By Love Possessed," "Two for the Seesaw," which will star Elizabeth Taylor under Delbert Mann's direction; "Pioneer, Go Home," starring Elvis Presley, and John O'Hara's "A Rage to Live.

Producer-director Robert Wise will also add "The Haunting of Hill House" and "Battle" to his schedule for the Mirisch company, "Counsellor-at-Law" and "Roman Candle" round out the roster of 14, "West Side Story," "Hawaii" and "Irisa La Douce" are being considered as potential roadshow projects.

In addition to these films, the Mirisch organization holds multiple-picture deals with Jack Lemmon, Dean Martin and the European star Horst Buchholz.

Personal realignments to meet the company's expanded program include Leon Roth's appointment as executive assistant to Harold Mirisch in addition to his current duties as vice-president supervising advertising, publicity and distribution. His first new assignment will be to act as liaison with producer-director Fred Zinnemann on all production aspects of "Hawaii."

Raymond Kurzman, for several years resident counsel for the Mirisch Company, now assumes the title of assistant to vice-president Marvin Mirisch.

Robert Mirisch, son of Harold Mirisch, will enter the company as assistant to Walter Grauman, producer-director of TV's "The Untouchables." Grauman has been engaged to develop new television projects. The company now is involved in the "Chicago," "Wichita Town" series, new runs, and the Mirisch "Star show, "Peter Loves Mary," starring Roberta Shore, "Peter Loves Mary," starring Peter Lind Hayes and Mary Healy, which debuts over the NBC-TV network this season.

G.P.E.C. Income
(Continued from page 1)
increase of 18 per cent over the $40,734 reported for the first six months of 1959.
For the three months ended June 30, 1960, net earnings were $1,145,051, compared with $1,143,114, for the second quarter of 1959. Sales for the quarter were $65,605,883. Sales for the equivalent period in 1959 were $65,319,933.
Lower profits on increased sales during the second quarter resulted primarily from heavy delivery schedules of equipment on cost plus fixed fee contracts. This temporary imbalance is not expected to continue through the second half of 1960, according to the company.

Exploit 21 Previews
Of 'Inherit the Wind'
United Artists and the Stanley Kramer organization are launching a coordinated exploitation drive in some 21 major cities around the country to back the program of simultaneous sneak previews for Kramer's "Inherit the Wind" on Aug. 9. It was announced by Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation.

Key elements of the campaign for the preview program include a radio-television promotion, a full schedule of cooperative ads, special program posters and displays, level exploitation and a newspaper and magazine publicity drive in all of the preview cities.

Situations include: Nashville, fall; Minneapolis, Rochester, fall; Columbus, Dayton, and Canton, Cleveland, Toledo, Horne, Evansville, Indianapolis, Harrisburg, New Haven, Reading, Wilmington, Richmond, Des Moines and Springfield, Mass.
AFM Sues to Halt WB Sale of Films to TV

(Continued from page 1)

without prior negotiation with and consent of the Federation.

Specifically, the court is petitioned to decree the contracts valid, to compel specific performance of them by Warners, and to enjoin completion of the transfer to Creative Telefilms & Artists, Ltd., the Toronto company that plans to market the films to TV.

Wording Is Guarded

The complaint recites that "according to information and belief" Warners was to receive a payment of $1,000,000 on Sept. 1 for 122 movies and was to share equally with the Toronto agency in all receipts realized over the first $1,000,000.

Commenting on the suit, Kenin said "I am persuaded that the courts will not tolerate a callous disregard of a pledged commitment to negotiate with the Federation to obtain prior consent before the televising of these films. We shall, of course, pursue the same policy toward any and all other contracting parties whenever necessary to protect the rights of our musicians. If, as we confidently hope, the court sustains our position, adequate re-use payments to the men who played for the sound tracks of the films will be a prerequisite in our negotiations."

Says All Majors Signed

Kenin explained that all of the major motion picture producers signed similar contracts with the AFM covering the same period of time as the contracts signed by Warners. In an affidavit accompanying the petitions Kenin said the prior consent clause was designed to "insure that the work product of its members working in the industry (motion pictures) be used in an entirely different medium (television) only upon such terms and conditions as the Federation felt would best and most equitably serve the legitimate interests of its members.

Among the conditions to its written consent in any new agreement with producers Kenin listed, in addition to direct payments to musicians, a promise that the producers halt their growing practice of making new sound tracks abroad. Instead, he said, they must agree to use "only fairly compensated and protected American musicians."

Claims Promotional Motive

"In the past," he said, "the Federation conditioned its consent on the making of payments to the Musicians Trust Fund to promote the utilization and appreciation of live musical entertainment by the industry."

"In short, the Federation does not seek-and, indeed, under the Taft-Hartley Act cannot obtain-any money payments from the defendant, Warners Bros. Pictures, Inc. For that reason, it becomes impossible to measure any damage to the Federation in money terms growing out of the breach of the contract provision in question."

Kenin said he had written twice to Jack L. Warner requesting that negotiations commence looking to the establishment of terms and conditions for the granting of the Federation's written consent.

"On August 5, I received a reply dated August 15, to that letter, written by the Association of Motion Picture Producers, Inc., on behalf of several producers including the defendant, denying my request."

"The basic right asserted by the Federation is that of negotiating the conditions under which its members' work product shall be exhibited on television. If the defendants convey the films and the sound tracks for use without the Federation's consent, the Federation, presented with a fait accompli, would be limited to suggesting means of vindicating its lawful rights."

"But this would be meaningless since the Federation will have nothing to negotiate with. Defendant will already have usurped the only thing which the Federation has to offer, its power to prevent television use without its prior consent. The Federation will be reduced to taking whatever defendant offers, having no means (nothing to withhold or offer) where to compel serious consideration of its proposed terms."

"This is not bargaining; it is begging, and would render a mockery of lawful rights secured by lawful contracts. Thus, unless defendant is immediately enjoined from delivering the films and sound tracks to Creative (the Toronto agency) it would be unjustly enriched by its own breach of contract to the Federation's irreparable loss."

Unless the defendant is so restrained it will undoubtedly proceed with its announced intention of carrying out its licensing arrangement with that firm. Such action at this time would be in clear and open violation of the plain terms of the collective bargaining agreements between the parties."

The show cause order is returnable a week from today. Henry Kaiser, general legal counsel for the AFM, is representing the union.

Liccardi Rejoins 'U'

Vincent Liccardi has joined Universal's "Spartacus" road show unit as a publicist and assistant in cooperative advertising, it was announced by Jeff Livingston, executive coordinator of sales and advertising for the company. Liccardi formerly served in Universal's cooperative advertising department and more recently was associated with the Michael Todd Company as assistant advertising manager.

ALL ROADS LEAD TO

CHATHAM, CAPE COD, MASS.
Exhibitors, Suppliers, Distributors!!
Are Invited to Attend the
29th ANNUAL REGIONAL CONVENTION
of
INDEPENDENT EXHIBITORS, INC.
and
DRIVE-IN THEATRES ASS'N OF NEW ENGLAND
At the Famous
CHATHAM BARS INN—SEPTEMBER 13-15
SPECIAL
Thursday Afternoon Business Meeting
Speakers: C. Glenn Norris—General Sales Mgr. 20th Century-Fox
Henry 'Hi' Martin—General Sales Mgr. Universal Pictures
Norman Knight—President Yankee Network
Send Requests for Reservations Now!
to
INDEPENDENT EXHIBITORS of NEW ENGLAND
36 MELROSE ST. BOSTON 16, MASS.
NOW SHOOTING ON LOCATION IN NEW YORK CITY

CARROLL BAKER

SOMETHING WILD

CO-STARRING RALPH MEEKER

WITH MILDRED DUNNOCK / JEAN STAPLETON / MARTIN KOSLECK
SCREENPLAY BY JACK GARFEIN AND ALEX KARMEL / BASED ON THE
NOVEL "MARY ANN" BY ALEX KARMEL / DIRECTED BY JACK GARFEIN
PRODUCED BY GEORGE JUSTIN / A PROMETHEUS ENTERPRISES PROD.
Joseph E. Levine Selected as 1960 Motion Picture Pioneer of the Year

Joseph E. Levine, president of Embassy Pictures Corporation, has been named Motion Picture Pioneer of the Year 1960, it was announced yesterday, by S. H. Fabian, president of the Motion Picture Pioneers, Inc.

Levine was selected by the Pioneers board of directors at its last meeting and he was notified of the decision prior to his sailing for Europe last week. He will be honored at the 22nd annual Motion Picture Pioneers Dinner to be held in November. The date and site (Continued on page 8)

O’Dwyer, Schwalberg In New Production Co.

Announcement was made yesterday that independent circuits have contributed $1,000,000 to projected new exhibitors’ production company to which the five major circuits have pledged $2,000,000 previously.

ACE said the independent circuits have “greatly oversubscribed” their quota, not only making it possible to meet the self-imposed Aug. 15 deadline. (Continued on page 7)

Film Stocks Outlook

Good: Standard & Poor’s

The overall outlook for motion picture securities is favorable and further improvement from their current postwar highs is a probability, a current Standard & Poor’s appraisal finds. Analyzed favorably are Decca Records (Universal Pictures), M-G-M, Paramount and 20th Century-Fox. “While theatre attendance is far down from older levels, aggregate profits of producers are rising. Key factors, varying among the companies, are: more concentration on ‘big feature’ pictures; large revenue from television, mainly from pre-1948 films; (Continued on page 8)
**E D I T O R I A L**

(Continued from page 1)

upon a joint business promotion campaign with distribution.

Despite that, there are many in exhibition who are willing to, and do, make the best possible use of materials provided by distributors for every film with strong grossing potentials, and, in addition, apply their own showmanship talents to achieve maximum sales results.

Given adequate product, there are enough such exhibitors to keep attendance at healthy levels throughout the year.

**Wometo Dividends Set; Waxenberg Named V.P.**

**Special to THE DAILY**

MIAMI, Aug. 16.—A board of directors of Wometo Enterprises has authorized payment of a quarterly dividend of 17½ cents per share on the company’s Class A stock and a quarterly dividend of 6¼ cents per share on the Class B stock. Both dividends are payable Sept. 15 to stockholders of record on Sept. 1.

The board also elected Jack Waxenberg a vice president of Wometo.

**To Film ‘Brethren’**

HOLLYWOOD, Aug. 16.—Samuel J. Briskin, Columbia’s vice-president in charge of West Coast activities, has announced that “Joseph and His Brethren” will be filmed by George Sidney Productions in conjunction with Columbia as one of the company’s most important properties. Sidney, who will direct as well as produce the high-budget biblical film, starts work on it immediately. Writers are now being interviewed to do the screenplay on the picture, which will be filmed in Cinemascope and color.

**Raymond Essick** of Modern Theaters, Cleveland, and granddaughter of P. E. Essick, one of the circuit’s founders, has been engaged by Francis Patrick Burke of Railway, N. J.

**Rock Hudson,** who arrived in New York on Sunday from the Coast, will leave here today for Rome.

**Ted Mann,** owner of the Mann Circuit, Minneapolis, has returned there from New York.

**Phil Gersdorff** has arrived in London from New York to set up publicity on the shooting schedule for Darryl Zanuck’s production of “The Big Gamble.”

**Harry Mandell,** production executive in Allied Artists’ “Hell to Eternity,” has arrived in New York from Hollywood.

**Aurrichio Named Head Of Crest Studios, Inc.**

Joseph G. Aurrichio has been appointed president of Crest Studios Inc., Crest, for the past nine years a fashion studio specializing in advertising promotions, will initiate a new division to handle still photo reproduction specializing in magazine work with Aurrichio at the helm.

As president and full partner in the reorganized company, Aurrichio will be in full charge of all motion picture and commercial accounts, including those of Jamaica, executive vice-president, will continue the operation of the photo studio. With RKO 25 Years

Aurrichio, who served with RKO Radio Pictures for 25 years as supervisor of the still photo division, has resigned his position as vice-president in charge of sales for J. J. C. Gopp Laboratory to assume the new post.

**‘Lost World’ Passes $1,500,000 Mark**

Irwin Allen’s “The Lost World” has passed the $1,500,000 mark as it enters its second month of national release.

Showing in only 47 situations in the U.S. and Canada, the 20th Century-Fox picture is surpassing “Journey to the Center of the Earth” in virtually every spot.

**Award for ‘Gulliver’**

LOCARNO, Aug. 16.—Charles H. Schneer of the “3 Worlds of Gulliver,” a Columbia Pictures release, received a diploma of honor from the Locarno International Film Festival. Selected for a special out-of-competition showing at the closing performance of the Locarno Festival, “Gulliver” was acclaimed by the selection committee as one of the most enchantingly different pictures seen in years.

**‘Gulliver’ to Cork**

LONDON, Aug. 16.—Charles H. Schneer’s “The 3 Worlds of Gulliver,” a Columbia Pictures release, will have a presentation at the Cork International Film Festival. It was announced by Dermot Breen, organizer of the Festival, at a press conference at the Irish Club. The Festival will be held at Cork, Eire, from Sept. 21-28.

**Physical Showmanship News**

**‘Stars’ World Bow in Munich on Friday**

MUNICH, Aug. 16.—The World premiere of Charles H. Schneer’s “Field of Dreams,” the story of the scientist Werner von Braun, will be held Friday at the Matthauser Palast here. Dr. von Braun and his colleagues, who portrayed him in the Columbia picture, will be on hand for the festivities, along with producer Charles H. Schneer and J. Frankovich, vice-president of Columbia Pictures and chairman of board of Columbia Pictures, Ltd., Great Britain and Ireland.

**Heavy Press Coverage Planned**

More than 200 members of international press corps will be at the event, which will be attended by German government officials including Dr. Hans Erhardt, Minister of President of Bavaria; Gen. C. E. Edlemann, Chief of the Army in Europe and his staff; and members of the U.S. Embassy staff.

**Mann Heads Minneapolis Exhibitors for Hospital**

Ted Mann has accepted the editorial chairmanship for the Minneapolis exchange in the current Will Pay Will combined audience collection for the Christmas salute campaign. Mann pledged the full participation of all theatre owners and managers of all theatres in the north-central United States.

Concentrated work will be directed at all theatres that may not have participated in the past.

**TENT TALK**

**Variety Club News**

PHILADELPHIA — Variety Post 713, American Legion of the Philadelphia Variety Club, presented its annual fund raising installation dinner in Sept. at the Palmbo’s Restaurant. Edward Freeland, international chair, barker for national Variety Clubs, will be the Albert M. Cohen for Humanitarian Services. Freeland will be made by Dr. I. S. Richel, noted surgeon and previous recipient of the award. In addition, Jimmy rents will present the Variety Post’s Lon- tine for Sight Award, to by the National Eye Bank Foundation. The winner will be announced later. District Attorney Victor erman, commander of the city, and a former barker of Temple 13, will be the toastmaster.

**Thursday, August 17, 1939**

**G. K. Kranze, vice-president of Cherie Lewis, Inc., left New York for Hollywood.**

**Richard Guardian, Latin American supervisor for American International Pictures,** will leave here today on a tour of his territory.

**Meyer M. Hutner, vice-president and director of advertising-publicity for William Goetz Productions,** and Richard Kain, Columbia Pictures exploitation manager, have arrived in Washington from New York to set the stage for the premiere of “Song Without End.”

**C. Richard Schine, son of J. Myron Schine, head of the Schine circuit, will be married at the Waldorf-Astoria Hotel here on Sept. 7 to Patsy Hirschorn.**

**Herbert Allen, Paramount office manager in Jacksonville, has left his home with his family for a vacation in Central Florida.**

**David Barret, designer in charge of alterations at the Trans-Lux 85th Street Theatre here, has returned to New York from Paris.**

**John Frankenheimer, director, will leave Hollywood today for New York.**

**Hy Gardner, columnist of the N. Y. Herald Tribune and TV personality, left here yesterday with Miss. Gar- man aboard the “Leonardo da Vinci” for Naples.**

**E. C. Deberry, assistant to Para- mount vice-president Hugh Owen, is in Charlotte from New York this week.**

**Shari Mae Essick, daughter of gems of showmanship!...**

**SPECIAL TRAILERS**

**by national screen service**
Conservatives Defeated in Wage-Bill Votes

By E. H. KAHN

ASHINGTON, Aug. 16. — The House has taken its first two wage measure votes in connection with the proposed revision of the wartime wage and price control laws. Both votes were taken during en bloc voting and the first vote on the wage bill has been defeated once by a vote of 18 by the second time by 26 to 36. Neither vote is thought to give a fair interpretation of the margin by which the bill will act on the final version of bill.

A highly-placed Republican leader informed that he thought the Senate would eventually approve a minimum wage to $3 hourly and extending coverage to about 3,500,000 more employees.

Goldwater Heard

Major Barry Goldwater (R., Ariz.), who is opposed to federal legislation entirely, and who has been a critic in his fight against measures, said: "While I'll agree to some form of minimum wage bill the Senate, I am very hopeful it will not be the Kennedy measure."

The measure, sponsored by the Democratic presidential nominee,Id gradually raise the floor to 3 hourly and extending coverage to about 3,500,000 more employees.

G-M Will Start 8

fore End of Year

From THE DAILY Bureau

Hollywood, Aug. 16.—Metro-Goldwyn-Mayer will start eight pictures before the first of the year, with director Sol C. Siegel founding a motion picture company to be based in the Actors Guild of Kings and "The Four Sons of the Apocalypse." He will coordinate activities on two weeks in Europe, and he will coordinate activities on two weeks in Europe.

Name Levine Pioneer of Year

(Continued from page 1)

of the award dinner will be announced shortly.

The selection of Levine as Pioneer of the Year, according to Fabian, reflects the tremendous impact which the Embassy pictures has had since the industry during the past several decades and is made in recognition of the international interest he has aroused in motion pictures by his showmanship and personal vitality.

Levine is the seventeenth Motion Picture Pioneer to be honored. He was born in 1910, is a member of the families, and a son of Samuel Levine. He has been associated with the industry for 30 years.

Selection Board of 26


Cleveland Group Seeks

To Enter ‘Lovers’ Case

Special to THE DAILY

CLEVELAND, Aug. 16. — Backing up the two famous Jacobells case in which Nino Jacobellis, manager of the Heights Theatre, is being prosecuted for obscenity by a felony by three Common Pleas judges by reason of "possessing and exhibiting an obscene motion picture, namely "Lovers," the Cleveland Civic Liberties Union has asked permission of the Court of Appeals for permission to enter the case as a friend of the court.

Morton B. Lowe, counsel of the civic liberties group, said constitutional issues of interest to his organization are involved in the case.

Bloom Joins Columbia

Hollywood, Aug. 16. — William Bloom is joining Columbia Pictures as a staff producer, it was announced by Samuel J. Briskin, Columbia’s vice-president in charge of West Coast activities. Bloom, who checks in at the studio today, is returning to Columbia, where he served as producer from 1945 to 1951. He has also held production berths at RKO, Seven Arts and M-G-M, where he was last affiliated.

Bloom’s first assignment will be announced shortly.

Vogel in Luraschi Post

HOLLYWOOD, Aug. 16. — Robert Vogel has been appointed chairman of Foreign Language Film Award Committee of Academy of Motion Picture Arts and Sciences.

Luigi Luraschi, former committee chairman, has resigned.

Eddie Albert, film and TV star, has been named to the new position of vice-president of Kaiser Industries in charge of Kaiser’s overseas projects. He will work with Edgar F. and Henry J. Kaiser, Jr., sons of the president, in a number of activities in the U.S. and abroad, among them the Kaiser TV programs and production of motion pictures in the Hawaiian Islands.

R. Lewis Barton, circuit court judge of Oklahoma City, has been chosen by the city council to serve as a trustee for the new Oklahoma City Municipal Improvement Authority. He will serve for four years.

Emory Robinson, formerly of St. Mary’s, Ga., is the new manager of the Murray Hill Theatre, Jacksonville, Fla. He and his brother, J. H. Robinson, who owns and manages the Arlington Theatre, Jacksonville, have purchased the Murray Hill from Cecil Cohen, who has operated it since its construction in the late 1940’s.

Maurice M. Wheeler, limited partner in Paine, Webber, Jackson and Curtis, has been elected a director of General Drive-In Corp., operator of the nation’s second largest circuit of outdoor theatres.

Joyce Malnbour, cashier at allied Artists in Jacksonville, and Ollie Tae glo, Mary Ellen Spee and Betty Jean Davis, all of the Warner Brothers branch in that city, have joined the local chapter of Women of the Motion Picture Industry.

O’Dwyer, Schwalberg

(Continued from page 1)

will be handled by the same company, the National Outdoor, International Distributors, Inc.

"Rush Kipling" will be the first feature on the new company’s releasing schedule, according to yesterday’s announcement. It is based on the stage play, “Three Men at a Party.”

Other films on the company’s 18- 
film slate include “The World on a String,” to be produced in France and Italy by Marcel Polo, to be made in the Philippines, and "The Great Race," which will be filmed on location in Mexico.

Stevens and ‘Story’

Theme of TV Film

From THE DAILY Bureau

HOLLYWOOD, Aug. 16. — "George Stevens, the Man and His Greatest Work, The Greatest Story Ever Told," will be the subject of a television production to be filmed tomorrow at the headquarters of the Catholic Church, on the 20th Century-Fox studio lot.

The film will be seen on the CBS network in approximately one month.
AFTER 39 WEEKS...

ONLY AT THE BEGINNING OF ITS BOX-OFFICE SUCCESS STORY!

Since its launching 39 weeks ago "BEN-HUR" has opened in 65 cities in its roadshow engagements and in each of these situations is making box-office history!

NOW PLAYING

NEW YORK CITY. 39th WEEK
BOSTON ........ 38th WEEK
PHILADELPHIA . 38th WEEK
LOS ANGELES .. 38th WEEK
DALLAS ........ 35th WEEK
MONTREAL ..... 35th WEEK
SAN FRANCISCO. 34th WEEK
TORONTO ...... 34th WEEK
CHICAGO ....... 34th WEEK
MIAMI BEACH .. 34th WEEK
ATLANTA ...... 34th WEEK

PORTLAND · PITTSBURGH ...... 30th WEEK
CLEVELAND · KANSAS CITY ... 29th WEEK
SEATTLE · ST. PETERSBURG ... 28th WEEK
DETROIT · OMAHA ........... 26th WEEK
INDIANAPOLIS
MINNEAPOLIS .................. 25th WEEK
SALT LAKE CITY · VANCOUVER 24th WEEK
BUFFALO · CINCINNATI
WASHINGTON .................. 22nd WEEK
BALTIMORE .................. 20th WEEK
DENVER · MILWAUKEE
OTTAWA ..................... 18th WEEK
HOUSTON ..................... 16th WEEK
COLUMBUS · ROCHESTER
SAN ANTONIO ............... 14th WEEK
FORT WAYNE · HARTFORD
LOUISVILLE · SYRACUSE
YOUNGSTOWN .................. 13th WEEK
ASBURY PARK · WILDWOOD
ST. LOUIS · ATLANTIC CITY . 12th WEEK
BIRMINGHAM · CHARLOTTE
EL PASO · CHATTANOOGA .... 10th WEEK
RICHMOND · NASHVILLE
DAYTON · GRAND RAPIDS
SAN DIEGO · CHARLESTON .. 9th WEEK
NEW ORLEANS · PROVIDENCE
OKLAHOMA CITY ............... 8th WEEK
ALBUQUERQUE · HALIFAX
MYRTLE BEACH · WICHITA . 7th WEEK
HONOLULU .................... 6th WEEK
SPOKANE ....................... 5th WEEK
FORT WORTH · NEW HAVEN ... 4th WEEK
AUSTIN ....................... 3rd WEEK
A story of the people and times of The Christ

STRONGER THAN EVER!
in some cases (M-G-M, Paramount and 20th Century-Fox) retirement of shares to bolster per share net, with cash realized from TV use of old film libraries and from sales of real estate or other holdings.

For the future, there is a major revenue source in the post-1948 library, with a gradual release to TV expected to start before long by some companies."

Safron Named
(Continued from page 1)

geles during Christmas week on a roadshow basis.

As national sales coordinator, Safron will work closely with Jackter and with Milt Goodman, assistant general sales manager. He will be relieved of all his circuit sales duties immediately in order to concentrate on his new assignment. Dan Rothenberg, who served as assistant to the director of domestic sales for Samuel Goldwyn's "Porgy and Bess," will assist Safron.

50 'Spartacus' Prints

HOLLYWOOD, Aug. 16.—The initial print order of "Spartacus" went to Technicolor this week. It was for 50 70mm color prints. At 26 reels per print, this means a run of over a million feet of film for the Technicolor plant, a run that is expected to take two months to process.

End' Building Here

William Goetz "Song Without End," the story of Franz Liszt, grossed $26,786 at the Radio City Music Hall on Monday, continuing its fast pace in its world premiere engagement. The gross on Monday brought the five-day total for the Columbia Pictures' release to $146,892.

Manager Laundered As 'Exhibitors' Friend'

Special to THE DAILY

ALBANY, Aug. 16.—The industry needs more branch managers like M-G-M's Edward R. Sue, who "will battle for exhibitors," Edward L. Fabian, general manager of Fabian Theatres, told an audience of 50 area distribution and exhibition officials at a testimonial dinner for the former Albany resident manager, who has been named M-G-M's Detroit branch manager.

"The exhibitors in Detroit are getting a break," Fabian said. "They are getting a guy who will honestly battle for them."

Fabian found many of the exhibitors want change and that the reason for his appointment is that he is a man who will stimulate change harmful to all our business is the fact that exhibitors and distributors do not see eye to eye, and often a deadlock develops. Sue, fought for the exhibitors when they were right, and often they are right."

Lauded by Lynch

George V. Lynch, chief buyer for the Schine circuit, Claydale, another exhibitor, said, "Our organization found Eddie (Sue) marvelous to work with. We are going to miss him."

50MM: M-G-M district manager Saal Gottlieb grouch greetings from general sales manager Robert Mochrie and other top M-G-M officials and presented Sue's successor as Albany branch manager, Rolland B. Bernard Meyerson, Fabian New York buyer: Joseph Ingberg, Branch Theatre buyer: Elias Schlegler, Fabian division manager; Rips and Sue also spoke. On behalf of these present, Schlegler presented Sue with a purse.

Technicolor First Half Net Up to $288,243

Technicolor reported earnings of $25,894 for the second quarter ended July 9, 1960, compared with a loss of $85,150 for the corresponding 1959 period. Consolidated net income after taxes for the first 1960 half, the 28 weeks ended July 9, was reported at $288,243, which compares with a net loss of $74,569 for the corresponding period last year.

Consolidated net sales for the first half were $18,017,332, which compares with $14,125,579 for the corresponding period.

Car' Business Big

"Nude in a White Car," a Trans-Lux Distributing release, grossed $2,554, at the Borderline, Drive-In in El Paso, Texas, largest gross of the year for that theatre.

At the day and date Crawford conventional, the film grossed an equally big $1,472, according to Trans-Lux. Business has resulted in prime playing time in other Texas drive-ins, including the Lone Star, Garland Road and Jefferson Drive-In, Dallas, and Humpstead, Irving, Winkler, Pampa and King Center Drive-Ins, all Sept. 1-7.

Lyanne Prods. Formed

HOLLYWOOD, Aug. 16.—Producer-director Francis D. Lyon and author Frederick Manfred have formed a new company, Lyanne Productions, to film 11 novels written by Manfred over the past 16 years. Lyanne plans to film the novels independently and will negotiate releasing deals for the films with major distributing organizations.

AA Names Caffarene

Natalio L. Caffarene has been appointed Allied Artists International manager for Uruguay, Northern Ritchey, president of Allied Arts International announced. Concomitant with the appointment, Ritchey has opened a new branch office in Montevideo.

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; COL, Columbia; MGM, Metro-Goldwyn-Mayer; PAR, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope; ie, Technirama; vv, VistaVision; rs, Regalscope.

SEPTEMBER

AA—HELL TO ETERNITY: Jeffrey Hunter, Joan O'Brien
AA—CALHUK: The Immortal Monster: John Merivale, Didi Sullivan
AA—THE TORMENTED: Richard Carlson, Susan Gardon
AIP—MALE AND FEMALE: Nadja Tiller, Tony Britton
COL—as THE SEA RAGES: Maria Schell, Cllff Robertson
COL—FAST AND SEXY: Gia Scala, Edmund Purdom
COL—ALL THE YOUNG MEN: Alan Ladd, Sidney Poitier
COL—THE ENEMY GENERAL: Van Johnson, Jean Pierre Aumont
MGM—ALL THE YOUNG CANNIBALS, c, Natalie Wood, Robert Wagner
MGM—THE ANGEL WORE RED: Ava Gardner, Rod Steiger
MGM—THE SUBTERRANEANS, c, Leslie Caron, George Peppard
PAR—UNDER TEN FLAGS: Van Heflin, Mylene Demongeot
PAR—THE BOY WHO STOLE A MILLION: Virgilio Tucci, Marianne Benet
20-FAX—LET'S MAKE LOVE, c, Marilyn Monroe, Yves Montand
20-FAX—GODDESS OF LOVE, c, Jacques Sernas, Claudia Gora
20-FAX—FRECKLES, c, Martin West, Steven Peck
20-FAX—WALK TALL, cs, Willard Parker
UA—STUDS LOTINIAN: Christopher Knight, Venetia Stevenson
UA—THE NIGHTFIGHTERS: Robert Mitchum, Anne Heywood
UNI—SEVEN WAYS FROM SUNDOWN, Audio Murphy, Barry Sullivan
UNI—BETWEEN TIME AND ETERNITY, c, Lilli Palmer, Carlos Thompson
WB—THE CROWDED SKY, c, Dana Andrews, Rhonda Fleming

OCTOBER

AA—TIME BOMB: Curt Jurgens, Mylene Demongeot
AA—BLOODY BROOK: Barbara Lord, Jack Beut
AA—SEREGENTE SHALL NOT DIE, c, Documentary
AIP—KONGA, c, Michael Gough, Jess Conrad
BV—JUNGLE CAT, c, True-Life Adventure
COL—FIGHT THE STARS: Curt Jurgens, Virginia Shaw
COL—LET NO MAN WRITE MY EPITAPH: Burl Ives, Shelley Winters
COL—I'M ALL RIGHT JACK: Peter Sellers
MGM—KEY WITNESS: Jeffrey Hunter, Pat Crowley
MGM—WHERE THE HOTH BLOWS: Gina Lollobrigida, Yves Montand
PAR—THE SAVAGE INNOCENTS, c, Anthony Quinn, Yoko Tani
20-FAX—HIGH TIME, c, Bing Crosby, Fabian
20-FAX—THE BATTLE OF AUSTERLITZ, c, Leslie Caron, Rosanno Brazzi
20-FAX—DESIRE IN THE DUST, c, Raymond Burr, Martha Hyer
UA—THE ALAMO, c, John Wayne, Richard Widmark
WB—SUNRISE AT CAIRO, c, Lee Van Cleef, Curd Jurgens
WB—GIRL OF THE NIGHT: Anne Francis, John Kerr

NOVEMBER

AA—HEROES DIE YOUNG: Erika Peter, Robert Getz
AA—THE UNFAITHFULS: Gina Lollobrigida, May Britt
AA—THE PLUNDERERS: Jeff Chandler, John Saxon
AIP—KONGA, c, Michael Gough, Jess Conrad
COL—SURPRISE PACKAGE: Tui Bryner, Mitzi Gaynor
COL—HELL IS A CITY: Slim Pickens, Macha Mora
MGM—BUTTERFIELD EIGHT, c, Elizabeth Taylor, Laurence Harvey
MGM—GORE, c, William Travers, William Sylvester
PAR—GI. BLUES, c, Elvis Presley, Juliet Prowse
20-FAX—DESTRUCTION TEST, c, Bradford Dillman, Suzy Parker
20-FAX—NORTH TO ALASKA, c, John Wayne, Capucine
20-FAX—THE SCHOONERS, c, Tommy Noonan, Peter Marshall
PAR—INHERIT THE WIND: Spencer Tracy, Fredric March (special dates)
UA—THE MAGNIFICENT SEVEN, c, Yul Brynner, Eli Wallach
UNI—MIDNIGHT LACE, c, Doris Day, Rex Harrison
WB—THE SUNDOWNERS, c, Deborah Kerr, Robert Mitchum
Albany Exchange Theatres Boost Use Of Radio and Television to Plug Films

**Special to THE DAILY**

ALBANY, Aug. 16.—A substantial increase in the purchase of television and radio time, to advertise motion pictures, is reported for the Albany exchange districts.

The increase was dictated by the "desire to reach more people," an informed source said. So-called censorship of copy by newspapers had nothing to do with this development. He emphasized that "acceptance standards" are just as strict — if not stricter — with television and radio stations, as they are with newspapers.

Television exploitation is credited here with a major part in the box office success of some pictures. The "right" picture, if combined with "right" trailers, can be sold effectively on tv," experienced exchangemen and exhibitors are convinced.

**20th-Fox Praised**

Twentieth-Fox, which has probably spent $50,000,000 during the past five months, in the Albany exchange territory, on television and radio segments than any other distributor, places great stress on the selection of scenes to be televised. All trailer films are carefully screened and analyzed, by branch manager Clayton G. Pantagos and his sales-booking assistants.

Only the "best"-i.e., those thought likely to pack the most wallop via television—are used. All the major distributors, and, on occasion, the smaller ones in this area, buy television-radio time.


Outlets in Utica, Plattsburgh and Watertown are utilized.

Dates for three or four theatres, in as many towns, usually are listed in the "billboard" following the "trailer." These are sometimes changed, from day to day. Drive-ins, as well as hardtops, receive spotlighting.

Radio is also widely used, when conditions dictate. A Schine-owned WPTR, 50,000-watter, with studios on the Albany-Schenectady radius, is among those to whom copy goes.

Exhibitors, in certain cases, have tieups with radio stations. These are effected under various arrangements. Before, at, and after the premiere in May of the new Hellman (near the city's outskirts), that 1,060-seat had a promotion deal with WGY, Schenectady. And to a lesser extent, with WRGB-TV.

**Warning Mailed**

The Times-Union, a Hearst publication, and with only paper in this area with a Sunday edition, mailed a "warning," in the spring, to area theatres. The letter, signed by advertising manager Roger Corey, set forth that film advertising codes had been promulgated by papers around the country—the latest, in Cincinnati. The Times-Union preferred that theatre managers not be "their own "censors," but made it clear that if they offended good taste and decency, the paper would do the "editing."

Corey's episode emphasized that the T-U is, and would continue to be, "a family paper" and that theatres logically belonged in the same category.

Since receipt of the letter, the procedure has been that if Mary Hastings, for long T-U acceptance editor on film copy, finds anything "objectionable," she notifies the theatre management. It is given the opportunity of deleting or of appealing through Corey to publishiler Gene Robb, robb, a Variety Club member, is considered very friendly and sympathetic to the motion picture business.

**Forum Books 'Young'**

Columbia's Hall Bartlett production, "All the Young Men," starring Alan Ladd and Sidney Poitier, is scheduled to open at the Forum Theatre here on Aug. 26.

The potential profits to theatre owners of converting closed or inoperable theatre locations into bowling alleys, will be dramatized by the Bow Wow Corporation in its exhibit at the motion picture industry trade show in Los Angeles, Sept. 13-16, according to Albert M. Pickus, TOA president.

Pickus said the Brunswick company will have several booths at the trade show, which will be staged in cooperation with the Theatres Equipment Dealers Association and Theatre Equipment Supply Manufacturers' Association, in conjunction with TOA's 13th annual convention at the Ambassador Hotel in Los Angeles.

Cliff Ellison, national dealer sales manager of Brunswick, who will man his company's display, said that not only will Brunswick attempt to show how theatre owners can capitalize on the growth of bowling, but that the conversion of a closed theatre property is relatively inexpensive due to the existence of the building shell. He will be dramatized by the Bow Wow operating theatres and bowling alleys, physically located in the same neighborhood, have undertaken mutually profitable joint promotions of recreation away from the screen.

National Carbon Company will also exhibit at the trade show, to display its carbon products and projection services. Manning its booths will be V. J. Nolan, W. C. McCosh, J. W. Cosby, W. T. Brenner, P. H. Freeman, C. W. Handley, H. B. Hoynes and S. Morley, Jr.

**TOA Puts $25,000 in ACE Production Kitty**

Theatre Owners of America has subscribed $25,000 to the ACE production program, it is announced by Albert M. Pickus, TOA president.

Describing the program as "one of the great things that is happening for exhibition because it promises to give our theatres more good material," Pickus said the $25,000 check had been forwarded to S. H. Fabian, ACE chairman.

"We consider the ACE program worthy of TOA's fullest support," Pickus added. "We are not too happy to participate, as a member organization of ACE, but intend to give it our utmost assistance to the end that it will be successful."
FRANK EVANS, former teacher at Columbia U. and currently on the faculty at UCLA, has been named by Prexy Harry Mazzich as program director at KRHM-FM (Hollywood). Evans is rated one of the country's foremost jazz authorities and heard daily on his own series. Former Yale All-American basketball star (4 successive years) Tony Lavelli has become a terrific "one-man show." His varied talents rate the tall, good-looking artist a regular TV berth.

Shari Lewis has been added to the list of guest stars on the U.S. Steel-Max Liebman Special to be televised on CBS-TV Oct. 19. She'll not only appear with her puppets but will also sing and dance. Shirley Temple will act as hostess and will appear in several segments of a new full-hour program, "The Shirley Temple Show" which will be broadcast on Sundays starting "(Wonder Who's Kissing Her Now)" and Bill and "(Every Day Is Mother's Day)"

Hudson has chosen Stanley Shank Academy award-winning writer "Pillow Talk," to prepare the screenplay for "Come September." Bob Four Arndt, the producer, and Bob Mull will direct. The entire picture will be made in Rome and Portofino in vision and color.

The president of Seven Pict. (the company's name will not be revealed to operations to that number of films), he said, has long been interested in creative side of motion pictures.

Now in the Overall Picture

Eight or nine years ago, when actor suggested a change to a producer or director, he said, "I've decided, "Now industry's structure has changed enough for an actor to take hold in the overall production." Regarding his limited-to-date producer experience, Hudson sitting in on a story conference has been the most rewarding aspect. Getting a picture with the people we want is a thrill. With his international and American "in-depth" research and "across-the-audience-interest" box office, Hudson feels the picture will be helped in Europe. He plans a tour of Germany, Paris, London once the eight-week shoot schedule is finished.

Seven Arts will produce a picture whenever Hudson finds a property and whenever he can find time to make it.

The Spiral Road

His next picture as strictly a Universal contract player will be a Spiegel-Davis Studio production from Jan Hertog's novel. Film will commence in Malaya next April, and recently finished work in "The Land of the Sun."

Because he regards the industry's financial status and his own as much better than is at any time in the past 10 years or so, Hudson is certain Seven Pictures, backed by Universal, will prosper. He admitted screen writers interest him most at the present not that he deprived other genres. "Pillow Talk" is not as much as its leading man.

Hudson was joined at the press conference in his hotel suite by Char F. Simenole, assistant to Universal president Milton R. Rackmick.

To Exhibit Mobile Unit

HOLLYWOOD, Aug. 16—A demonstration of Red Rocket's a Red-Eye-Tape mobile TV unit will be held Thursday at the Skidmore School, at which time plans and program employing the television transmission unit will be announced.

U.S. investments in overseas television, which have risen sharply in recent months, are confined mainly to U.S. dollar shares to avoid charges of political interference.

Leonard Goldenson, president of ABC's parent company, American Broadcasting - Paramount Theatrical Inc., said there are approximately 330,000 television sets operating in Venezuela. "This country is vital to any major manufacturer who sells to Latin America," he asserted.

Laffey Joins S.G.

W. P. (Bill) Laffey has joined the television advertising division of Screen Gems as account executive in charge of service and control, it was announced by W. Barrett Mayer, general manager of Tele-Comm. Laffey has for the past five years been an account executive for WOR-TV, New York. During the previous five years he was with WOR (radio) and the Mutual Broadcasting System.
Amended Wage Bill Meets Defeat; Kennedy Measure Seen Endangered

By E. H. KAHN

WASHINGTON, Aug. 17.—The Senate has defeated by a vote of 54 to 39 a proposal to adopt a corrected version of the minimum wage bill that passed the House. The measure offered by minority leader Dirksen (R., Ill.) would have increased the minimum wage to $1.15 hourly and extended coverage to $1.00 hourly to employees of retail chains with at least five stores in two or more states. It may complete work on the wage bill Thursday.

The closeness of the vote indicates, however, that chances of enactment of the bill sponsored by Democratic presidential nominee John Kennedy (Mass.) have grown thinner. In fact, it is known that representatives of labor unions have been working on a compromise to be offered by Senator Monroney (D., Okla.). This would

Distributors See New Moss Bergen Mall House

Shopper centers and theatres, by combining forces, can greatly multiply the drawing power of each, James O'Grady, general manager of the Bergen Mall Shopping Center, told a group of foreign film distributors on an inspection tour of the new B. S. Moss Mall Theatre in the Jersey shopping center yesterday.

The theatre, which features the world's first all transistor sound system, has 550 seats and parking facilities for 5,000 cars.

Charles Moss, president of the

A-P Downbeat Film Article Becomes Upbeat Series By Showman's Action

How an exhibitor turned a nationally syndicated "downbeat" Hollywood local newspaper is related by Theatre of "TOA Business Builders."

business is on a steady decline when all other industry is booming ... ."

The article appeared about the time theatre attendance was experiencing a sharp upturn, which is still continuing, and which Spindlinger & Co., business analysts, recently reported was responsible for the highest mark in four years during the final week of July.Baker told the Gastonia Gazette’s editor some of the business facts of...

MOTION PICTURE DAILY

NEW YORK, U.S.A., THURSDAY, AUGUST 18, 1960

$2,033,000

Bra. Second Quarter Net

Weekly Earnings

Reported $3,732,000

Amount Pictures yesterday reported estimated total consolidated receipts for the second quarter of $2,033,000 or $1.22 per share, being special income of $1,201,000 or 72 cents per share representing amounts on sale of the pre-1948 library.

Comparative earnings for the same period in 1959 were total earnings of $1,500,000 or 94 cents per share, including special income of $440,000 or 27 cents per share.

The first six months of 1960 total consolidated earnings are estimated at $2,500,000 or $1.25 per share, including special income of $1,955,000 or 72 cents per share representing principal-aliments on sale of the pre-1948 library.

A company official attributed the

Anti-Pay-TV Kits Go

Mail Next Week

Non-Screen Service will begin mailing the anti-pay-TV petition kits to a country’s theatres next week, it announced by Philip F. Harling, chairman of the Joint Committee against Pay TV.

Hiring said that the assembling of

B. V. Can Reacquire

Theatre in Bristol

Order allowing Stanley Warner to reacquire the Bristol Theatre in Bristol, Conn., was signed here yesterday by New York Federal Judge Paul D. Palmer. A condition of the order is that the circuit dispose of the Theatre in that city for theater or non-theatrical purposes.

Stanley Warner had petitioned the

27 Post-'48s in 81-Film

Package for $1,125,000

Terms of the deal for the purchase by National Telefilm Associates of a package of 81 features from 20th Century-Fox–27 of them of post-1948 vintage, reportedly have been agreed upon and the deal is ready for signing momentarily.

NTA will pay $2,000,000 in cash on signing, and a balance of $2,125,000 in payments over a long term, with a guarantee provided. The deferred payments call for $1,000,000 in three years, $500,000 in four years, 

America Corp. Forms

Two Film Subsidiaries

America Corporation, formerly Chesapeake Industries, Inc., has announced the acquisition of Pacificem Corporation of Belmont, Calif., and the creation of two new subsidiary companies. Gordon E. Greenfield, president of America Corporation, said

Foresee MGM ‘61 Net

Of Over $5.50 a Share

The financial district, enamored of all motion picture stocks for the past several months, is now estimating M-G-M’s 1961 earnings between $5.50 and $5.75 per share, or in the neighborhood of $14,000,000. Estimates of earnings for the current fiscal year, ending Aug. 31, are about $3.75 per share.

The Wall St. soutbavers envision $50,000,000 to $60,000,000 in M-G-M’s post-1948 film library. Also anticipated is a devaluation move to strengthen its balance sheet, with the $35,000,000 in cash or equivalent in the company’s treasury.

M-G-M’s stock, strong for some weeks past, closed at 39½ yesterday.
Jerry Wald

(Continued from page 1)

making of a series of 12 pictures for 20th in the next three years.

Joint announcement of the animable reality of all points at issue was
made by Spyros P. Skouras and Wald.

Also participating in the parley were
De canoe, attorney for Wald, Joseph M. Moskowitz, 20th vice-
president, and Robert Goldstein, exec-
utive production head of the studio.

Both Skouras and Wald stated that
complete harmony now prevails and that complete understanding on issues has
been reached.

Wald stated that he would complete arrangements for putting both “Return
to Peyton Place” and “Wild in the Country” in production shortly.

Fox Executives Go
To Coast for Meets

A group of 20th Century-Fox home office executives, including Murray
Silverstone, president of the International
Corp.; Donald Henderson, trea-
urs; Charles Elinfeld, 20th-Fox vice-
president, and Glenn Norris, general
manager, by to the West Coast mon-
day for production conferences with
president Spyros P. Skouras and pro-
duction head Robert Goldstein.

The executives will discuss the company’s $60 million production schedule, which includes films shoot-
ing in this country and Europe, and
will plan the global launching of
“From the Terrace,” “Song of Love,”
“Spartacus” and “结构调整.” In ad-
dition, the international release of “Let’s
Make Love,” will be discussed at the
conclaves.

Films to Be Screened

While at the studio, the executives will see the first showings of three
of the company’s most important end-
of-the-year releases, “High Time,”
“San Francisco” and “Lost Horizon.”

The New York executive group
will end their policy, sales and merchandising discussions.

Completion of this schedule is
planned to be late next week.

Legion Rates Six Films;
‘Eternity’ in Class B

Six films were classified by the
National Legion of Decency this week
with one, “Between Time and Eter-
nity,” placed in Class B, morally
objectionable in part for all, The Legion
objection: This film tends to create sympa-
ythies for adultery.

In Class A, Section 1 are “For
the Love of Mike” and “Under Ten
Flags”; Class A, Section 2, “Walking
Target”; and Class A, Section 3, “The
Angel Wore Red” and “Ocean’s
Eleven.”

Kenneth Mees Dead;

Ex-Kodak Research Head

Special to THE DAILY

HONOLULU, Aug. 17—Dr. C. E.
Mees, 78, retired vice presi-
dent of the Eastman Kodak Co., died
Monday of a heart attack at his home
here.

He was a pioneer in the develop-
ment of photographic processes, partic-
ularly those concerned with film, and
it was under his direction of the Eastman Kodak research laboratories
that the company brought out film for
color transparencies and color prints.

Dr. Mees also was in the forefront
of the development of infra-red pho-
tography. In 1931 he demonstrated the
art of taking red and infrared views
with film by means of infra-red light
and photographic plate sensitive to it.

Dr. Mees, who retired five years
ago, had been vice president in charge
of research for Eastman Kodak.

He had served forty-three years
with the company in Rochester, N. Y.

Union Vows to Picket

‘World of Suzie Wong’

From THE DAILY BUREAU

HOLLYWOOD, Aug. 17—Imple-
menting its demand for a definite
move against “runaway production,”
the International Photographers of the Motion Picture Industry today de-
clared its intention to picket theatres
here and in New York which show
“the World of Suzie Wong,” a Para-
mount release which was filmed in
London and Hong Kong is the locale of the story.

Particular target of the union
is William Holden, who is starred in
the film, and who, the union feels, is
a prime influence in the move to make
pictures abroad.

Awards Dinner of DGA
Is Scheduled for Feb. 4

From THE DAILY BUREAU

HOLLYWOOD, Aug. 17—the
annual Awards Dinner Dance of the
Directors Guild of America will be
held at the International Ballroom of
the Beverly Hilton Hotel on Feb. 4,
1961. Frank Capra, guild president
announced today.

Highlight of the event will be pre-
sentation of awards for outstanding
directorial achievements for films
released in 1960. For the first time,
according to Capra, similar awards
will be given for directorial achievement in
“live television field.”

Since Jan. 1, 1960, members of the
former Radio-TV Directors Guild and
the Screen Directors Guild have
merged into one unit. All 2,200
members of the combined guilds will cast
ballots for the awards for the first
time this year.

Para. Quarter

(Continued from page 1)
cline from the corresponding half
to disappointing results on
turns released early in the year, he
expressed the opinion that
earnings would improve in the third quarter probably reaching between 75 e.
and 90 cents per share.

Company earnings for the
period in 1959 are: total earnings
$3,629,000 or $3.07 per share, in-
cluding special income of $2,767,000
$1.62 per share arising from the
sale of an interest in the Metropolitan Broadcasting Corporation.

The total number of shares
standing at the end of the sec-
quar ter of 1960 was 1,673,316
compares with 1,714,116 shares
standing at the end of the sec-
quar ter of 1959.

Dividend Declared

The board of directors of P.
mount yesterday voted a quar-
ter dividend of 50 cents per share
common stock, payable Sept. 23.
holders of record Sept. 6.

S-W Can Re-Acquire

(Continued from page 1)
court with government consent
reacquire the Bristol, which it
disclosed of its underlying dec.
The circuit had leased the
theatres to David Jacobson for 10
years in 1954 but Jacobson closed the
early this year.

Columbia Shares Rise

WASHINGTON, Aug. 17—Col-
bia Pictures has reported an in-
crease in the amount of its securities
standing, according to a report
in the Securities and Exchange
Commission. As of July 31, Cohn had
1,319,287 shares outstanding compared
with 1,270,350 shares that date a year ago.

N. O. WOMPI Dines

NEW ORLEANS, Aug. 17—
local chapter, Women of the Mo-
tion Picture Industry Merchandise, held its August meeting and listened to a
dress by David Cash, New Orleans
official of the American Red C.
who took as his subject, “Disarm
Mrs. Della Jean Favre was chair of
the program committee in charge
of arrangements.

Jerry Lewis Coming

HOLLYWOOD, Aug. 17—J.
Lewis, who returned this week to
Honolulu, will leave here tomor-
row by plane for New York with a
scheduled sneak preview for his
forthcoming Christmas release on his
agenda.
Continental Distributing

Special to THE DAILY

ALBANY, Aug. 17.- A new, re-located lobby, V-shaped marquee (with sides on two streets at a corner) seats, for the Stanley Warner Strand here, as ing more than $250,000. The total expenditure for the new lobby could reach nearly to a half million dollars, depending upon developments.

As a first step in the scheduled face-lifting, a two-story building adjoining the present lobby-front was recently purchased. It will be dismantled and a stronger foundation, or understepping, will be built. The new lobby will be rented to one store site. The long-used entrance will be closed up, and rented — probably for store purposes.

Part May Be Rented

It is possible the present three-story front, containing offices on the second floor (used at one time by the old Warner circuit and by Stanley Warner zone offices) and a no-longer- used lobby on the ground floor, will be rented to one store or another type of company. United Artists, until recently, was a second floor tenant. If a three-floor retail deal were arranged, an elevator would be installed.

Stanley Warner Corporation owns a small store to the south of the present entrance. Now dark, it will be made part of the "closed" lobby. A rectangular marquee, hung about five years ago, will be taken down. The outer lobby was redesigned at that time, as well as the building entrance.

The V-shaped marquee will extend, on North Pearl St., to Monroe St. and will have a shorter length, on the latter. It will be visible from three directions. Women's washrooms and rest areas are also planned.

Eherson Associates, of New York,

Seek Financing for New International Co.

Launching of the projected new International Productions, Inc., with whom the Columbia Pictures Corporation, has named as one of the officers of the projected new company, has been approached but has made no deals with the principals yet.

Kim Novak Re-Signed

HOLLYWOOD, Aug. 17.- Kim Novak has signed a new contract with Columbia Pictures which cancels her present pact and substitutes a multiple-picture agreement, calling for one picture a year, a substantial salary increase and the right to participate in the sale and distribution of the films in which she stars.

Strand (Albany) Remodeling Includes Lobby Change, New Marquee, Seats

ALBANY, Aug. 17. — A new, re-located lobby, V-shaped marquee (with sides on two streets at a corner) seats, for the Stanley Warner Strand here, as ing more than $250,000. The total expenditure for the new lobby could reach nearly to a half million dollars, depending upon developments.

As a first step in the scheduled face-lifting, a two-story building adjoining the present lobby-front was recently purchased. It will be dismantled and a stronger foundation, or understepping, will be built. The new lobby will be rented to one store site. The long-used entrance will be closed up, and rented — probably for store purposes.

Part May Be Rented

It is possible the present three-story front, containing offices on the second floor (used at one time by the old Warner circuit and by Stanley Warner zone offices) and a no-longer- used lobby on the ground floor, will be rented to one store or another type of company. United Artists, until recently, was a second floor tenant. If a three-floor retail deal were arranged, an elevator would be installed.

Stanley Warner Corporation owns a small store to the south of the present entrance. Now dark, it will be made part of the "closed" lobby. A rectangular marquee, hung about five years ago, will be taken down. The outer lobby was redesigned at that time, as well as the building entrance.

The V-shaped marquee will extend, on North Pearl St., to Monroe St. and will have a shorter length, on the latter. It will be visible from three directions. Women's washrooms and rest areas are also planned.

Eherson Associates, of New York,

Seek Financing for New International Co.

Launching of the projected new International Productions, Inc., with whom the Columbia Pictures Corporation, has named as one of the officers of the projected new company, has been approached but has made no deals with the principals yet.

Kim Novak Re-Signed

HOLLYWOOD, Aug. 17.— Kim Novak has signed a new contract with Columbia Pictures which cancels her present pact and substitutes a multiple-picture agreement, calling for one picture a year, a substantial salary increase and the right to participate in the sale and distribution of the films in which she stars.

Strand (Albany) Remodeling Includes Lobby Change, New Marquee, Seats

ALBANY, Aug. 17. — A new, re-located lobby, V-shaped marquee (with sides on two streets at a corner) seats, for the Stanley Warner Strand here, as ing more than $250,000. The total expenditure for the new lobby could reach nearly to a half million dollars, depending upon developments.

As a first step in the scheduled face-lifting, a two-story building adjoining the present lobby-front was recently purchased. It will be dismantled and a stronger foundation, or understepping, will be built. The new lobby will be rented to one store site. The long-used entrance will be closed up, and rented — probably for store purposes.

Part May Be Rented

It is possible the present three-story front, containing offices on the second floor (used at one time by the old Warner circuit and by Stanley Warner zone offices) and a no-longer- used lobby on the ground floor, will be rented to one store or another type of company. United Artists, until recently, was a second floor tenant. If a three-floor retail deal were arranged, an elevator would be installed.

Stanley Warner Corporation owns a small store to the south of the present entrance. Now dark, it will be made part of the "closed" lobby. A rectangular marquee, hung about five years ago, will be taken down. The outer lobby was redesigned at that time, as well as the building entrance.

The V-shaped marquee will extend, on North Pearl St., to Monroe St. and will have a shorter length, on the latter. It will be visible from three directions. Women's washrooms and rest areas are also planned.

Eherson Associates, of New York,

Seek Financing for New International Co.

Launching of the projected new International Productions, Inc., with whom the Columbia Pictures Corporation, has named as one of the officers of the projected new company, has been approached but has made no deals with the principals yet.

Kim Novak Re-Signed

HOLLYWOOD, Aug. 17.— Kim Novak has signed a new contract with Columbia Pictures which cancels her present pact and substitutes a multiple-picture agreement, calling for one picture a year, a substantial salary increase and the right to participate in the sale and distribution of the films in which she stars.

Strand (Albany) Remodeling Includes Lobby Change, New Marquee, Seats

ALBANY, Aug. 17. — A new, re-located lobby, V-shaped marquee (with sides on two streets at a corner) seats, for the Stanley Warner Strand here, as ing more than $250,000. The total expenditure for the new lobby could reach nearly to a half million dollars, depending upon developments.

As a first step in the scheduled face-lifting, a two-story building adjoining the present lobby-front was recently purchased. It will be dismantled and a stronger foundation, or understepping, will be built. The new lobby will be rented to one store site. The long-used entrance will be closed up, and rented — probably for store purposes.

Part May Be Rented

It is possible the present three-story front, containing offices on the second floor (used at one time by the old Warner circuit and by Stanley Warner zone offices) and a no-longer- used lobby on the ground floor, will be rented to one store or another type of company. United Artists, until recently, was a second floor tenant. If a three-floor retail deal were arranged, an elevator would be installed.

Stanley Warner Corporation owns a small store to the south of the present entrance. Now dark, it will be made part of the "closed" lobby. A rectangular marquee, hung about five years ago, will be taken down. The outer lobby was redesigned at that time, as well as the building entrance.

The V-shaped marquee will extend, on North Pearl St., to Monroe St. and will have a shorter length, on the latter. It will be visible from three directions. Women's washrooms and rest areas are also planned.

Eherson Associates, of New York,
Universal proudly announces production has started in Vienna:

**Richard Widmark**

...with a cast of exciting new personalities, in an over-powering drama of mystery and international intrigue...“shooting” in the very shadow of The Iron Curtain!

Directed by **Phil Karlson**. Produced by **Richard Widmark**

A Heath Universal-International Picture
THE SECRET WAYS

Based on the best-seller by Alistair MacLean, author of "THE GUNS OF NAVARONE"


**Television Today**

**Fox Backlog**

(Continued from page 1)

and the balance of $625,000 in five years.

The block of pictures is divided into two groups, one of 40 features consisting of 14 post-48s and 26 pre-48s, and the other of 41 pictures including 13 post-48s and 28 pre-48s.

In anticipation of the early closing of the deal, Columbia Broadcasting System-TV already has determined that for three markets for a total of $670,000. RKO General has made an offer of $1,580,000 for four markets, with NTA's asking price for those markets being $1,900,000, while a compromise figure will be reached soon on that deal.

The agreement between NTA and 20th-Fox is a 10-year licensing arrangement.

NTA said there is no official confirmation of closing of the deal yet, but indicated it can be expected soon. Details holding up signatures might involve minor substitutions of pictures or other last-minute changes. Executives reached at 20th-Fox denied comment.

**Wide Use of Tape is Planned for Olympics**

FROM THE DAILY BUREAU

LONDON, Aug. 15 (By Air Mail).

Television recording tape will be widely used in the worldwide TV coverage of the Olympic Games in Rome between Aug. 25 and Sept. 12. European viewers will see the Olympics through the links of Eurovision. Ampex Video-tape recorders at each central point in the country covered by Eurovision will record the pictures coming to them over the medium and will play them back during the most important viewing hours.

The BBC will have a mobile tape recorder in Rome and will send signals from the towers of Radio-televisio-Italiane, the official Italian network. The most important parts of the recordings will then be edited into half-hour summaries, which will be fed over the Eurovision link to British viewers.

A total of 14 Ampex recorders, produced by the TM Ampex Corporation, will be located in studios around Rome by networks and TV production companies from all over the world.

**Norman Kahn Named**

Norman Kahn has been named program manager of the NBC-TV Network's "Today" show and Lester Colohay has been appointed an associate producer. Kahn replaces Robert (Slaed) Northshield, who was made producer of the Monday-through-Friday program recently. Kahn was previously associate producer of "Today."
Motion Picture Daily

Senators Are 'Hostile' Hearing on Bicks

From THE DAILY Bureau

SHINGT0N, Aug. 17. -- Gen-

eral hostile questioning was the rule Senate judiciary subcommittee

on the nomination of Robert

Hoffman, an attorney from

Ohio. He told the subcom-

mittee that the anti-trust division had to live up to an agreement it

had with a client of his in a price-

case. Bicks contended that the

sentiments of the subcommittee were not along the lines of the

patents pending in the Senate.

Pay-Bill Change Defeated

(Continued from page 1)

limit the coverage of retail and

service enterprises to those operating

establishments in two or more states and

grossing $1,000,000 or more. It

covers chains operating in two or

more states, but exempts enterprises

that do business only in a single state.

It makes no other change in the

committee bill.

The amendment does not affect

specific exemptions contained in the

committee bill but gives inclusions

of new employees other than those

engaged in retail and service enter-

prises operating in one state.

It does not affect the $1.25 per

hour provisions of the Kennedy bill. It

will provide total new coverage, according

to the labor department, of 3,800,000

persons earlier, the Senate had indi-

cated that some form of wage bill

will clear the body by defeating

56 to 39, according to Senator Holland

(D., Fla.) which would have added

fewer than 300,000 workers to present

coverage.

On Thursday the Senate will devote

an hour to debating the 40-plus

amendments offered by a number of

Senators. It will give two hours each to

the Monroney proposal and to an

other substitute bill offered by Sen-

ator Prouty (R., Vt.). Prouty's measure

would specifically cut about 1,000,-

000 workers from the committee-

approved Kennedy bill's scope, would

sharply restrict the definition of "in-

terstate commerce", for wage-hour

purposes; cut the proposed pay floor

to $1.10 hourly with limited overtime

pay for newly-covered workers; and

retain the Kennedy bill's wage to $1.25

hourly for presently covered employees.

Senator Monroney, who has been

in "constant running contact" with

Kennedy's blue-backers on the mini-

mum wage bill, says that there is

little difference in economic impact

between his measure and that which

will be found agreeable to the Demo-

cratic nominee tomorrow

It is understood that Senators An-

derson (D., N.M.) and Smathers (D.,

Fla.) will offer a bill to exclude all

employees of automobile dealers and

all hotel and restaurant employees

(including chains) for an additional

701,000 exempt employees.

Monroney sees the big difference

between the proposals as "philosophi-

cal." He would leave the present

interpretation of the meaning of "inter-

state commerce" unchanged while it

would be radically broadened by the

Kennedy measure. The Monroney pro-

posal is apparently unacceptable to

Kennedy. Nevertheless, Monroney be-

lieves that his proposal is "getting

pretty close to the magic 50" votes

that would be a working majority in

the Senate.

Harling Asks Signatures

Another one is asking all the nation's

around Sept. 1 to have their

sign petitions in the theatre

requesting their Congressmen

for the passage of the Harris

J R 190 and H 234, or simi-

lar legislation to outlaw pay TV by

connection.

A kit contains petitions, instruc-

tion, and mailing envelopes. It

is present that the nation's Con-

gressional representatives will be

consulted with 30,000 signa-

tures requesting their help

towards pay-television in all its

forms.

Harling said the assistance of Na-

tional Screen Service was utilized as a

means of quickly getting the

kits to all the nation's theatres.

Harling's kit contains petitions, instruc-

tion, and mailing envelopes. It is

hoped that the nation's Congress-

men will be consulted with

30,000 signatures requesting their

assistance in pay-television in all its

forms.

Part of National Drive

A petition effort is the first step

in the present nationwide campaign

undertaken by Harling's joint

committee. It is his belief that Con-

gressmen will be swayed by the

House Interior and Foreign Com-

merce Committee on the Repre-

sentative Outfit of Arkansas as

Chairman, of the peti-

tions from their constituents. Harling's two bills have been referred to his

Committee and may not yet come up for action.

America Corp.

(Continued from page 1)

all assets of Pricemetall Corporation

were purchased, but the price was

not disclosed.

The two new companies are Pate-

Sound Services, Inc. of New York, a

wholly-owned unit of Pathé Laborato-

ries, Inc., another America subsidiary,

and Pathé-DeLuxe of Canada Ltd., a

jointly-owned company established

in Montreal by Pathé with

DeLuxe Laboratories, Inc., a

subsidiary of Twenty Century-Fox Film

Corp.

Purchased Shelly Films, Ltd.

Pathe-DeLuxe of Canada, which is

50 per cent owned by Pathé, pur-

chased all assets of Shelly Films Ltd.

of Montreal, Canadian producer of

motion picture and television film.

America Corporation is a diversified

holding company with subsidiaries in

the motion picture and TV film

production, metal products and gas utility

fields.

Allied Joins

(Continued from page 1)

than 2,500 members for the 1960 con-

cference, Kirsch said.

The program, currently in the form-

ative stage, will include a series of

distinguished speakers, forums, clinics

and workshops. Specially planned

entertainment features for the dele-

gates and their wives will be added to

the four-day schedule of events.

CREST STUDIOS, INC.

is pleased to announce the

appointment of

JOSEPH G. AURRICHIO

as

PRESIDENT

and the formation, under Mr. Aurrichio's direction,

of a new division specializing in servicing the still

photo needs of motion picture accounts.

130 West 42nd St.

New York 36, N.Y.

Wisconsin 7-4193
"SEPTEMBER STORM at the California Theatre not only introduces a new film process, but takes the viewer on an idyllic three-dimensional voyage on the blue Mediterranean Sea!"

- San Diego Union

Get set for a new box-office dimension with SEPTEMBER STORM!...
ACE to Shape Organization Plan
For New Production Unit Next Week

The executive committee of the American Congress of Exhibitors is scheduled to meet within a week to begin drawing up plans for organizing and launching its projected new exhibitor-sponsored production company.

ACE this week announced the oversubscribing by independent circuits of the third million dollars of financing for the new company. The first $2,000,000 was subscribed by the five major circuits.

Preliminary talks already have been held by ACE officials with interested banks with the result that assurances have been obtained that in the three or five revolving funds up to three times the amount of cash which ACE succeeds in raising will be advanced by the banks, should the executive committee elect to adopt that method of financing.

Also to be considered is whether
(Continued on page 2)

ABC Vending 6-Month Earnings Reported Up

ABC Vending Corporation's earnings for the first 26 weeks ending June 30 totalled $906,582—an increase of $25,857 over the first six months of 1959, Benjamin Sherman, chairman of the board, reported yesterday. Net income per share of common stock came to $3.00 this year compared with $2.87 cents for the same period in 1959.

Sales and other operating revenues
(Continued on page 4)

Red Skelton Plans Studio Expansion;
Outlines Slate of 5 Theatrical Films

By SAMUEL D. BERN

HOLLYWOOD, Aug. 18.—Plans for a multi-million dollar reconstruction and expansion program for Skelton Studios in Hollywood were outlined today by Red Skelton at a large press conference at the studio.

Skelton also disclosed plans for the production of five motion pictures for theatrical release which will keep him occupied in addition to his television activity. The five films, based on Skelton's own original stories, the first of which will be "The Trunk," a show business story which rolls in November, will include "Kasa-San" (Mr. Umbrella), "The Great Waltham," "Eight Pretty Girls" and "Cross-Country Spree."

Five television series will be produced, comprised of "Adventures of Marcus Polo," "Society As I See It," "20 Years in Sing Sing," "Flight from Justice" and "Adventures of Junior." Skelton disclosed further his plans for two special Christmas shows, one in which he plays Rip Van Winkle, the other "The Real Story of Christmas," with research material supplied by Father Bates and other experts of Vatican City.

In his newest role as studio head, the television and motion picture star stated that an overall sum of $2,500,000 will have been expended by early October in the acquisition of the former Charles Chaplin studios plus
(Continued on page 3)

TOA Bulletin View

More Product
Seen Building Attendance

Cited as Stressing Value Of Production by ACE

An adequate supply of pictures is reflected in good theatre attendance and, conversely, insufficient product results in a depressed box office.

This is the conclusion drawn by Theatre Owners of America's current membership bulletin which relates the drop in attendance last spring to a shortage of releases and the July-August upturn to the availability of product in both quality and quantity.

The argument is employed to underline the exhibitors' need for the new production company sponsored by the American Congress of Exhibitors.

(Continued on page 3)

Graff, Tabakin Head
New Divisions at NTA

Realignment of National Telefilm Associates sales operation into two main divisions was announced yesterday by Oliver A. Unger, NTA president. Under the new organizational structure, sales will be divided into Eastern and Western divisions with home offices in New York City and Beverly Hills.

Headling up the Eastern Division
(Continued on page 3)

Sees IA's Post-'60
Demands Slowing Sales

Theatre Owners of America's current Bulletin to members holds out the hope that IATSE's announced demand for twice what the companies granted the Hollywood guilds from residuals on post-'60 film sales to television, could be a deterrent to the sale of post-'60 film rights.

IA, it points out, could ask for as much as 12 percent of the gross sales amount received from post-'60 sales, since the guilds will get between four and six percent, after deduction of 40 per cent for distribution.
ACE to Shape

(Continued from page 1)

public financing, such as a stock issue, should be undertaken in preference to a bank loan. This, entailing registration with the Securities & Exchange Commission, would be the only method of soliciting the financial participation of exhibitors generally and individually. Like other decisions preliminary to formal organization, it is being left to the executive committee of the organization to decide.

ACE officials say they hope to see the new company in full operation early in the new year.

Film Executives on Committee for Kennedy

From THE DAILY BUREAU

WASHINGTON, Aug. 18.—A number of motion picture and related industry figures are members of the newly-formed national committee of business and professional men and women for John Kennedy and Lyndon Johnson.

The group includes Robert S. Benjamin, chairman of the board, United Artists Corp.; Frank M. Folsom, chairman of the executive committee, Radio Corp. of America; and John L. Snyder, Jr., director of M-G-M.

Ringsdorf Names Cullen

East McKEESEPORT, Pa., Aug. 18.—Ringsdorf Carbon Co., manufacturers of Diamond carbons, has appointed John Cullen, Jr., as sales engineer for the Southern and Midwestern States. He will make his headquarters in Memphis.

N.T. Would Re-Acquire Boulder, Colo., Theatre

From THE DAILY BUREAU

WASHINGTON, Aug. 18.—National Theatres and Television, Inc., has asked the Justice Department for permission to re-acquire a theatre in Boulder, Colo., of which it was divested in accordance with the terms of an anti-trust decree. A hearing on the question is likely to be held late in September before Judge Palmieri in New York City.

National Theatres formerly had two first-run houses in Boulder, one downtown and the other about a mile away. Both were run by Regal Pictures Corp. It disposed of the one near the campus, which is being used for non-theatrical purposes. The downtown house, which it retained, has been idle. It seeks to re-acquire the building near the campus for its local first-run outlet.

Not Now Used as Theatre

In the past, Justice Department attorneys have taken the position that a theatre, once divorced, could not be re-acquired as a substantial equivalent to another theatre. There is some question, apparently, as to whether the Boulder case comes under this rule. It is not now in use as a theatre, and its reconviction to theatrical purposes may be considered, for practical purposes, to be virtually the same as establishing a new theatre.

‘Electronic’ Bow Set

Columbia Pictures’ “The Electronic Monster” will have its New York opening on Wednesday at the Fabian Fox Theatre in Brooklyn. Also on the bill will be Columbia’s “Battle in Outer Space.”

Department of Commerce Statistics Show

Gains for Film Industry in ’59 Over ’58

Total gross of the motion picture industry for 1959 was $2,787,000,000, which was a substantial increase over the $1,685,000,000 registered in 1958. The figures come from the Department of Commerce Bureau of Current Business, and are published in the current Theatre Owners of America’s Bulletin.

Statistics in other categories are as follows:

<table>
<thead>
<tr>
<th>ITEM</th>
<th>1956</th>
<th>1957</th>
<th>1958</th>
<th>1959</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Revenue</td>
<td>$1,225,900,000</td>
<td>$1,215,000,000</td>
<td>$1,655,000,000</td>
<td>$1,787,000,000</td>
</tr>
<tr>
<td>Pay of Employees</td>
<td>$800,000,000</td>
<td>$750,000,000</td>
<td>$850,000,000</td>
<td>$970,000,000</td>
</tr>
<tr>
<td>Full Time Employees</td>
<td>197,000</td>
<td>150,000</td>
<td>125,000</td>
<td>130,000</td>
</tr>
<tr>
<td>Average number of full- and part-time Employees</td>
<td>225,000</td>
<td>215,000</td>
<td>190,000</td>
<td>191,000</td>
</tr>
<tr>
<td>Average earnings, full-time employment</td>
<td>$2,900</td>
<td>$3,000</td>
<td>$3,100</td>
<td>$3,200</td>
</tr>
<tr>
<td>People engaged in production</td>
<td>285,000</td>
<td>255,000</td>
<td>225,000</td>
<td>230,000</td>
</tr>
<tr>
<td>Corporation profits before taxes</td>
<td>$12,000,000</td>
<td>$14,000,000</td>
<td>$17,000,000</td>
<td>$20,000,000</td>
</tr>
<tr>
<td>Federal &amp; State Taxes</td>
<td>$5,000,000</td>
<td>$6,000,000</td>
<td>$7,000,000</td>
<td>$8,000,000</td>
</tr>
<tr>
<td>Corporation profits after taxes</td>
<td>$2,000,000</td>
<td>$2,000,000</td>
<td>$5,000,000</td>
<td>$3,000,000</td>
</tr>
<tr>
<td>Net Dividends Paid</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Corporation depreciation charges</td>
<td>$192,000,000</td>
<td>$202,000,000</td>
<td>$212,000,000</td>
<td>$222,000,000</td>
</tr>
</tbody>
</table>

Andrew M. Picker, United Artists vice-president in charge of foreign distribution, and Alfred Katz, foreign division manager, will leave New York today for the Far East, where they will confer with company sales and promotional officials on UA product for the coming year.

James V. Frew, Southern district manager for Continental Distributing, Inc., Atlanta, left there early this week for the Oakhurst, N. J., sales meeting of the company.

R. M. "Dick" Kennedy, operator of a theatre circuit in Alabama and Tennessee, has returned to his Birmingham headquarters following a business trip through those states.

Sanford Gillman, son of Irving L. Gillman, of the Columbia Pictures advertising-publicity department, will be married on Sunday to Arlene Lorraine Lavin at the Rego Park Jewish Center.

John Botto, operator of the Dixie and Hiway Drive-In, Lebanon, Tenn., has entered a hospital in Nashville for surgery.

Mrs. Al Kalbfled has given birth here to a son, Richard Michael. Father is with the M-G-M special services staff.

Psycho’ Sets All-Time Record at Loew’s Here

Alfred Hitchcock’s “Psycho,” in its opening on Wednesday, set a new all-time non-holiday record for a single day’s gross for Loew’s Theatres in the cities the company serves, according to Eugene Piker, president. Reports from the 20 Loew’s houses in Manhattan, Brooklyn, the Bronx, Queens and Westchester playing “Psycho” revealed that combined opening day receipts were $71,453.

“This gross is the largest in the history of the 26 Loew’s neighborhood theatres showing the picture,” Picker said. “It is 23.5 per cent higher than the previous all-time, non-holiday record-holder, ‘The Greatest Show on Earth.’

All Loew’s theatres, as well as all New York neighborhood theatres currently presenting “Psycho” are strictly enforcing the “no one admitted after the start of the picture” policy.
**Skelton Studio**

(Continued from page 1)

(Continued from page 1)

**Review:**

As the Sea Rages

Szkoll—Columbia

The use of artificialials has assumed increasing importance on the global film level. In the case of this Carl Szkloll production, the presence of American and European players, against the symbolic background of Grecian Isles—vividly caught in black-and-white—brings a roving romantic story to cinematic terms with poignancy, perception and pathos.

Given the proper exploitation approach—and there’s host of past-like attractions spelling out ideas galore—the Columbia release may well emerge as one of the brightest vehicles of the late summer-early fall season.

First and foremost, the cast headed by Maria Schell, Cliff Robertson and Cameron Mitchell, goes a long, long way to convey a feeling of urgency, amid bitter isolation, in the Jeffrey Dell-Jo Eisinger screenplay, based on the original German of Walter Ulbrich, from the novel, "Raubfischer in Hellas," by Werner Helvig. Horschitz Haechler’s direction, starting slowly, builds vividly to the bittersweet ending, encompassing the full gamut of emotions.

Robertson, at loose ends, arrives in a small Greek seaport determined to spend his life peacefully fishing. He wants no more of commercial shipping and would like to dawdle along under cloudless skies, encountering no permanent entanglements. A girl (Miss Schell) arrives with a fishing crew headed by one-eyed brute (Mitchell), only to scuffle with women in the market-place.

Good-naturedly, the now solaced Robertson plunges into the feminine fray, only to lose his wallet. To give chase, he must ship on a fishing trawler as engineer.

His quest for the elusive fishergirl takes him to lonely, barren wastes of a brooding island dominated by Mitchell. In the process Robertson learns that Mitchell harbors a deadly grudge against commercial trawlers because of their alleged invasion of his personl fishing grounds. To get even, Mitchell thinks little of tossing dynamite sticks at incoming motor-driven craft.

The girl and the newcomer soon fall in love, but their romance is cluttered by Mitchell’s possessive treatment of Miss Schell. The latter finally resolves to break away from his domination and head for the open seas with Robertson.

Before this can happen, Robertson engages in a fatal knife battle with Mitchell in a deserted church yard. The victor Robertson is about to leave with Miss Schell when he learns of the plight of Fritz Tillman’s commercial trawler (on which he had shipped out to the island initially). In the act of attempting to save Tillman, Robertson goes to his watery death.

At the fadeout, Miss Schell participates in a grim death dance with fellow island women; she realizes now that she will never leave this atmosphere, never feel the long-sought-for peace with the man of her heart.

Photographic effects, by Kurt Hasse, are superb. Dubbing into English is adequate enough.

Running time, 75 minutes. Release, in September.

A.M.W.

**More Product**

(Continued from page 1)

ners, as well as for other new sources of product.

The TOA Bulletin points to a Sindlinger & Co. report that June attendance dropped 21 per cent below June, 1959, and that the cumulative attend- ance for the first six months of 1960 was five per cent below the 1959 first half.

"A review of releases in the April through June period, which shows a scarcity in numbers as well as a paucity of big pictures, makes the fall-off understandable," the Bulletin asserts. "However, the summer re- leases—27 pictures in July and 19 in August—gave theatres a real shot in the arm," it adds.

**Looks to Next Year**

On the production situation, TOA says major companies started only 87 pictures from the first of the year through mid-August, which it says is 27 fewer than for the same period last year, and is equivalent to a 20 per cent decrease. Projecting this production record into 1961 releases, it says the situation could mean a total of only 184 releases next year.

The balance of major companies have scheduled "starting dates for only nine more pictures" at this juncture.

"We need for exhibitor effort to get more pictures made was never more apparent," the Bulletin concludes.

**Gould MPA Ad-Pub**

Coordinating Head

Joseph Gould, Paramount Pictures advertising manager, has been appointed chairman of the advertising coordinating group of the Motion Pic- ture Association of America’s advertising and publicity directors committee.

Announcement of the appointment was made by Martin S. Davis, chairman of the MPA advertising and publicity directors committee, who had previously held the post now succeeded to by Gould. This is the first appoint- ment made by Davis since being elected chairman of the committee earlier this month.

**Buy Theatre Interest**

DEtroit, Aug. 18.—Edward Shu- man of Chicago and William Flemion of this city have purchased the once-intimate New’s Studio Theatre here. Shuman operates art houses throughout the country and was also a partner with Flemion in the former World Theatre. Dezel is a for- mer distributor. His wife operates the Coronet Theatre.

**'Ben-Hur' Repeats**

Just as it did at the recent Cannes Film Festival, Metro-Goldwyn-Mayer’s "Ben-Hur" will open this year’s Venice Film Festival. The Academy Award-winning production will be shown "out of competition" on Aug. 24. The film was exhibited in similar category at Cannes.
Skelton Shows His Red-Eo-Tape Units

From THE DAILY Bureau

HOLLYWOOD, Aug. 18.—At a cost of $1,000,000, completion of Red Skelton’s new Red-Eo-Tape mobile television units was demonstrated by Skelton today at a large press con- ference held at the Skelton Studios, where the units were put on display for the first time.

Skelton stated best description of the Red-Eo-Tape mobile television units was “a complete and large-scale television studio on wheels, which employs color and black and white tape and film.”

Can Travel Anywhere

Conceived by Skelton and engineered by Robert Cobler, Skelton Studios chief engineer, and Rupert Goodwin, studio director of technical operations, the million-dollar units comprise probably the most modern and complete mobile TV units ever assembled. These will not only serve Skelton Studios, but can travel virtually anywhere for the purpose of location shooting.

Jesse Sabin Dies at 53

Jesse Sabin, 53, cameraman for NBC News for the past 12 years, died yesterday at his home in Brooklyn following a protracted illness. A veteran in his field, Sabin had traveled with President Eisenhower on his recent South American goodwill tour.

A native New Yorker, Sabin had been a cameraman and foreign editor for “News of the Day,” from 1929 through 1942, with exception of World War II, from 1942 to 1947. He joined NBC News as assignment editor and photographer in 1948. Sabin is survived by his wife, Charlotte, and daughter Margaret, 14.

Karp Joins ABC-TV

Marshall H. Karp has joined the ABC Television Network as an assistant daytime sales manager in a further expansion of the network’s daytime sales department, it was an- nounced by Edward Bleier, vice-president in charge of daytime TV network sales. Karp’s appointment follows that of Peter Reinheimer, who was named an assistant daytime sales manager July 28.

RCA Elects Watts

Election of W. Walter Watts as chairman of the board and president of the RCA Sales Corporation—posts he assumed in addition to his responsibili- ties as RCA group executive vice-president—was announced here following a meeting of the sales corporation’s board of directors.

‘New York Ledger’ Set as NBC Entry

“The New York Ledger”—an hour-long series of “suspenseful stories about believable people caught in the drama and excitement of contemporary big city life” will be presented by the NBC Television Network for presentation in prime evening time during the 1961-62 season. David Levy, vice-president, programs and talent, NBC Television Network, announced the new project.

Created within the NBC Program Development Department by Ross Donaldson, director of creative serv- ices for NBC, “The New York Ledger” will give an authentic and fictional treatment to the ever-chang- ing stories and situations of cosmopolitan New York City as reflected on the pages of a New York daily newspaper, The Ledger.

Will Have Guests

The series will have two permanent stars—the roles of a veteran columnist dedicated to chronicling the warm, human side of the city and its inhabit- ants and of a young, able general assignment reporter with the entire city as a feature subject will have a major guest star, portray- ing a resident or transient in New York caught in a poignant or sus- pensive situation.

Abbot, Schneider Leave For Coast on ‘Special’

Producer Mike Abbot and director Dick Schneider leave here today for the West Coast to begin shooting on “The Eleanor Roosevelt Special” for Talent Associates. The one hour “spe- cial,” slated for NBC-TV Oct. 7, is a new version of last year’s successful show and will again include many of the entertainment world’s top talents.

Two Weeks for Shooting

Shooting is expected to take two weeks and will include segments shot in Chicago and Washington, D. C., as well as Hollywood.

B-V Group to Coast

For Promotion Meet

A delegation of Buena Vista home office executives and department heads will leave here for the Coast over the weekend to discuss promotion plans for the company’s three Chris- tmas to Easter releases with Roy Dis- ney and E. Cardon Walker.

Burkett in Alpha Photo

HOLLYWOOD Aug. 18.—James S. (Jim) Burkett has been appointed general manager of Alpha Distribut- ing Corp., it is announced by Gordon K. Greenfield, president of America Corp., Alpha’s parent company.

‘Stars’ Capital Bow to Aid Army Distaff Foundation

From THE DAILY Bureau

WASHINGTON, Aug. 18.—Colum- bia Pictures’ “1 Aion at the Stars” will have its U.S. premiere at Loew’s Palace Theatre here on Sept. 28. The film—biography of rocket expert Wern- her von Braun will be presented as a benefit for the Army Distaff Foundation, a charity for widows of Army officers. President and Mrs. Eisenhower have high honorary posts with the foundation.

Fox Managers

(Continued from page 1)

of the Dallas office to fly to Holly- wood for the weekend sessions which begin tomorrow.

In another new arrangement, Hal Marshall, the company’s regional advertising-publicity manager in the Philadelphia-Washington, D. C., dis- trict, will also attend the meetings. He is the first ad-pub manager to be invited to contribute his views at these executive planning meetings.

Sypros Skouras Chairman

Twenty-sixth-Fox president Sypros P. Skouras will chair the discussions, atten- ded by interim production head Robert Goldstein, international Corp. president Murray Silverstone, 20th-Fox vice-president Joseph Moskowitz, treasurer Donald Henderson, vice- president, Charles Einfeld, general sales manager C. Glenn Norris, as- sistant general sales manager Martin Moskowitz, and exploitation director Rodney Bush.

ABC Vending

(Continued from page 1)

for the first 26 weeks of 1960 amount- ed to $30,810,101, as compared with $29,740,468, an increase of 4.6 per cent.

While weather conditions in many sections of the country adversely af- fected sales of food and beverages during the first half of 1960 Sherman said, “ABC Vending had successfully negotiated a number of promising new contracts in industrial plants which it is expected will show favorable re- sults during the second six months of the year.”

Included in net income after taxes for the 26 weeks ended June 28 were expenses involved in funding the em- ployee pension and executive retire- ment plans applicable to the period. There were no corresponding expenses in 1958.

‘Time’ Has Big Day

“The Time Machine” broke the house record for opening day of a continuous run picture at the Warner Theatre here where it did $7,275 on Wednesday, according to M-G-M.

Pay Bill Vote

(Continued from page 1)

are conference committee. Obese think that there is a good chance this group will not make a changes in the coverage approved the Senate, but will reduce the to $1,15 or 4 hours.

Prior to final passage, the Senate overwhelmingly (88 to 8) approval proposal to exempt more work-travel expenses of hotel, restaurants, most car dealers, and implement dealers. It also agreed the doing of $1 million in small- ness as a test of being in “inter- commerce” for the able’s purp.

This had been strongly opposed conservatives and will doubtly p to be a sticky point in the confer- committee.

Kennedy Agreed

Democratic presidential nom- Kennedy had indicated in floor de- willingness to accept the di- tional exemptions, though he v against them.

Earlier, by a narrow vote of 54, the Senate rejected a proposal Senator John J. McClellan, of Arkansas, to accomplish virtually the same reduc- in coverage while retaining the ditional “interstate commerce” test also rejected an amendment by S. $92,748,608; an an- of 92,748,608; an an- have narrowed coverage and def “interstate commerce” in a man- less susceptible to variation individual circumstances.

WOMPI to Aid

(Continued from page 1)

be housed in a $40,000 structure expected to cost around $1,000,000, equipment, color schemes, etc., be personally selected by the WO- group.

The Dallas Services for Blind Cig- dren was founded 11 years ago by Alfred N. Sack, Dallas exhibitor, his wife, who operated the school for the blind.

The staff and volunteer work counsel with families of blind ye- sters, teach mobility to cope ‘blindness, produce text books for by visually handicapped child- while cooperating with other age serving blind children. At present organization is working with 150 area involving blind children in the D. area, new building will con- offices for the Services’ director classrooms for the children.

WOMPI Chairman

TORONTO, Aug. 18.—Flo- Long, who is associated with Gear South, has been appointed chairman the seventh annual convention Women of the Motion Picture In- tustry, which will be held at the Old Toronto, Sept. 9 to 11.

Mrs. Mabel Guinan, WOMPI presi- dent, in naming Miss Long, pas- her long service to the local cen- ter of the organization as presi- director and a charter member.
Confirm Deal for NTA to Distribute First Group of Post-'48 Fox Films

An agreement—long rumored—whereby National Telefilm Associates will distribute the first group of post-'48 20th Century-Fox pictures made available to television was confirmed at the weekend by Spyros P. Skouras, president of 20th-Fox, and Oliver A. Unger, president of NTA.

The agreement calls for NTA to release for telecasting 27 post-'48 features, which are part of a new package of 81 motion pictures that NTA has acquired from 20th Century-Fox. Fifty-four films are pictures produced prior to 1948. The total price for the new package was in excess of $4,000,000.

In the past five years, prior to this new agreement, 20th-Fox made available to television, through NTA, 471 pictures.

South Asia Funds Are Offered for Filmmaking

Alfred Bloch, president of W. W. Filia Productions, Inc., announced at the weekend he had completed negotiations with Impex International under which repurchases of Ceylon, Burma and India in the value of $2,000,000 (U.S.) will be made available for motion picture production in South Asia. Bloch said he would offer the funds to producers who own properties suitable for production there. W. W. will start shooting two of its own productions, "Tiger Emperor" and "The Lovemaker," in Pakistan in October, he said.

He announced further two projects

Greece Plans Annual Cinema Week for Purpose Of Attracting More Producers To Film There

ATHENS, Aug. 18 (By Air Mail)—A permanent annual “Cinema Week,” with the participation of foreign stars and motion picture leaders, will be instigated by the Government of Greece, as one of the features of the well-known annual Salonica (Greece) Fair. The annual event will also be encouraging the local cinema industry and attracting more producers to shoot films locally.

According to a new bill to be tabled in Parliament soon, foreign producers will get 35 per cent of the gross income on each picture shot in Greece and customs duty on film equipment will be cut from 35 to 7 per cent ad valorem. Local (Greek) banks will be authorised to grant loans to producers; film personnel will get insured; new motion picture people will be trained; scriptwriters, directors and technicians will get awards; “red tape” will be erased; and no foreign producer shooting a film in Greece will be compelled to use a fixed percentage of local personnel.

T&J Plans Expansion in Drive-in Field

The move was announced at the weekend by Erwin H. Ezzer, UAA executive vice-president.

The pictures, known as “Boxoffice 26,” include such films as “The Barefoot Contessa,” “King and Queen,” “Attack,” “Bandito,” “St. Joan,” “Comananche,” and “The Monte Carlo Story.” Ezzer said his company anticipated favorable reaction to the new pictures on TV because promotion campaigns

Three Are Promoted in Columbia Publicity Dept.

The advancement of three members of the publicity department was announced at Columbia Pictures’ home office at the weekend by Robert S. Ferguson, national director of advertising, publicity and exploitation.

John Newfield, currently serving as New York newspaper and syndicate contact, has been named to handle national magazine publicity, re

State Unit Approves Broadcast-Rein Bill

The bill was approved by the State Commerce Committee and was favorably reported a revised bill designed to curb malpractice in broadcasting. The measure applies a House-passed bill to station.

Compo Report

Ticket Taxes
In 70 Areas
Ended in ’59

Tax Reductions Effective in 16 Other Localities

The Council of Motion Picture Organizations’ annual survey of local ad valorem taxes, made public at the weekend by Charles E. McCarthy, executive secretary, shows that 70 local taxes were repealed and 16 reduced during 1959.

As of January 1, 1959, there were approximately 331 such taxes still in effect, as compared with 538 in January 1, 1956, when Compo began its first survey.

At least 18 local ad valorem taxes in Tennessee were dropped July 1, 1959, by an act of the Senate

‘Spartacus’ Meetings

Universal Pictures will hold a series of orientation meetings here this week on the road-show merchandising of “Spartacus,” with field personnel assigned to early engagements joining East and West Coast executives, it was announced at the weekend by David A. Lipton, vice-president in charge of advertising and publicity, who will attend.

The meetings, to be held at

More Firms Sign Up
For TOA Trade Show

Six more firms have signed to exhibit in the trade show to be staged in conjunction with the annual convention of Theatre Owners of America at the Ambassador Hotel, Los Angeles, Sept. 13-16, Albert M. Pickus, TOA president, reported. The companies are:

Savon Co., Paterson, N.J., conces

TELEVISION TODAY—page 5
PERSONAL MENTION

Jack M. Levin, president of Certified Reports, is scheduled to return to New York today following a tour of his Southern offices.

Herman Steenbergh, Paramount studio publicity manager, will return to Hollywood from New York today.


Hall Bartlett, producer-writer-director of “All the Young Men” for Columbia, and his wife, Ana St. Clair, who co-stars in the film, have arrived in New York from the Coast.

Suzy Parker will return to New York aboard the “Liberte” today from Europe.

George Pal, producer-director of M-G-M’s “The Time Machine,” has returned to the Coast from New York.

Melvin Cook, of American International Pictures, Los Angeles, has returned there from Atlanta.

Edward Lewis, producer for Bryna Productions, left Hollywood on Saturday for the Far East.

Krasner on ‘Kings’

Because of the extended convalescence of Bryna Planner, stricken during the filming in Madrid, Spain, of Samuel Bronston’s “King of Kings,” Milton Krasner has been assigned to complete the cinematography of the M-G-M release. Krasner was assigned to the filming in Madrid when Planner was taken ill early in July. He will remain in Spain until completion of production, now scheduled for October.

Trade Show

(Continued from page 1)

sions equipment and food products; Rex Specialty Bag Co., Long Island City, N.Y., food and concession bags and equipment; L. C. Trash, Los An-

Big Reception Given


Big Reception Given

“Porgy” in Copenhagen

Special to the DAILY

COPENHAGEN, Denmark, Aug. 19 (By Air Mail).—Samuel Goldwyn’s “Porgy and Bess,” which had its Dan-
ish premiere at the 3-Dalke Cinema here today, achieved in its Todd-AO roadshow presentations one of the most outstanding theatrical receptions ever accorded a film in this country. The Danish Dalke family was represented by Princess Caroline, who attended along with the Prime Minister, the Foreign Minister and the Minister of Justice, and their wives. The United States Ambassador was represented by the American Ambassador to Denmark.

Considerable excitement was added to the opening night performance by the presence at the theatre of the most important opera singers from “Porgy and Bess,” who appeared in the Gershwin classic when it was on the Royal stage here. Leading social figures as well as some of the finest actresses of the Danish theatre also attended.

NT&T Receives Funds

For K.C. Station Sale

B. Gerald Cantor, chairman of the board and president of National Tele-
vision and Art Theatre Co., Kansas City, has agreed, and the new-

dend received $97,500 to close the agreement by which a subsidiary of NT&T sold its Kansas City radio and television station property to Transpoint. The agreement exchange plan was made by David C. Moore, presi-
dent of Transcontinent, at the offices of Marine Midland Trust Co. of New York.

The NT&T subsidiary, National-

Missouri, TV, Inc., disposed of WDAF radio station, WDAF-TV television, and a construction permit for WDAF-FM. Included are property in both Missouri and Kansas. The new owner, Transcontinent, makes its headquarters in Buffalo, N. Y.

Robert White Dies

PORTLAND, Ore., Aug. 21.—Robert “Bob” White, 73, long a well-known exhibitor of this area and former owner of Independent Theatres of Oregon, died here following a long illness. He is survived by his wife and two daughters.

Ticket Tax

(Continued from page 1)

ing such taxes. Knoxville, which cat

erates under a special privilege re-

course, and which has not repealed the remains the only municipality in Tennessee with a local tax on motion picture admissions.

“Of the most encouraging part of the situation,” McCarthy said, “is that the exclusion of two cities in Alaska, which raised their local sales taxes applicable to motion picture admission, has not been enforced. The survey failed to reveal any new or increased local taxes on motion picture admissions.”

Urges Continued Efforts

McCarthy urged local exhibitors to continue their efforts for outright repeal of all local taxes on motion picture admissions, which he characterized as discriminatory and a threat to the existence of many small theatres.

While city and town officials are busy trying to get film admission revenues in the face of rising operating costs of municipal government, he said, this is not an insurmountable obstacle, as is shown by the success of the Cook County, Ill., and Philadelphia, Pa., and Columbus, Ohio, Binghamton, N. Y.; Bethlehem, Le-
caster and Wilkes-Barre, Pa.; S. Diego, Calif.; Rock Island and Moline, Ill.; Bloomington and many other cities and the substantial local concessions obtained in New York City, Richmond, Va.; Cincinnati, Ohio, and scores of other cities and towns.

Pledges Full Cooperation

“Exhibitors should not be.discouraged,” McCarthy said, “as, if their efforts fail, the situation as it is now, many battles have been won through the persistent efforts of exhibitors.”

“Compo,” he added, “will continue to make available to local exhibitors new films and the matter available in its films and furnish whatever assistance it can to local committees.”

Rifle Named Lorraine

Engineer and Advisor

Edward Longman, president of Lorraine Carbon Company, Boons-
rook, N. J., has appointed Frank H. Ril technical engineer and advisor. Mr. Long has been associated with movie projection since Mr. K. Perey, an Altec service, then with Moogun from which he resigned to form his own firm, the Rifle Electronics Company.

In his position with Lorraine, Mr. Longman said, all projectionists as exhibitors without charge.

L. E. Shirep, Manager; Gus H. Paetzel, Production Manager; Chester W. McMillan, Advertising Manager; Yucca-Vine Building, 50 E. Main Street, Los Angeles 5, Calif. The Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rochester, New York, 20, Cede 715 P, Cable address: Quigpacific, New York. Martin Quigley, President; Marven Quigley, Vice-President; Leo J. Brady, Secretary, Other Quigley Publications: Motion Picture Herald, Herald, Better Theatres and Better Food Merchandising, each published 12 times a year. Subscription rates per year, $6 in the Americas and $12 in Ireland. Single copies, 25c.

Ticket Tax

(Continued from page 1)
BIGGEST "SATURATION" GROSSES OF ANY M-G-M PICTURE!

IN LOS ANGELES...
19 THEATRES
TOPS EVERYTHING FROM M-G-M IN MULTIPLE RUN BOOKINGS!

IN CHICAGO...
49 THEATRES
BIGGEST M-G-M GROSS OF 1960!

IN PHILADELPHIA...
46 THEATRES
MATCHING "PLEASE DON'T EAT THE DAISIES" GROSSES!

FLASH!—NEW YORK...
WARNER THEATRE
OPENING DAY SETS HOUSE RECORD FOR CONTINUOUS RUN ATTRACTION!

H.G. WELLS
THE TIME MACHINE

STARRING
ROD TAYLOR
ALAN YOUNG
YVETTE MIMIEUX
SEBASTIAN CABOT
TOM HELMORE

in METROCOLOR
Screenplay by DAVID DUNCAN • Based on the Novel by H. G. WELLS • Directed by GEORGE PAL
NT&T Plans

(Continued from page 1)

George F. Kinzinger, manager of the Eastman Kodak Stores, Inc., of Milwaukee, has announced his plans to retire in 1951 after 33 years with the company. He will be succeeded by Phillip E. Weider, manager of Eastman Kodak Stores in Salt Lake City, taking the Milwaukee post on Sept. 1 at which time Kinzinger will become consultant to the management until his retirement.

Henry A. "Hank" Linet, who retired from the industry two years ago after a lifetime of work in advertising, has been selected by the Motion Picture Ad Research to conduct a 15-week seminar this fall on the sociological aspects of advertising, the first course of its kind at the school.

Don Mortenson and Walter Wood, now in St. Louis for the filming of their production, "The Hoodlum Priest" for United Artists release, will be guests of the Missouri-Illinois Theatre Owners at that organization's Presidents Dinner, to be held at the Chase Hotel on Aug. 29.

Arthur Herszog, Jr., Detroit publicist and composer, has written a song, "God Bless the Child," which is sung by Pearl Bailey in M-G-M's "All the Fine Young Cannibals.""
AROUND THE TV CIRCUIT

with PINKY HERMAN

STANLEY KRAMER’S “Inherit The Wind,” which will be nationally released by United Artists in the fall, will be spotlighted TVia NBC Sept. 4 when the “Edwin Newman Reporting” program will feature highlights of the famous “Scopes Trial” which took place at Dayton, Tenn., back in 1925 with William Jennings Bryan opposing Clarence Darrow. This event inspired the original Broadway play by Jerome Lawrence and Robert E. Lee from which the screen adaptation was written by Nathan E. Douglas and Harold Jacob Smith. . . . Johnny Farrar, student at University of Virginia and son of the famous Washington, D.C., author, Larston D. (Washington Lowdown) Farrar, took a part-time job at the RKO Keith’s Theatre in Washington, managed by Quigley Award Winner Jerry Baker. Johnny wanted to learn the theatre business and at the same time SEE Movie FREE. So, for the past few weeks biz on “The Apartment” has been SRO and Johnny’ll be lucky if he gets to see the next booking. “Elmer Gantry,” Writes Johnny, “but I’m not really disappointed because Mr. Baker has been so swell that I’m happy that his box office is so busy.” . . . Vice prez and general manager Robert Leder, of RKO General has announced that installation of NBColor equipment is already underway and some time this fall a minimum of 144 hours of color films will be skedded over WOR-TV’s “Million Dollar Movie” series, making this the first time an independent in the New York area has offered color TV programming. . . . Paul Clarke, for years “Mr. Keen” of the great radio CBSeries (which may soon be seen on TV) has just completed a featured role in Screen Gems’ “Mankurt.” Clarke is one of the most brilliant thespis on the coast and if the “Mr. Keen” series does get past the planning stage, he should be the star of the TVersion . . . .

In his luncheon speech at Detroit, held to commemorate station WWJ’s 40th year on the air and on NBC affiliate, Robert Sarnoff revealed that in the past decade the number of radios in use almost doubled—from 55 million to about 136 million. . . . Allen (Popeye) Swift is writing a book of original children stories which he’ll personally illustrate. . . . Tina Rethin has signed to thrush for six weeks at Silverman’s Broadway bistro Nov. 24. . . . Hal Levensh flew to Hollywood for a quick business trip and returns to Gotham Wednesday . . . . L. Wolfe Gilbert flew in from the coast to attend the funeral of Paul Cunningham, former president of ASCAP . . . Of special interest to arid areas of the world, three documented radio programs, “Arizona Water Story,” have been prepared, will be broadcast over KPHO, Phoenix, Ariz. and made available for rebroadcasting by the “Voice of America.” A low how to Program Directs Larry Henn, responsible for this fine endeavor, instigated by John Wiggin of the U.S. Information office and assisted by Stephen Shadegg and local farmers. . . . Trude Adams, 20th Century-Fox recording artist and frequently seen on the Ed CBSullivan show, starts an indefinite engagement at the Copa in Gotham Sept. 8 . . . Hume Cronyn en route to the coast to co-star with Barbara Stanwyck in “Good Citizens,” one of the seqs of the upcoming “Barbara Stanwyck Theatre” program skedded for NBCchanneling in the fall . . . . Alan King has a cute idea for a regular “report from the White House” to be called “Meet The Pres.” Len Wayland, who will produce “The Fair Sex” for Broadway in Nov. and is seen regularly as an actor in “From These Roots” TVia NBC, has added another chore to his busy orbit; he edits “Takes & Retakes” for Screen Actors Guild . . . . Formerly on the production staff of “Do-Be-Me,” Ronnie Greenberg will become assistant to Producer Ed Pierce on the new “Jan Murray Show” over NBC-TV . . . .

RCA Appoints Dunn

Appointment of Emmett B. Dunn as director of budgets and planning of the Radio Corp. of America was announced at the weekend by Howard L. Letts, vice-president and controller of RCA. Dunn has served during the past four years as manager, custom records, RCA Victor Record Division.

Fox-NTA Deal

(Continued from page 1)

motion pictures. The new features will be available immediately, said NTA.

Unger said deals have not yet been concluded with either RKO Teleradio or CBS-TV. The former has offered $1,980,000 for four markets, whereas NTA’s asking price is $2,000,000. . . . A compromise between the two figures is anticipated. CBS-TV reportedly already has signed deals for these same markets. . . . In anticipation of an early closing with NTA.

The new 20th-Fox post-48 films include such top-quality features as “All About Eve,” “Come To The Stable,” “The Gunfighter,” “A Letter To Three Wives,” “Mr. 880.” “O’Clock High,” “Panie In The Streets,” “Finky,” “Down To The Sea In Ships” and “Father Was A Fullback.”

Among the pre-1948s in the newly acquired group are Berkeley tape classics like “Marie Galante,” “The Power And The Glory” and “Caravan.”

Starring in these full-length features are such top stars as Bette Davis, James Mason, Gregory Peck, Cary Grant, James Stewart, Maureen O’Hara, Spencer Tracy, Richard Widmark, Jeanne Crain, Paul Douglas, Fred MacMurray, Edward G. Robinson, Lon Chaney, Tyrone Power, Burt Lancaster, Jack Palance, Susan Hayward, and Anne Baxter.

With the acquisition of the new 81 29th-Fox pictures, NTA now has 722 features from that studio available for television viewing.

FCC Told UHF Bands Needed for Defense

WASHINGTON, Aug. 21.— The defense departments of the three national defense agencies have informed the Federal Communications Commission that they cannot spare any ultra-high-frequency TV channels for non-government use. The FCC had proposed two alternative plans for exchange of channels between 222 and 450 megacycles since the agency feels that TV bands should be contiguous.

The proposals were rejected by the Civil and Defense Mobilization in a letter to FCC chairman Ford. Neither of the FCC plans could be put into action without conflicting with national defense, said Leo Hoegh, head of the CDM office.

Senate Unit OK’s

(Continued from page 1)

inate the Federal Communications Commission’s efforts to keep on the air for brief period. It also allows FCC to punish (by a maximum for $10,000) offenses that take place in the single year prior to proceeding before the commission concerning the alleged rule-breaking.

Stations accused of broadcasting malpractices will be heard by FCC before penalty is imposed.
"All the Young Men Equals Biggest Opening Day This Year at Roosevelt Theatre, Chicago.

From Hall Bartlett and Columbia.
Censorship of Film Ads Could Spread To Other Fields, Editors Are Warned

Citing the provision in the Pennsylvania censorship law pertaining to the censorship of film advertising in newspapers, which the Dauphin County court held invalid, the 119th in the series of COMPO ads in Editor & Publisher again warns editors that censorship of newspaper ads is part of the program of those persons leading the film censorship drive.

Newspaper editors and publishers, the ad points out, “should be the first to realize that if censorship is allowed to grow in one field, it will soon spread to others, including their own protected pictures.”

“The Film Censor Law Hitting Press Ruled Unconstitutional,” the ad says.

“In discussing film censorship in (Continued on page 5)

Law on Policeman in Theatres Is Upheld

Special to THE DAILY
HARTFORD, Aug. 22.—The Connecticut State Supreme Court of Errors has ruled that an ordinance of the city of New Britain requiring a policeman to be present in all motion picture theatres is valid. The ordinance had been challenged in State Superior (Continued on page 4)

Rivoli Books ‘Alamo’ Oct. 26 on Roadshow

John Wayne’s Todd-AO production of “The Alamo” will have its New York premiere at the Rivoli Theatre Oct. 26, it was announced yesterday by Wayne, who produced and directed the picture for United Artists re- (Continued on page 4)

Editor Finds ‘Air-Conditioned Movies’ Far Preferable to Television ‘Hot Air’

NILES, O., Aug. 22.—The reopening of the Robin’s Theatre, only one in this town of over 16,000, which had been closed for six months due to fire damage, inspired Walter Wick, editor of The Niles Daily to come out with an editorial in the August 1 issue headed “Movie Is Good Relief.”

The editorial went on to say: “With all the hot air television viewers have to endure during the national political conventions, the air conditioning found in a good movie is a welcome relief.

“After six months of doing without local movies, the films being shown at the newly-remodeled Robin’s Theatre are pleasant relaxation indeed.

“Television will never replace the movie as the way to wind up a good evening’s entertainment.”

The Robin’s Theatre is a unit of a chain of theatres belonging to the Robin’s Amusement Co., Warren, O., headed by Leon Enken, Jr.

Marcus Action

Allied to Fill New Executive Post Soon

At Salary Commensurate With Individual’s Status

Special to THE DAILY
MILWAUKEE, Aug. 22.—Negotiations are scheduled to start soon for someone to fill the newly created post of executive director of Allied States. Ben Marcus, recently named interim board chairman of Allied, is scheduled to leave for New York to open talks with several persons sought for the position.

Despite recent reports that A. W. Schwalberg, head of Citation Films, was being sought for an executive position with International Films, a new company with which former New (Continued on page 4)

Film Stocks Cited By ‘Financial World’

Good earnings prospects for motion picture companies are indicated in an article in the current issue of Financial World under the heading “Prosperous Era for Movie Makers.”

The financial magazine terms Universal’s operations as “One of the most outstanding performances,” and adds that U-I and M-G-M “seem to have found the magic trick and their (Continued on page 4)

Report Goldstein Permanent 20th-Fox Production Head

From THE DAILY BUREAU
HOLLYWOOD, Aug. 22.—Reports here that Robert Goldstein, who on July 15 was named temporary head of production at 20th-Century-Fox, has been given permanent status in that capacity could not be confirmed tonight due to the fact that Spyros P. Skouras, head of the company, had left for New York.

Goldstein was named temporary head of the studio following the death of Buddy Adler.
**PERSONAL MENTION**

**M** EYER M. HUTNER, vice-president of William Goetz Productions in charge of advertising publicity, will leave here tomorrow for Philadelphia.

Douglas Axos, general manager of Lockwood & Gordon Enterprises, Boston, has returned there from Hartford.

Nat Barach, branch manager in Cleveland for National Screen Service, has left there with Mrs. Barach for New York and Schenectady.

*Motion Picture Daily*.

*E** DITORIAL

(Continued from page 1)

by way of selling the U. S., its products and its way of life to people all over the world.

Rocks that job well because its mission is not to propagate, but to entertain. The Voice of America and other government instrumentalties, no matter how good a propaganda job they don't cannot hope to be as effective as the film for that reason.

It remains only to refer to the result of the Indian Indians' poll to those highly vocal critics, in Congress and out of it, who insist upon believing that the only images of America carried abroad by Hollywood films are damaging ones.

**Griffing Still Missing**

In **Airplane Flight**

Special to THE DAILY
OKLAHOMA CITY, Aug. 22.—No word had been received here yet today on the whereabouts of Henry S. Griffing, president of Video Independent Theatres, who has been missing for several days and is a member of his family. Griffing was piloting his private plane on a flight that left Teterboro, N. J., Airport last Tuesday morning. He had filed no flight plan, but associates said he planned to fly to Oklahoma.

Officials of Video Theatres have offered a $5,000 reward for information leading to the discovery of the Griffing family and the airplane they operate in Oklahoma and West Texas. Griffing is also secretary and a director of Oklahoma TV Corp., which owns television station KTVH here.

Griffing is well-known for his pioneer work in pay-TV, having conducted the famed Barstowle experiment two years ago. In addition, he was one of the first independent exhibitors to apply for a Telemeter franchise last spring.

**‘Young Men’ Strong**

CHICAGO, Aug. 22.—Columbia Pictures’ release of Hall Bartlett’s “All the Young Men” grossed $28,672 in the first four days of its run at the Roosevelt Theatre here. The management reports this figure as the largest for any four-day period in more than two years.

**Jules Schwartz to N. Y.**

HOLLYWOOD, Aug. 22—Jules Schwartz, executive director and general business manager of Phoenix Film Studios, left here today for New York.

Phoenix Film Studios Declares Dividend

Special to THE DAILY
PHOENIX, Aug. 22.—A five per cent cash dividend for the quarterly period ending Aug. 20. has been declared by Phoenix Film Studios, it was reported by Kenneth Altose, president, following a meeting of the board of directors. The dividend, Altose noted, is directly attributable to the net earnings from the company’s motion picture, “Four Fast Cans,” currently in its fifth month of domestic release by Universal-International. The distribution agreement with U-I has 79 more months to run. TV and foreign sales rights are retained by Phoenix Film Studios.

The picture has been leased to Lodgate Productions for United Kingdom distribution, and negotiations are under way for sales to Scandinavia, Italy, Switzerland, the Philippines and Malaya, as well as Latin America.

**New Hearing on Bicks**

Scheduled Wednesday

FROM THE DAILY BUREAU
WASHINGTON, Aug. 22.—Efforts by Sen. Keating (R., N. Y.) to have the nomination of Robert A. Bicks reversed, issued by the Senate today, will also be a part of the week’s discussion of Lantz color cartoons available a total of 25 color cartoons, McCarthy noted, that the new Walter Lantz cartoons are being projected that they can be projected with an anamorphic making them adaptable to all present television programs.

Continuing the company’s suit for infringement, there are two new two-reel color specials, eight new one-reel color specials, and the new “Ben-Hur,” announced, have a one-reel subject titled “football High,” 1960.”

The two-reel specials have already been designated as part of the program subjects for 1960-61 which announced, will be 104 issues of Universal-International news.

Roach, Jr., Case in TV and Theatre Film

FROM THE DAILY BUREAU
HOLLYWOOD, Aug. 22.—Roach, Jr., and Carroll Chasen announced the formation of Chasen Enterprises for the development of television and motion picture features.

Roach and Case produced “Bord Squad” and “Public Defense” on other TV plans. Plans call for television pilots to begin in and four features to be made the next 12 months. Headquarter will be at the Hal Roach Studios.

**Rank Egyptian Deal**

LONDON, Aug. 22.—The Organisation announced an agreement has been signed between a Rank Overseas Film Distribution Egyptian distributor Max Na. distribution by him of some productions in Egypt and North territories. The arrangement will most of the films late may the Rank banner.

**New York Theatre**

—RADIO CITY MUSIC HALL—Rockefeller Center • C 6-4600—

**“SONG WITHOUT END”**

**BY ROBERT LEONARD LIEST AND LAWRENCE D. FALK**

**D** R.: BOGARDE as Faust

A COLUMBIA PICTURE in ColorCopas & Eastmancolor

ON THE GREAT STAGE” FESTIVE
Trend to Suburb Shops
Fought in Cleveland

Special to THE DAILY

CLEVELAND, Aug. 22 — The Cleveland Downtown Association is staging a “downtown festival” next Thursday through Saturday to combat the growing tendency to neighborhood shopping center patronage. Department stores and other downtown merchants will participate in a treasure chest” from which some 500 prizes will be drawn, including air and sea tours, wardrobes for men and women, home furnishings, jewelry, furs, etc.

Restaurants and hotels will feature special 50-cent lunches and parking will offer 25-cent discount to motorists whose tickets have been validated by participating stores.

Loew’s State Theatre will hold a special 35-cent bargain matinee on Thursday and the following day Loew’s Ohio Theatre will offer a reduced rate youth admission price. Hall displays and promotions will occupy the entire downtown shopping area in an effort to reestablish it as the main shopping area of Greater Cleveland.

Paramount Sets Seven
for Sept.-Dec. Release

Paramount Pictures will release seven major productions in the period September through December, 1960, so many at the same time last year, George本领ner, vice-president charge of world sales, announced yesterday.

Paramount’s September releases will be “Dino DeLaurentiis’ ‘Under Ten” and “The Boy Who Stole a Million,” George Brown production.

In October- November, Paramount will release Maleno Malenotti’s “The Vege Innocents.” Hal Wallis’ “GI’s,” will be Paramount’s Thanksgiving holiday release.

In December, Paramount releases will include Ponti-Girosi’s “A Breath Scandal,” and Jerry Lewis’ “Cin- fella.”

Set for special engagements only December is Ray Stark’s “The Jold of Suzie Wong.”

Award for Stewart

PARIS, Aug. 20 (By Air Mail) — Mrs. Stewart has been named the first foreign actor of the year for his performance in Paramount’s “Vertigo” the French publications, Pigaro and Grimonde. The actor was presented with the award by Maurice Victor on the set of “Fanny” here which Chevalier stars. Stewart has been in Europe on vacation and returned to the U.S. at the weekend.

A. Jackson Dies

ATLANTA, Aug. 22 — William Henry Jackson, for many years associated with Storey Theatres in eutul, Ga., as operator, died at a hospital here following a short illness.

Discussing “Midnight Lace”: the Sylvania office yesterday, left to right, Paul Kamey, Eastern Publicity manager; Herman Kass, executive charge of exploitation; Phil Gerard, Eastern advertising and publicity director; and Jerome M. Evans, Eastern promotional manager.

‘Midnight’ Drive for Women

(Continued from page 1)

film. It is a six-minute subject in color that is at once a fashion show and a trailer.

Hunter, who also produced “Portrait in Black” and “Imitation of Life,” for Universal, knows how to make films for the feminine audience, Gerard emphasized. He said Hunter has insisted “there is no box office success without women.”

Gerard said that according to the Sindinger organization, in the first 26 weeks of 1960, on an average of seven out of ten pictures, more than 50 per cent of the audience was composed of women. With this in mind, and with the idea of attracting more women to see “Midnight Lace,” Universal has undertaken an experiment with the short subject which features ten highly diversified changes and a running commentary by Irene, the fashion designer.

Available Free

The short will be available without charge to all theatres which show “Midnight Lace” and well in advance of the playdate. There will be a “Midnight Lace” hair color promotion in beauty shops, a millinery promotion designed by Mr. John, a fashion award for the most best dressed women, and a national dress design contest with a prize of a trip to California.

Stores to Get 10mm Version

The six-minute sequence will be made available in 16mm to department stores throughout the country. In each store one woman will receive an Irene suit. These stores will present “Midnight Lace” to customers. The short subject will be shown all day in stores throughout the country. The short will also be shown at women’s clubs, and in schools to show the influence of good fashions.

Another promotional feature will be a pamphlet of “Midnight Lace” fashion and beauty tips prepared by Irene and Buddy Westmore.

The conference was also attended by Herman Kass, executive in charge of national exploitation, Paul Kamey, Eastern publicity manager, and Jerome Evans, Eastern promotion manager.

TOA to Hear Fabian on
ACE Production Plans

S. H. Fabian, chairman of the American Congress of Exhibitors, will report to the annual convention of Theatre Owners of America at the Ambassador Hotel, Los Angeles, Sept. 13-16, on the ACE production program, Albert M. Pickus, TOA president, announced yesterday.

ACE last week announced that independent circuits have contributed $1,000,000 to its projected new exhibitors’ production company to which the five major circuits had pledged $2,000,000 previously.

Theatre association was among the contributors.

Pickus said that Fabian, who is also treasurer of TOA, will address the opening luncheon on Tuesday Sept. 13.

Reduce Tax Values on
Two Cinn. Theatres

SPECIAL TO THE DAILY

CINCINNATI, Ohio, Aug. 22.—The county board of revision has reduced tax values on the buildings housing Cincinnati’s two largest downtown theatres, it was made known by James R. Clark, Jr., who, as president of the board of county commissioners, heads the board of revision. Spencer Kuhn, as trustee of the Albee Theatre, was granted a reduction of $30,000 on the theatre building, making its tax valuation $270,000. The building had been tax valued at $300,000.

The BKO Midwest Corp. was given a reduction of $20,000 on its Palace Theatre Building, making the valuation $180,000. The building had been listed for $200,000 on land with a tax value of $85,000.

PEOPLE

Ralph Bellamy, president of Actors Equity Association, has been named chairman of the Committee of Arts and Sciences of the New York State Democratic Campaign, it has been announced by Harry Brandt, chairman of the drive.

B. B. Kreischer, president of International Film Associates Corp., independent producers representative, will leave here tomorrow for Europe with a portfolio of 44 independently produced post-1950 Hollywood features to be offered for theatrical or television showing in the Western European countries. On his itinerary are Paris, London, Munich, Rome and Madrid.

Vera Servi, for the past four years associated with Bernard F. Kamius public relations office in Hollywood, and former West Coast editor of the National Audience Board newsletter, has joined the public relations staff of Kennedy-Walker, Inc., Beverly Hills.

Howard Rose, who during his Navy service was active in motion picture theatre management, has been named assistant manager of the Windsor Theatre, Windsor, Conn., a unit of the Lockwood & Gordon circuit. He succeeds William Christensen, resigned.

SMPT Volume on Film
Processing Published

Control, Techniques in Film Processing,” prepared by a special subcommittee of the Laboratory Practice Committee of the Society of M. P. and Television Engineers, has been published by the latter to serve as a guide to improved film processing in the future.

Designed for persons engaged in film processing in laboratories serving motion picture, television and the many specialized fields such as high-speed and instrumentation photography, the book as 181 pages and 73 illustrations.

Each of the 10 chapters of the book it written by a specialist in some definite phase of film processing. There is a foreword by E. H. Reichard, chairman of the SMPT Laboratory Practice Committee. The book, which was edited by Walter L. Kinser, represents two years of effort on the part of the special subcommittee.

Fire Cancels Premiere

HOLLYWOOD, Aug. 22 — Power lines downed in a raging fire near Reno Sunday, caused cancellation of the world premiere of 20th-Fox’s, “Let’s Make Love” in that city that night. Junketeers to a charity premiere for Jerry Wald’s production returned from an airfield illuminated by flares.
E D I T O R I A L

(Continued from page 1)

by way of selling the U. S., its products and its way of life to people all over the world.

But that job well because its mission is not to propaganda, but to entertain. The Voice of America and other government instrumentalities, no matter how good a propaganda job they do, cannot be expected to be as effective as the film for that very reason.

It remains only to refer the results of the Indian students' poll to the votes cast in Congress and out of it, who insist upon believing that the only images of America carried abroad by Hollywood films are damaging ones.

Griffing Still Missing

In Airplane Flight

Special to THE DAILY

OKLAHOMA CITY, Aug. 22—No word had been received here yet today on the whereabouts of Henry S. Griffing, president of Video Independent Theatres, who has been missing for several days along with members of his family. Griffing was piloting his private plane on a flight that left Teterboro, N.J., Airport last Tuesday morning. He had filed no flight plan, but associates said he planned to fly to Oklahoma.

Officials of Video Theatres have offered a $5,000 reward for information leading to the discovery of the Griffing family and the Angelove operators in Oklahoma and West Texas. Griffing is also secretary and a director of Oklahoma TV Corp., which owns television station KTVW here.

Griffing is well-known for his pioneer work in pay-TV, having conducted the famed Bartlebee experiment two years ago. In addition he was one of the first exhibitors to apply for a Telenocher franchise last spring.

Young Men’ Strong

CHICAGO, Aug. 22 — Columbia Pictures’ release of Hall Bartlett’s “All the Young Men” grossed $26,672 in the first four days of its run at the Roosevelt Theatre here. The management reports this figure as the largest for any four-day period in more than two years.

Jules Schwartz to N. Y.

HOLLYWOOD, Aug. 22 — Jules Schwartz, executive director and general business manager of Phoenix Film Studios, left here today for New York, der way for sales to Scandinavia, Italy, Switzerland, the Philippines and Malta, as well as Latin America.

New Hearing on Bicks

Scheduled Wednesday

From THE DAILY

WASHINGTON, Aug. 22 — Efforts by Sen. Keating (R., N. Y.) to have the nomination of Robert A. Bicks reported out of the Senate Investigations committee were beaten back in a closed session of the group. In fact, another hearing on Bicks qualifications is scheduled for Wednesday.

The hearing committee was expected to report favorably a number of bills on war claims. It did not adopt the Keating proposal to permit the sale to U.S. citizens of General Anoline & Film Corp. stock, as had been done by Sen. Keating unless a meeting scheduled by the committee with representatives of the Departments of State and Justice results in a committee report that will be added to the bill as reported.

Claims of motion picture companies for losses suffered as a result of Japanese occupation and war would be allowable under the version of a war claims bill reported by the committee. This provision, sponsored by Sen. Dodd (D., Conn.) was not in the bill when it passed the committee, but the committee also deleted the parts of the House-passed measure that provided for payment of claims. Under the bill sent to the Senate, claims can be made, but no funds are made available for payment. This bill will be handled in separate legislation.

House for Labor Group

As Pay-Bill Conferences

From THE DAILY

WASHINGTON, Aug. 22 — The House tomorrow will give the minimum wage bill one of its final testings. It will move, in accordance with custom, to obtain unanimous consent to appoint members of the Labor Committee as conference committee on the final version of the bill.

Speaker Rayburn (D., Tex.) said that he had spoken to labor committee chairman Barden (D., N. C.), who informed him that he knew of no reason why there should be any objection. If any member desires to obstruct the bill, however, he can object. In that case, the rules committee would have no choice but to call before conferences could be appointed.

Though there had been some fear that the rules group might try to block the wage bill, this has apparently disappeared.

Senate conferences have already been appointed. They are: Kennedy (D., Mass.); McNamara (D., Mich.); Wolf (D., Ore.); Bentsen (D., W. Va.); Goldwater (R., Ariz.); Dirksen (R., Ill.), and Prouty (R., Vt.).

In the normal course of events, the House will also send seven to the conference.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherman Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Vare, Advertising Manager; Guy H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aronson, Editorial Director; Pinky Herman, Eastern Editor, Hollywood Branch; Harlan Wales, Western Editor, Hollywood Branch; Paul Garvey, New York Branch; William R. Hamblin, Chicago Branch; Martin Quigley, President; Martin Quigley, Jr., Vice-President; Tess J. Sullivan, Vice-President and Treasurer; Raymond Galloway, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Entertainment Merchandising, each published 13 times a year; Motion Picture Almanac, published annually; Hollywood Reporter, weekly, published as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies
tend to Suburb Shops 

Cleveland, Aug. 22.—The

downtown Association is

a "downtown festival" next

Saturday to curb the growing 

tendency to neighbor-

ship shopping. Patrons of

most downtown merchants

will participate in a "safety 

clerk" from which some 

100 prizes will be drawn, 

including and tea soups, wardrobes for men

and women, home furnishings,

jewelry, furs, etc.

Restaurants and hotels will feature 

special 80-cent lunches and parking

on Thursday and the following 

day. Low's Theatre will offer a 

missionary rate admission price.

a display and promotion will occu-

the entire downtown shopping 

area in an effort to reestablish it as the 

shopping area of Greater Cleve-

land.

Paramount Sets Seven 

For Sept.-Dec. Release

Paramount Pictures will release

film in major productions in the period from November, 1960,

more than at the same time last

year. George Wernmer, vice-president 

charge of world sales, announced

today.

Paramount's September releases will 

include Dino De Laurentis' "Under Ten 

Pigs," and "The Boy Who Stole a 

Million," George Brown production.

October, Paramount release Malenko Malenotti's "The

Sage Innocents," Hal Wallis' "G.I. 

Bis," will be Paramount's Thank-

sgiving holiday release.

November, Paramount releases include Toppi Girod's "A Breath 

Easy," and Jerry Lewis' "Cin-

Tella." For special engagements only December is Ray Stark's "The 

Idol of Suzie Wong."

Midnight’ Drive for Women

(Continued from page 1)

film. It is a six-minute subject in color 

which is at once a fashion show and a 

trailer.

Hunter, who also produced "Port-

rait in Black" and "Imitation of Life," 

for Universal, knows how to make films for the feminine audience, 

Gerard emphasized. He said Hunter 

has insisted "there is no box office 

success without women."

Gerard said that according to 

the Sindellinger organization, in the first 

26 weeks of 1960, on an average of 

seven out of ten pictures, more than 

50 per cent of the audience was 

composed of women. With this in 

mind, and with the idea of attracting more 

women to see "Midnight Lace," 

Universal has undertaken an experiment 

with the short subject which features 

ten highly diversified changes and a 

running commentary by Irene, the 

fashion designer.

Available Free

The short will be available without 

charge to all theatres which will show 

"Midnight Lace" and well in advance 

of the playdate. There will be a "Midnight Lace"

hair color promo-

TOA to Hear Fabian on 

ACE Production Plans

S. H. Fabian, chairman of the 

American Congress of Exhibitors, 

will report to the annual convention 

of Theatre Owners of America at the 

Ambassador Hotel, Los Angeles, Sept. 

13-16, on the ACE production pro-

gram, Albert M. Pickus, TOA pres-

ident, announced yesterday.

ACE last week announced that in-

dependent circuits have contributed 

$1,000,000 to its projected new exhib-

itors' production company to which 

the five major circuits had pledged 

$2,000,000 previously.

The theatre association was among the 

contributors.

Pickus said that Fabian, who is also 

treasurer of TOA, will address the 

opening luncheon on Tuesday Sept. 

13.

Reduce Tax Values on 

Two Cinn. Theatres

SPECIAL TO THE DAILY

CINCINNATI, Ohio, Aug. 22.—The 

county board of revision has reduced 

tax values on the buildings housing 

Cincinnati's two largest downtown 

theaters, it was made known by James 

R. Clark, Jr., who, as president of the 

board of county commissioners, heads 

the board of revision. Spencer Kahn, 

as trustee of the Albee Theatre, 

was granted a reduction of $30,000 on 

the theatre building, making its tax 

valuation $270,000. The building had 

been tax valued at $300,000.

The BKO Midwest Corp., was given 

a reduction of $20,000 on its Palace 

Theatre Building, making the valua-

tion $180,000. The building had been 

listed for $200,000 on land with a tax 

value of $350,000.

SMPTF Volume on Film 

Processing Published

"Control Techniques in Film 

Processing," prepared by a special 

subcommittee of the Motion Picture 

Laboratory Practice Committee of the Society of M.P.

and Television Engineers, has been published by the latter as a 

guide to improved film processing in the industry.

Designed for persons engaged in 

film processing in laboratories serving motion picture, television and the 

many specialized fields such as 

high-speed and instrumented 

photography, the book is 181 pages and 73 illus-

trations.

Each of the 10 chapters of the book 
it written by a specialist in some 

definite phase of film processing. There is a 

foreword by E. H. Reichard, 

chairman of the SMPTF Laboratory Practice Committee. The book, which 

was edited by Walter L. Kiser, represen-

tes two years of effort on the part of the special subcommittee.

Fire Cancels Premiere

HOLLYWOOD, Aug. 22.—Power 

lines downed in a raging fire near 

Reno Sunday, caused cancellation of the 

world premiere of 20th-Fox's "Let's Make Love" in that city that 

night. Junketeers to a charity pre-

miere for Jerry Wald's production 

returned from an airfield illuminated 

by flares.

PEOPLE

Ralph Bellamy, president of Actors 

Equity Association, has been named 

chairman of the Committee of Arts 

and Sciences of the New York State 

Democratic Campaign, it has been 

announced by Harry Brandt, 

chairman of the drive.

B. B. Kcretzler, president of Inter-

national Film Association, Inc., 

independent producers representatives, 

will leave here tomorrow for Europe 

with a portfolio of 44 independently-

produced post-1950 Hollywood fea-

tures to be offered for theatrical or 

television showing in the Western 

European countries. On his itinerary 

are Paris, London, Munich, Rome and 

Madrid.

Vera Servi, for the past four years 

associated with Bernarr F. Kamin

public relations office in Hollywood, 

and former West Coast editor of the 

National Audience Board newsletter, 

has joined the public relations staff of 

Kennedy-Wilker, inc., Beverly Hills.

Howard Rose, who during his Navy 

service was active in motion picture 

theatre management, has been named 

assistant manager of the Plaza Thea-

tre, Windsor, Conn., a unit of the 

Lockwood & Gordon circuit. He suc-

ceeds William Christensen, resigned.

3esday, August 23, 1960
Allied to Name (Continued from page 1)
York Mayor William O'Drayer is to be associated in Mexico City, it was said that Schwalberg will be among those to whom Marcus will talk about the new Allied post. Schwalberg recently was described by Al Mayer, Allied president, as a logical choice for the position.

Salary for the new post was not fixed by the Allied board at the Chicago meeting at which the post was created. Consent has been that it will be "at least" $25,000 annually, but that also it will be commensurate with the position and abilities of the man selected.

In addition to salary, it is understood provision will be made for income from incidental sources, such as participation in national convention revenue, special commissions and other incidental activities which may be allotted to the new officer. As stated by the national board, however, the executive director will be an employee of the board, which will retain policy-making functions.

Financing See No Problem
If the right man is obtained, it is felt there will be no problem in obtaining adequate financing from the Allied member organizations for his salary, executive and maintenance of office and other expenses in connection with the establishment of the new post.

The probability is that the new Allied national office will be established in New York; certainly so if the person chosen for the executive director is a resident of that city. Abram F. Myers, whose resignation as chairman and general counsel of Allied after 31 years led to the establishment of the new post of executive director, is closing his Washington office this month. That office has served as Allied's national headquarters. Myers reportedly has been voted a lifetime pension of $12,000 annually, which is said to include retirement pay also for Myers' long time Washington secretary, Miss Bertha Taylor.

Myers continues with Allied in an advisory and honorary capacity only. He would not be called upon for legal services to the organization, it is said, but would be consulted about whom to retain in the event Allied needed legal services.

Rivoli Books 'Alamo' (Continued from page 1)
 lease. "The Alamo" will play 10 performances weekly. The Rivoli management is expanding its staff to accept box office reservations for the road show engagement.

New Cinerama Theatre In Ohio Discussed
Special to THE DAILY
COLUMBUS, 8., Aug. 22. — First Cinerama installation in Central Ohio is scheduled for RKO Grand as soon as contract details are settled.

Evelst C. Collett, international director of advertising and publicity for Cinerama, was here recently to confer with Ed McClane, RKO city manager. The Grand installation will use only one projection booth which will be on the orchestra floor level. The Grand's 1,150 capacity will be reduced slightly.

This Cinerama will be the first presentation.

Law on Policemen
(Continued from page 1)
Court by the Connecticut Theatrical Corporation, a Stanley Warner subsidiary, operators of two first-run New Britain theatres, the Strand and Empire.

Superior Court Judge Louis Shapiro ruled that the main part of the ordinance was valid. However, a requirement that the theatre owner must pay a sum equal to a policeman's pay plus ten cents a day to the police benefit fund was ruled partly invalid. The lower court tossed out the ten cent charge, leaving the regular pay intact.

The Connecticut Theatrical Corporation then took the case to the higher court, but the justices were unanimous in deciding the ordinance— as amended by the Supreme Court decision—was within the scope of the state laws on the subject of regulation of theatres for safety purposes.

The door was left open for further argument on whether it is necessary, as the ordinance requires, that a policeman be present "during every performance." Whether present conditions require "the degree of regulation imposed by the ordinance," the State Supreme Court said, "is a matter for the judgment of the legislative body of the city."

Film Stocks Cited
(Continued from page 1)
success in cutting overhead while turning out box office triumphs is being translated into improved earnings for their shareholders.

Other companies mentioned favorably include Paramount, 20th Century-Fox, Columbia, United Artists and Warners.

'Psycho' Sets Record
A record $407,691, topping every holiday and non-holiday mark for a similar period in the history of Loew's Theatres in the greater New York area, was grossed by Alfred Hitchcock's "Psycho" in the five days ending Sunday. The record high, which was registered at 26 Loew's houses in Manhattan, Brooklyn, the Bronx, Queens and Westchester, tops all previous marks, including those set up Cecil B. DeMille's "The Greatest Show on Earth" and "The Ten Commandments."

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; B, Buena Vista; C, Columbia; MGM, Metro-Goldwyn-Mayer; PAR, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, to, Technirama; vv, VistaVision; rs, Regascope.

SEPTEMBER
AA—HELL TO ETERNITY: Jeffrey Hunter, Joan O'Brien
AA—CALTIKI, THE IMMORTAL MONSTER: John Meredith, Dil Sullivan
AA—THE TORMENTED: Richard Carlson, Susan Gordon
AIP—THE ROUGH AND THE SMOOTH: Nadia Tiller, Tony Britton
COL—ALL THE YOUNG MEN: Alan Ladd, Sidney Poitier
COL—THE ENEMY GENERAL: Van Johnson, Pierre Aumont
MGM—ALL THE FINE YOUNG CANNIBALS: c, Natalie Wood, Robert Wagner
MGM—THE ANGEL WORE RED: Ava Gardner, Dirk Bogarde
MGM—THE SUBTERRANEANS, c, Leslie Caron, George Peppard
PAR—OUR;n TEEN FLAGS: Van Heflin, Mylene Demongeot
PAR—THE BOY WHO STOLE A MILLION: Virginia Texera, Marlene Dietz
20-Fox—LET'S MAKE LOVE, c, Marilyn Monroe, Yves Montand
20-Fox—GOODNESS OF LOVE, c, Jacques Sernas, Claudia Gora
20-Fox—FRECKLES, c, Martha Scott, Trevor Peck
20-Fox—WALK TALL, c, Willard Parker
UA—STUDS LONIGAN: Christopher Knight, Vesta Stevenson
UA—THE NIGHTMARCHERS: Robert Mitchum, Anne Hayward
UNI—SEVEN WAYS FROM SUNDOWN, c, Audie Murphy, Barry Sullivan
UNI—BETWEEN TIME AND ETERNITY, c, Lilli Palmer, Carlos Thompson
WB—THE CROWDED SKY: Dane Andrews, Rhonda Fleming

OCTOBER
AA—TIME BOMB: Curt Jurgens, Mylene Demongeot
AA—BLOODY BROOD: Barbara Lord, Jack Bet
AA—SEREGENTI SHALL NOT DIE, c, Documentary
BY—JUNGLE CAT, c, True-Life Adventure
COL—I AIM AT THE STARS: Curt Jurgens, Victoria Shaw
COL—LET NO MAN WRITE MY EPITAPH: Burr Ives, Shelley Winters
COL—I'M ALL RIGHT JACK: Peter Sellers
MGM—KEY WEST NIGHTS: he, Pat Crowley
MGM—WHERE THE WIND BLOWS: Gina Lollobrigida, Yves Montand
PAR—THE SAVAGE INNOCENTS, c, Anthony Quinn, Yoko Tani
20-Fox—HIGH TIME, c, Bing Crosby, Fabian
20-Fox—THE BATTLE OF MURTER, c, Leslie Caron, Ressano Brazel
20-Fox—DESIRE IN THE DUST, c, Raymond Burr, Martha Hyer
UA—THE ALAMO, c, tedd-AO: John Wayne, Richard Widmark
WB—SURPRISE AT CAMPARELLO, c, Raphael Benchley, Greer Garson
WB—GIRL OF THE NIGHT: Ann Francis, John Kerr

NOVEMBER
AA—HEROES DIE YOUNG: Eric Peters, Robert Gertz
AA—THE UNFAITHFULS: Gino Lollobrigida, May Britt
AA—THE PLUNDERERS: Jeff Chandler, John Saxon
AIP—KONGA, c, Michael Gough, Jess Conrad
COL—SURPRISE PACKAGE: Yuri Bynner, Mitzi Gaynor
COL—HELL IS A CITY: Stanley Baker, Maxine Audley
MGM—BUTTERFIELD EIGHT, c, Elizabeth Taylor, Laurence Harvey
MGM—GORGO, c, William Travers, William Sylvester
PAR—G.I. BLUES, c, Elvis Presley, Juliet Prowse
20-Fox—CIRCLE OF DESTRUCTION, c, Brian Donlevy, Suter Parker
20-Fox—NORTH TO ALASKA, c, John Wayne, Capucine
20-Fox—THE SCHNOKS, c, Tommy Noonan, Peter Marshall
UA—INHERIT THE WIND: Spencer Tracy, Fredric March (special dates)
MGM—THE MAGNIFICENT SEVEN, c, Yul Brynner, Robert Mitchum
UNI—MIDNIGHT LACE, c, Doris Day, Rex Harrison
WB—SUNDOWNERS, c, Deborah Kerr, Robert Mitchum

HPA to Dine Sandburg
HOLLYWOOD, Aug. 22. — The Hollywood Press Association will sponsor an industry-wide testimonial luncheon in honor of Carl Sandburg, poet, next month at the Beverly Hilton Hotel here. Bertl Unger, the Lions Club, will announce openings of new picture, "Gorgo." Filmed in color of a new process called Automat, "Gorgo" is currently being shown in MGM's London Studios, and will be in the British Isles this winter.

Big 'Gorgo' Promotion
LONDON, Aug. 22. — Maurice and Frank King of the King Bros. announced yesterday they will spend 100,000 pounds ($280,000) on a new promotion campaign for the English release of the first picture, "Gorgo." Filmed in color of a new process called Automat, "Gorgo" is currently being shown in MGM's London Studios, and will be in the British Isles this winter.
**Television Today**

**Current Events**

**'Million Dollar Movie' To Go Color in Fall**

Color television will be introduced to WOR-TV this fall, it was announced by Robert J. Leder, vice-president and general manager of the WOR division of RKO General, Inc.

Leder said the first telecasts would premiere on Million Dollar Movie, Channel 9's motion picture showcase. Viewing dates will be announced following completion of installation of RGB color transmission equipment already under way.

Leder said that WOR-TV color telecasts mark the first time that an independent station in the New York metropolitan area has regularly scheduled color television programming. A minimum of 144 hours of color broadcasts have already been scheduled for the first 13-week cycle of Million Dollar Movie this fall. Color telecasts are also being planned for other broadcast areas within the station's programming, he declared.

In announcing the announcement, Leder pointed out that each color telecast on Million Dollar Movie represents 24 hours of color TV in a week. Million Dollar Movie features are broadcast five times weekly, a format originated by the RKO General station.

**RCA Consolidates Sales Promotion, Advertising**

A consolidation of the institutional and staff advertising and sales promotion activities of the United Broadcasting and Television Association of America under R. H. Colfin as staff vice-president, advertising and sales promotion, was announced today.

In his new post, Colfin will have responsibility for coordinating policy on both product and institutional advertising, and will report to Kenneth W. Billby, vice-president, public affairs.

An advertising executive for more than two decades, Colfin joined RCA in 1949 and served as director of advertising of the former RCA Victor Division until 1954. He then became director, advertising and sales promotion of RCA, and in 1955 a vice-president of the corporation.

**Honor Hall Bartlett**

The Coordinating Council for Negro Performers will honor Hall Bartlett, writer-producer-director of Columbia Pictures' "All the Young Men," to be held at the Playbill Restaurant here on Thursday.

**AB-PT will begin operations in the next nine months on the new station. AB-PT, which has held shows in 16 Central American and Australian television for some time, announced their purchase last week of a network in Venezuela.**

---

**Motion Picture Daily**

**Censorship**

(Continued from page 1)

advertisements we have pointed out several times that censorship of newspapers is just as much a part of the program of these persons leading the film censorship drive.

Several newspapers have agreed, all who have refused either to recognize the danger as a present or potential. Fortunately for all of us, however, the courts do not share this in the least. A case in point is a recent decision by the full Court of Appeals of Dauphin County, Pennsylvania.

Newspapers directly involved at summer the Pennsylvania nature enacted into law a motion picture censorship bill which provides severe penalties for newspapers using advertisements of pictures approved by the board of censors of the bill. We have no serious newspaper objection to the bill. Ads were promptly brought to Dauphin County Court of Common Pleas to have the law declared unconstitutional. Both suits were exactly the same, the court striking down practically all of the law's provisions as unconstitutionally.

Along the other provisions of the law it was struck down, the court indicated the passage pertaining to advertising. It pointed out that large Philadelphia newspapers are being carried outside the State, and could publish advertisements of pictures showing in places outside the State. The Court held that, for this the act is invalid since it imposes an undue burden on interstate commerce.

"Due Burden" is inconceivable, the court indicated that Pennsylvania can validly require that merely because a state needs its own aggressive agency for the purpose or formal proceedings of any newspaper may not be used the picture for showing in any or Delaware. It seems clear that the Act imposes an undue burden on interstate commerce.

"Censorship" for "Inherit"

A total of 100,000 special programs will be sent to United Artists representatives in 53 key cities here and is for distribution at the dates and previews for Stanley Kubrick's "Inherit the Wind" on the morning of Aug. 30. The kit includes a detailed instructions with handling of the preview showings, the UA release for maximum exploitation of the event in their territory. The showings are being designed by radio and television announcements and a heavy schedule newspaper and magazine ads.

**Review:**

**The Crowded Sky**

**Walter Bros.**

At the beginning of "The Crowded Sky," a tension-in-the-air melodrama from Warner Brothers, a Navy Jet takes off from San Diego bound for Washington, D. C., with only two occupants—a captain and a saloon girl. At approximately the same time a commercial transport with 62 passengers leaves Washington headed for Los Angeles.

A climax of the film is a scene where two planes collide dead-head. the jet and its occupants are destroyed, while the crippled transport eventually makes an emergency landing, losing only two of its passengers in the process.

Out of this tragedy in the sky, scriptwriter Charles Schnee, working from the novel by Hank Searls, has a point to make. This is a warning that traffic in the sky is increasing speedily and dangerously today, especially when complicated by mechanical failure and pilot errors, the two major causes of the disaster in this film.

That "moral" aside, "The Crowded Sky" is a routine airplane adventure film which sets up the familiar situations of a nervous, mobbing danger and populates it with the usual character "types." There is the brave captain of the transport who has a problem at home with a son who doesn't understand the co-pilot who doesn't get along with the captain and who can't make up his mind whether to stick to flying or become a painter. There is also the pretty, rather tiresome who loves the co-pilot in vain.

Among the passengers the usual crowd is present and accounted for—from the writer who is a "wolf" to the doctor who rises to the emergency with boldness and courage, and the female actor's agent who goes along to provide comic relief.

As is the custom in such pictures, salient episodes in the past lives of these characters are recounted in flashback. Thus the time in between the departures of the planes and the crash is devoted to a half dozen or so "soap operas" in which some trite, domestic trial and tribulations are put on view.

Both the acting and the direction by Joseph Pevney are perfunctory. The cast includes Dana Andrews, Rhonda Fleming, Efrem Zimbalist, Jr., John Kerr, Anne Francis, Keenan Wynn, Troy Donahue and Joe Mantell. Michael Gordon produced this picture, which is in Technicolor.

Running time, 105 minutes. Release, in September.

**Issue Date:** August 23, 1960

**Page:** 5

**TV Code Office Set In Time, Life Bldg.**

**From THE DAILY BEECS**

WASHINGTON, Aug. 22.—The National Association of Broadcasters announced today that the New York office of the Television Code Review Board will have permanent headquarters in the new Time & Life Building at 1271 Avenue of the Americas as soon as interior construction is completed in 30 to 45 days. It is now located in the Transcontinental Television Corporation offices at 380 Madison Avenue.

Selection of the permanent headquarters opposite Radio City was announced by Clair R. McCollough, chairman of NAB's Policy Committee, and E. K. Hartenburg, chairman of the Television Code Review Board.

**Broadcast Malpractice Bill Formally Reported**

**From THE DAILY BEECS**

WASHINGTON, Aug. 22.—The Senate Commerce subcommittee has formally reported an amended bill to enable the Federal Communications Commission to take action against broadcasters who engage in malpractices.

The measure modifies a House-passed bill by limiting FCC's power to impose fines and elimination. It makes the power to make station suspends operations for short periods. The Senate may take up the bill this week.

**AFTRA Rescinds Plea For TV-Commercial Role**

**From THE DAILY BEECS**

WASHINGTON Aug. 22.—The National Labor Relations Board has acceded to a request by the American Federation of Television and Radio Artists that it be allowed to withdraw its demand to be considered the only union eligible to represent performers in all kinds of television commercials—filmed, taped, and live. The board granted the request and virtually concluded the union is filing a similar request for another six months.

The AFTRA withdrawal stems from its agreement with the Screen Actors Guild to work together in the television commercial field.

**Glen Glenn, 52**

**HOLLYWOOD, Aug. 22.** Glen Glenn, 52, president of the Sound Services company bearing his name, and his wife, Mary, were killed by drowning in an auto accident yesterday near his birthplace in Chipman, New Brunswick, Canada. Funeral arrangements are pending. The couple, who were on vacation, leave four children.

**Richard Gerber**

**AB-PT Gets Interest In Lebanon Network**

Extending its overseas operations in the Near East, American Broadcasting-Paramount Theatres, Inc., has taken a minority interest in a new television network in Lebanon, it was announced here.

The overseas station, Television du Liban et du Proche-Orient, has been granted licenses for four channels, and is expected to broadcast a new service in Lebanon early next year.
ONE AROUND THE WORLD ARE 20ms

and keep your holdover time available next for **LET'S MAKE LOVE**
TOA Resuming Talks with Producers
Guild in Hollywood on September 9

Liaison committees of the Screen Producers Guild and the Theatre Owners of America will resume their discussions Sept. 9 at the Ambassador Hotel in Los Angeles, it was announced yesterday.

Albert M. Pickus, TOA president in New York, and Walter Mirisch, SPO president, in Los Angeles, jointly announced that the committees would meet for luncheon and con-

(Continued on page 4)

ATONJ Gets Report
On Availabilities

Edwin Rome of Philadelphia, spe-
cial attorney for Allied Theatre Own-
ers of New Jersey, yesterday reported to a meeting of the organization here on meetings which he held recently with film distributors on New Jersey exhibitors' complaints of delayed availabilities.

As a result of the talks, some dis-
(Continued on page 5)

'Spartacus' Meetings
Underway Here Today

Universal Pictures' three-day series of orientation meetings on the mer-
chandising of "Spartacus" will get (Continued on page 5)

WARNOZ to Report
On Fox Studio Changes

A report on progress to date of reorganization at 20th Century-Fox studios will be made to the executive board by Joseph Moskowitz, vice presi-
dent, later this week. Syros Skonas, president, will attend the meeting also.

Moskowitz returned here yesterday from a six-week visit to the studio.
All-Time-High Gross Seen

PARENT PARRADOX has been caused by the fact that the average admission price in 1960 is averaging 90 cents. In 1959 it was 60 cents, when 224 films brought in a theatre gross of $1,301 million, only 12 cents more than 1940's record, $1,409 million.

'Theatre attendance is again on the upswing,' Studinger went on to say. 'In the last week of July, the nation's motion picture theatres played to more people than at any time in the last four years. Early August attendance is ahead of the same period in 1959. These circumstances, coupled with the fact there will be at least five more advanced admission pictures released before the end of the year, leads us to estimate that the nationwide theatre gross will reach $1,500 million by the end of 1960.'

'Since the motion picture public is coming more and more selective each year,' Studinger stated, 'it will readily pay advanced admission to see the motion pictures it wants to see the most. Individual motion pictures today can bring in more money to the nation's box office and return more film rental to the producer than ever before.'

Two New Sales Offices Planned by Continental

Plans for the opening of two new sales offices for Continental Distribution were announced by Carl Peppercorn, vice-president in charge of sales. They are to be opened before the end of the year.

Continental last week completed a five-day sales meeting on expansion plans and unveiling releases, including "The Entertainer," "Modigliani of Montparnasse" and "General della Rovere."

Private Rites Today for Oscar Hammerstein, II

Private funeral services will be conducted today at Fernaldi-Ceremony, Hartshale, N. Y., for Oscar Hammerstein, II, the Broadway librettist and producer, who died early Tuesday of stomach cancer at his home in Highland Farms, Pa. His age was 65.

Hammerstein had a long career as a librettist, lyricist and producer, and many of the Broadway musicals on which he worked were subsequently made into successful motion pictures. These included "Showboat," "Oklahoma," "Carousel," "The King and I" and "South Pacific." Still running on Broadway is his latest musical, "Music," for which 20th Century-Fox paid over $1,000,000 for film rights.

Griffing Search

(Continued from page 1)

which was piloted by Griffing, head of Video Independent Theatres of Oklahoma City. The family took off from the Teterboro, N. J., airport a week ago on route to Oklahoma. Nothing has been seen of them since.

L. of D. Condemnation for 'Wasted Lives'

The National Legion of Decency yesterday condemned the film, "Wasted Lives and the Birth of Twins," asserting the hygienic film to be "completely unacceptable for general motion picture entertainment purposes."

The Legion added that the K. Gordon Murray Productions' film, originally entitled "Children of Love," has been sensationalized and exploited by the producer and has been "falsehly represented, either explicitly or in effect, as having been approved by the National Legion of Decency.

'Song Without End' at Beverly Hills Sept. 27

From THE DAILY Bureau

HOLLYWOOD, Aug. 23, - William Goetz' production for Columbia, "Song Without End," will have its West Coast invitational premiere Tuesday evening, Sept. 27, at the Stanley Warner Beverly Hills Theatre.

The premiere will be followed by the regular engagement, beginning the following day.

Rites for Mrs. Winikus

NORTH MIAMI, Fla., Aug. 23, - Funeral services were held at Southern Memorial Park here for Mrs. Evelyn Winikus, mother of Francis Winikus, European assistant to United Artists vice-president Max E. Younger, who, Mrs. Winikus is also survived by another son, Thomas.

Monroe's Emissary Brings Kisses of 'Love'

The working press trade was interrupted at its daily task by the appearance of a luminous headed gal clad in boudoirs to pace with the high humidity, boldly announce: 'I have kisses for Marilyn Monroe.'

The press was lavishly "kissed" by Miss Martha McQueen who, as Monroe's "stand-in," handed out "kiss packages" that the headline "Heaven Sent Some from Marilyn Monroe—Let's Love!"

This was the "subtle" way the Century-Fox "themes" were added to the press of news about the forthcoming Jerry Wald production, "Make Love," which stars Miss Monroe and Yves Montand.

Financial Group Buys General Artists Corp.

A deal for Herbert J. Siegel, a delphian financier, and associate purchase General Artists Corp., tricinal, television and motion picture talent agency, was announced yesterday. The company will be a "new subsidiary of a privately owned company and develop a approach to selected basic entertainment industry," according to Lawrence E. Kanaga, president of General Artists.

Kanaga will continue to make headquarters here. Milton W. K. executive vice-president of G.A.C., president of G.A.C.-TV subsidiary, will headquarter in Beverly Hill.

A joint announcement said Siegel and his associates, the company, have signed a mortgage purchase of the outstanding stock of General Artists, for as disclosed sum in cash and stock and more rapidly accelerate planned pension programs in selected p of the company's field, tool, that the survival of pay-television its specific requirements, and rapidly growing areas of showship for industry, and to make sure a far greater scope of action on behalf of its major roster of ing creative and performing elo.

Growth Potential Emphasized

"This step has been taken a result of careful studies which demonstrated far greater growth opportunities in certain entertainment circuits than the generally believed, clearly defined the broadened distribution, of higher schedules in the broadest meaning, and an abundance of available income sources that are expected to interested in the output of the company and performing talents represented by General Artists."
PARAMOUNT'S EXPLOSIVE BOXOFFICE IMPACT

IN THE STORY OF THE SENSATIONAL 665-DAY PURSUIT OF THE KILLER-SHIP ATLANTIS!

VAN HEFLIN CHARLES LAUGHTON

The Captain who sailed her...

The Admiral who vowed to sink her...

...and the beautiful prisoner-of-war

UNDER TEN FLAGS

Tremendous conflict at sea...

Tremendous personal drama!

CALL PARAMOUNT NOW!
IFIDA Petition
(Continued from page 1)
its members "are intimately concerned with the problems of regulation and censorship of motion pictures which are posed on this appeal."

Meanwhile Times Film will announce at a press conference here today filing with the Supreme Court of its appeal in the action which involves the Austrian film, "Don Juan." Times Film paid a license fee to Chicago but refused to submit the picture for censorship as required under a city ordinance. The police department denied the license, and the court fight to get the picture shown without pre-censorship began.

No Early Ruling Expected
The Supreme Court is not expected to rule in the case until next winter. Also planning to participate in the appeal are the American Civil Liberties Union and its affiliate, the Illinois Division of ACLU.

In its suit Times Film contends that the provisions of the Chicago licensing ordinance which provide for censorship of all motion pictures prior to their exhibition are an unconstitutional infringement of rights guaranteed under the First and Fourteenth Amendments. Times argues that punishment should be meted out after a film has been shown if it is then found to be obscene.

In its brief IFIDA also brings up the constitutional question as one of two points it makes, calling pre-censorship "prior restraint of a most arbitrary character."

Customs Controls Cited
The second point made by IFIDA is not dealt with by Times Film in its brief in the court of appeals but concerns the importation of foreign films. IFIDA argues that federal customs regulations of imported motion pictures and local censorship under the constitution, IFIDA argues since foreign pictures have been previously licensed and seized by the U.S. Customs before entry into the U.S., there can be no constitutional justification for a further requirement of municipal pre- censorship.

Several actions were involved in the Times Film case following the refusal of the Chicago police commissioner to grant a permit for the picture. The distributor then appealed to Mayor Richard J. Daley. Then it sued in Federal District Court to have the law struck down.

No Jurisdiction, Says Judge
Federal District Judge William J. Campbell ruled he had no jurisdiction for several reasons. He was upheld by the Appeals Court on the ground that it could tell what the film was like when it was not part of the record in the case. The Supreme Court agreed in March of this year to hear the case.

Still pending in Chicago is a second censorship suit, this one involving the French film, "The Lovers." Unlike the Times Film Corp., however, which refused to submit "Don Juan," for pre-censorship, Zenith International Pictures showed "The Lovers" to the police department, which then refused to license it.

Theatres Hurt by
Boston Transit Strike
Special to THE DAILY
BOSTON, Aug. 23. - The general strike of motormen on the Metropolitan Transit Authority plan of the transportation system into and out of Boston proper, which began yesterday at 5:30 P.M. was settled at 3:35 P.M. today. But the damage done to business in theatres, department stores, and business offices was severe.

Downtown theatres reported that last evening business was down to 20 per cent and this afternoon, by 60 per cent, with little hope of back to normal attendance until tomorrow.

SBC in Move to Ease
The Impact of Imports
From THE DAILY Bureau
WASHINGTON, Aug. 23. - The Senate Small Business Committee has named two members of its subcommittee for softening the impact of imports on American industry. The committee cannot directly recommend legislation.

The group urged American trade negotiators to "press with vigor" for concessions on U.S. exports at least equal to those granted for imports. It suggested that tariff concessions be granted in a manner and to an extent that will avoid sudden, sharp increases in imports.

The committee urged that the government take additional action to protect American industries, particularly during the period when patents are pending. It says the government "should continue efforts to secure . . . international cooperation to protect American patrons and designs" against competition by foreign "pirates of ideas and designs.

Tariq Act Quoted
"Congressional committees might usefully study the history and application (of section 337 of the Tariff Act, prohibiting unfair competition in foreign trade) with a view to possible simplification of its procedures, strengthening of its substance, or both," the committee declared.

Chakeres Helps ACE
In releasing the names of original subscribers to the ACE production fund last week, ACE inadvertently omitted the name of Phil Chakeres, president of Chakeres Theatres, Springfield, Ohio. Upon being informed that the fund had been started, Chakeres forwarded his check in the amount of $25,000, asking that his circuit be listed among the first subscribing.

TOA Confabs
(Continued from page 1)
time the discussions in the afternoon.

The sessions, in which the two groups are seeking common ground for mutual help, were initiated last week in the Southern California Screen Actors strike. Resumption was postponed until September, in order that the meeting could be tied in to the arrival of TOA officers in Los Angeles for the general TOA convention, which opens Sept. 13 at the Ambassador.

TOA's committee consists of Sidney M. Markley, S. H. Fabian, George C. Grimmendick, and Roy Cooper, with Pickus serving as ex-officio. The SPC committee consists of Arthur Freed, Jerry Wald, Frank Rosenberg and Jerry Bresler, with Mirisch ex-officio. Julian Blaustein, SPC first vice-president and member of the committee, will be in Europe at the time of the September meeting.

In each, including night speaker at TOA's convention luncheon on Sept. 15. It is expected he will report on the meeting, from the producers' point of view, at that time.

N. Group Buys
(Continued from page 1)
ated Theatres in Boston, and they operate a buying and booking service in Connecticut.

Baurer, Stern and Dollinger operate the Columbia Amusement Circuit in New Jersey. Snapper also is operating head of Snaper Theatre Circuit in New York.

'Spartacus'
(Continued from page 1)
sal's vice-president in charge of advertising and publicity, arrives here from Hollywood this morning to participate in the sessions along with Stan Margules, advertising and publicity head of Bryna Productions, who arrived in New York from Hollywood this morning.

Harry Mandel, vice-president in charge of advertising and publicity for RKO Theatres and his associates; Harry Goldberg, head of advertising and publicity for Stanley Warner Theatres, and his associate, Arthur Mansoni; Sheldon Gundersen, vice-president of Walter Reade Theatres, and other circuit advertising and publicity representatives, are expected to participate in some of the sessions.

Maurice A. Bergman, who is planning key city tours to speak before civic and civic organizations on the importance of motion pictures in community life, will attend some of the sessions on "Spartacus." The meetings will cover every phase of road show presentation, with particular emphasis on group selling.

Philip Gerard, Universal Eastern advertising and publicity director, along with Herman Kiss, executive director of the Screen Actors Guild; Paul Kaney, Eastern publicist manager; Jerome M. Evans, Eastern promotion manager; and home advertising, publicity, and exploitation staff members will also participate.

New Deadlock Looms
Joint Minimum Pay

From THE DAILY Bureau
WASHINGTON, Aug. 23.—At
junction by Rep. Johanneson (R., M. forced rejection of a move by B. Labor Committee Chairman Bar
d. N.C.) to permit House conferees on the joint minimum payroll bill to be appointed without prior clearance by rules committee. The rules committee meets tomorrow to approve the final Senate-House conference report which eliminates differences between wage bills passed by the two bodies.

A deadlock is conceivable if Senate conferees are unwilling to make concessions. Members of the conference do not vote by a simple majority. They vote as representatives of each house in separate groups, a majority of each is needed to arrive at an agreement.

Four liberal Democrats will re
sent the Senate at the conference, with them will be three Republicans, including two conservatives. It will be expected that the Senate will take the lead in setting the rules committee acts. It is felt that this conservative group will so only if it is assured that the B. and B. conferences will be predominantly liberal.

If there should be irreconcilable differences in conference, it would be the minimum wage bill for this year. A new bill would undergo intensive review the next session, and would have to be handled and new administration.

Decision Reserved
in 'Exodus' Title Dispute

Decision was reserved here ye
day by New York Supreme Court Judge Harry Epstein over the title "Exodus" by film
itors. United Artists Corp.
ry, Al Pina, S. A., a Swiss
osition, are seeking an inju
oon with Motion Pictures Co.
and Bernard K. Hoffer to pre
from using the name "Exo
an Italian picture they are pr
ing to re-issue.

The decision, produced in June was called "The Earth Cries when it was first released in the

1963.

Attorneys for U.A. told Judge that the history of the Otto merchant was made with the title "Exodus" by film
itors. United Artists Corp.
ry, Al Pina, S. A., a Swiss
osition, are seeking an inju
oon with Motion Pictures Co.
and Bernard K. Hoffer to pre
from using the name "Exo
an Italian picture they are pr
ing to re-issue.

The decision, produced in June was called "The Earth Cries when it was first released in the

1963.
TENJ Report

(Continued from page 1)

MOTION

suave,
about
Continued
Aim
1960,
$1,352,000
the
fine
statement
stock
of
the
scene
was
also
fine
contemplated.

[CONTINUED
so
and
stage-struck
just
compared
sure
charged
in
all
place
these
S.
old-fashioned
excellent
most
long
the
have
every

picture
audience.
He
also
leaves
a
plus
impression,
that
his
talents
have
by
no
means
been
fully
utilized
in
his
initial
Hollywood
role.
His
sophistication,
nevertheless,
far
from
out
of
place
in
this
frame
of
primarily
adult
material.

Montand
is
introduced
as
the
present
day
descendant
of
a
long
line
of
French
industrial
and
financial
barons
as
renowned
for
their
romantic
misadventures
as
for
their
accumulation
of
wealth.
He
is
about
to
be
lampooned
in
a
skit
in
an
off-Broadway
musical
and
attends
a
rehearsal
out
of
curiosity,
meeting
and
being
stricken
immediately
with
Miss
Montand,
who,
however,
is
most
interested
in
her
fellow
performer,
Vaughan.

THE
pursuit
begins,
with
the
determined
Montand
concealing
himself
in
the
skit,
although
posing
as
a
stage-struck
jewelry
salesman.
He
endeavors
to
conceal
his
true
identity
from
Miss
Monroe,
wanting
to
win
her
without
an
assist
from
his
bankroll.
Believing
Vaughan's
professional
talents
are
the
secret
to
his
romantic
success,
Montand
employs
first,
Berle
to
make
a
comedian
of
him,
then
Crosby
to
teach
him
to
sing
and,
finally,
Kelly,
showing
him
how
to
dance.

Among
the
strong
supporting
cast,
Crosby
is
excellent
as
a
reliable
relations
counselor
to
Montand;
White
is
just
right
as
the
latter's
business
counsel,
and
Burns
makes
a
fine
producer.
Wald
has
provided
quality
production
accomplishments.
The
Sammy
Cahn
and
James
Van
Heusen
songs
are
augmented
by
Cole
Porter's
"My
Heart
Belongs
to
Daddy."
Best
of
the
originals
are
the
title
song
and
"SPECIALIZATION."
Jack
Coles's
stagings
of
the
musical
numbers
are
visually
arresting.
There
is
an
amusing
prologue
in
old-fashioned
bibliograph
style
depicting
the
highlights
in
the
careers
of
Montand's
ancestors.

This
one
is
comparable
in
box
office
strength
and
entertainment
quota
of
the
best
of
the
recent
Monroe
vehicles.

Running
time,
118
minutes.
Release,
in
September.

SHERWIN
KANE

Let's Make Love

(Continued FROM PAGE 1)

Bing Crosby, Gene Kelly
and
Milton
Berle
as
themselves.
Montand,
too,
shows
a
great
comic
talent,
though,
especially
in
individual
vignettes
such
as
his
device
for
retrieving
a
diamond
bracelet,
given
to
a
chorine
madventurously,
by
hinting
to
her
that
it
was
radioactive.

The
Norman
Krasna
script,
with
additional
material
of
Hal
Kanter,

is
a
familiar
but
cleverly
put
together
bit
of
fluff.
Played
carlessly
and
engagingly
by
Miss
Monroe
and
Montand,
with
a
most
capable
supporting
cast
headed
by
such
knowledgeable
performers
as
Tony
Randall,

Wilfrid
White,
Frankie
Vaughan,
David
Burns
and
others,
and
skillfully
directed
by
George
Cukor,
it
plays
for
laughs
in
abundance
while
offering
a
Cinderella
romance
between
a
sweat,
"new-face"
foreigner
and
a
torrid-as-usual
and
revealingly
costumed
Monroe.
Incidentally,
the
two
team
well
together
and
Montand
is
sure
to
leave
his
impress-

 Warners Asks

(Continued from page 1)

Post-48
backlog
sale
until
next
Tuesday.

In
opposing
the
A.
F.
of
M. action,
Warners
charged
that
it
had
been
filed
for
political
purposes
in
the
hope
of
influence
an
election
between
A. F.
M.
and
M.
A.
G.
which
has
been
scheduled
by
the
National
Labor
Relations
Board
for
Sept.
7
and
8
in

Hollywood.

Meanwhile,
Herman
Keni,pre-
dent
of
the
AFM, said
that
the
musi-
cians
union
will
exercise
its
full
legal
rights
in
this
case.
There
are
many
of
post-48
films
made
under
con-
tractual
agreement
with
the
union
wherein
their
transfer
to
Television
without
prior
consultation
with
the
federation
is
contemplated.

Warner Bros. Net

(Continued from page 1)

sales,
amounted
to
$66,392,000,
deducting
that
after
amortization
income,
profits
not
consolidated
were
$58,000,
and
profit
on
sales
of
capital
assets
was
$4,000
for
the
quarter
ending
April
28,
1960,
and
compared
with
$6,009,000
of
April
28,
1959.

Using
this
data,
the
company's
weighted
average
market
price
on
this
basis
was
$924,000.
and
the
value
of
the
company's
stock
at
a
cost
of
$924,000,
and
three
employees
exercised
options
to
purchase
shares
of
this
company's
common
stock.

However,
the
company
purchased
1,520,500
shares
of
this
company's
common
stock
at
a
cost
of
$924,000.
and
the
three
employees
exercised
options
to
purchase
1,520,500
shares
of
this
company's
common
stock.

1,520,500
Shares
Outstanding

Subsequent
to
May
28,
1960,
an
additional
20,400
shares
were
acquired
by
the
company
at
a
cost
of
$1,352,000
and
four
employees
exercised
options
to
purchase
60,000
shares
of
the
company's
common
stock.

There
are
presently
1,530,500
shares
of
stock
outstanding
after
deducting
shares
held
in
treasury.

[Image 0x0 to 745x1001]
Walt Disney's

Jungle Cat

BREAKS HOUSE RECORD

$22,976

FIRST WEEK

NEW YORK'S TRANS-LUX

NORMANDIE THEATRE!

AND... 2ND BIGGEST

OPENING DAY!

CHICAGO'S LOOP THEATRE

AND... BIG 1ST WEEK!

LOS ANGELES' FINE ARTS THEATRE

RESERVE YOUR PRINTS NOW FOR DATING THIS FALL!
De for All

By Sherwin Kane

Res of small theatre owners in recent months have sent checks in small amounts to American Congress of Exhibitors in protest of their belief in the ACE production company's desire to contribute to its financial plans. ACE has restricted initial participation in corporations and has not undertaken new individuals, amounts of less than $25,000 have been declined at the outset.

However, once the ACE executive office has decided on a third phase of financing the projected concept, the first phase was limited to $5 million in national circuits, and the second to the independent sector. It is expected that there will be portunity for the small independent exhibitors, and others, to participate.

As anticipated, the third phase of financing entails the sale of stock, after registration with the SEC and Exchange Commission, and it would be in a position to make it possible for the smaller contributors to acquire an interest in the concept of the unsolicited checks received by ACE were for a few thousand dollars or less, evidence of the interest that even exhibitors of small means have in the ACE project venture. It is apparent that the basis of a means as little as its own business, and, while they have large sums to pledge, unincorporated, do not have to give the same backing their means.

The third financing phase of the project company will be one that will make it possible for every exhibitor to pledge to that $5 million to pledge to that $5 million. The ACE production company is a new one, observing its interests in every sense of the word.

'Spartacus' Campaign

(Picture on page 8)

While advertising and publicity campaigns on most pictures are normally developed in terms of weeks and months, the campaign on "Spartacus," the Bryna production being released by Universal-International, has been developed along the concept of years. This theme was stressed yesterday at the opening session of the three-day "Spartacus" orientation conference in Toronto.

(Continued on page 8)

'Suzie Wong' Is Booked

At Music Hall in Nov.

"The World of Suzie Wong," starring William Holden and Nancy Kwan, has been booked at the Radio City Music Hall as its Thanksgiving holiday film, Russell V. Downing, president of the theatre, announced yesterday.

The Ray Stark film production of his stage play, a Paramount release filmed in Technicolor largely on location in Hong Kong, also co-stars Sylvia Royce.

(Continued on page 8)

See Precedent for All Studios in Edict

On Warner-A. F. M. Post-'48 Sale Suit

The ultimate Federal court decision on Warner Bros. contention that its agreement with the American Federation of Musicians was invalidated in 1958 when the Musicians Guild of America was certified as bargaining representative for studio musicians, is expected to establish a precedent for all companies on sale of their post-'48 films to television without prior negotiation with and consent of the Federation.

Warner Bros. set up that defense

In Times Suit

Hope for End
To All Prior Censorship

High Court to Hear Case During Week of October 17

High hopes that the U.S. Supreme Court will at long last rule out all prior censorship of motion pictures when it hands down its ruling in the "Don Juan" case were expressed here yesterday by officials of the Times Film Corp.

"It may well be difficult for the court to quell this issue," Felix J. Bilgrey, general counsel of Times Films, who will argue the case for the company, said at a press conference to announce filing of the legal brief. The court is expected to hear the case the week of Oct. 17, he said, and a decision is hoped for by the end of the year.

Defendants in the suit are the City of Chicago, its mayor, Richard J. Daley, and police commissioner, Timothy J. O'Connor. In a deliberate test

(Continued on page 2)

Louis Chesler Chairman
Of Seven Arts Prods.

Special to THE DAILY
TORONTO, Aug. 24.—The annual meeting of Creative Telefilms and Artists, Ltd.—recent purchasers of 110 films from the post-'48 Warner Brothers film library—approved a change of name to Seven Arts Productions, Ltd. Shareholders also gave the nod to trebling the size of the board of directors—from five to 15—and creation

(Continued on page 2)

State, Justice Budgets
To Eisenhower for OK

WASHINGTON, Aug. 24.—The House and Senate have sent to the President a compromise appropriation for the State and Justice departments. No reduction was made in the budget for the anti-trust agency.

The Informational Media Guaranty Fund was given $3,661,660 for the

(Continued on page 2)
W. B.-A.F.M. (Continued from page 1)

Doubts Action in 1960
On Bicks Appointment

From THE DAILY Bureau
WASHINGTON, Aug 24.—Chairman Eastland (D., Miss.) of the Senate Judiciary Committee has indicated that no action can be expected this year on the nomination of Robert A. Bicks to be chief of the Justice Department's anti-trust division. He thought Congress might adjourn at the weekend.

At a subcommittee hearing, a witness for a company that had entered a consent agreement with the anti-trust division questioned the manner in which it had been honored. Bicks noted that this ground had been covered earlier and noted that he had already answered the allegations that had been made.

A number of statements in favor of Bicks were placed in the record, including one in which Whitman North Seymour, president-elect of the American Bar Association, urged Senator Eastland to press for quick confirmation of the anti-trust chief.

Seven Arts

Crimson Film Expo

Crimson Film Laboratories has expanded its facilities to the extent it is now using the entire second floor of the oldest theatre building in Todaro, president, explained that he added 7,000 feet to their present floor space and has purchased laboratory equipment to process 35mm and 16mm color and black and white positives as well as a number of recent new cuts has been constructed for the clients.

‘Naples’ Here Sept.

Shavelson-Rose’s “It Starts” Naples” will open its New York miere on September 20th at Victoria and Murray Hill and is a Paramount release.

Jet to Britain aboard BOAC’s Daily

Monarch Rolls Royce Intercontinental 707 (fastest of all big jets with "Golden Service"

B.O.A.C. reservations through your Travel Agent

British Overseas Airways Corporation

and/or jet prop flights from

New York, Boston, Chicago, Detroit, Houston, San Francisco, Montreal, Toronto.
Hope for End to All Prior Censorship

(Continued from page 1)

case, Times Film refused to submit the film "Don Juan" for censorship when it applied for a license to exhibit in Chicago in December. The police department denied the license, the court fight to get the picture shown without pre-censorship began.

Bigley said yesterday he is optimistic for a clear-cut ruling against all prior-censorship because the present case is the first motion picture suit to come before the high court in which in the content of the film is not an issue. In previous cases the issue was generally "obscenity."

At points in the "Don Juan" case as it traveled through the lower courts there was "some speculation" that the picture might be "obscene," Bigley noted. Yet one judge, in stating that he had a particular view on the case, said no one could tell what the film was like when it was not part of the record.

Other Decisions Rejected

Prior Supreme Court decisions in film censorship cases were "broader," Bigley said, and voided censorship standards, but they never made prior-censorship practices impossible to sustain. In his 38-page printed brief Times counsel argues that the existing provisions in the Chicago censorship ordinance should be voided as "standing in the way of the freedom of expression guaranteed by the First and Fourteenth Amendments."
The brief calls upon the high court to reverse the decisions of the United States District Court for the Northern District of Illinois, Eastern Division, which upheld the license's original refusal to grant the license, and the United States District Court of Appeals for the Seventh Circuit, which upheld the ruling of the District Court.

Bigley's arguments take issue with the Council of Appeals contention that "it is necessary to take into account that the motion picture industry does not "exercise a wholesome, voluntary censorship" over its product as do "the responsible owners of newspapers and television broadcasting systems" over their respective product.

The alleged dangers which the lower court recognized as a justification for prior censorship of motion pictures, "the brief points out, "exists no less in the vast majority of our states and cities where no prior censorship of motion pictures is present. In addition to Chicago, only a handful of cities and four states (New York, Virginia, Kansas and Maryland) impose prior censorship or audit of motion pictures.

The court may take judicial notice that the standard of morality is at least as high in the vast numbers of states and cities which have no motion picture censors, as it is in Chicago."

Goldwyn Hits 'Thrilling'

In a statement cabled from Europe yesterday, Jack Goldwyn, president of Times Film, attacked "thrilling screen restrictions" and said he hoped the present action would "lead to the eradication of the infantile practice of prior censorship." He said: "I acknowledge only one censorship—the American public. Moviemakers are not captive audiences. They have the intelligence to accept or reject motion pictures as they deem fit—and they most certainly should have the right to do so."

In the action now before the Supreme Court, the American Civil Liberties Union, the Motion Picture Association and the Independent Film Importers and Distributors of America are filing briefs as friends of the court on behalf of Times Film.

Ordnances Listed

In the amicus brief submitted by MPA there is an appendix furnished for the information of the court, which contains a compilation of all of the active and dormant municipal ordinances in the United States. The brief was submitted today in Washington by Sidney Schriber, general counsel for the Association, and Miss Barbara Scott of the MPA legal staff.

Film Licensing Fees Could Be on Way Out

Should the U.S. Supreme Court rule against all prior censorship of motion pictures, as is hoped for in the Times Film Corp.'s "Don Juan" suit, it could also mean the end of the imposition of license fees on films by municipalities, Felix Bigley, counsel for Times Film, said here yesterday. They could "fall by the wayside," he said.

On the other hand, Bigley noted, the court has in the past upheld fees on newspapers, though strictly on a licensing basis with no control allowed the local governing body what is going to be said in the newspaper.

The same might possibly apply for films, Bigley said, pointing out that a city could tax film on the basis of examining it to see that the celluloid is fireproof. Any such excuse would probably be upheld in the courts, in his view.

Front Page of Set to End

Esquire Festival

Special to THE DAILY

EDINBURGH, Scotland, Aug. 24. Wain Goetz' "Song Without a Story" of the story of Franz Liszt, has selected as the final picture to own at the Edinburgh Film Festival. Another Columbia release is Charles H. Schnee's "I Am A Star," opened the festival. The distinction of having both the first and last film to be exhibited a festival is an honor accorded once before at Edinburgh. Columbia's releases were also the results of that distinction when "On Waterfront" and "The Carpet vendors" were so honored

News of W. R. Hospital

Campaign 'Encouraging'

Proliferation of circuit and independent theatre chains in opening weeks of summer campaign to raise funds for the W. R. Hospital has been "encouraging," Eugene Pickard, fund chairman, said here yesterday.

Monday, 1544 theatres had signed up with the hospital and there were 1510 contract and conduct the annual Chrismale among their employees.

Of the collections are scheduled for the latter part of August and first of September, although, some for October and November.

"The picture is encouraging," Pickard said, "the reports since 25% of the ultimate goal of participation units—500 theatres. If the rate of the same to continue step up to as we the past few days, we can hope to again accomplish the job of our industry is for the world we are helping either man."

71 Circuits Pledged

Six circuits are particularly active, with 71 already pledged, in the court of the industry's endorsement of the hospital fund drive. W. R. Hospital, which was founded in 1917 and evidenced by the American Medical Association, has accepted as its goal $1,000,000, to be raised within a year. The hospital, at 5320 N. Broadway, will be the administrative center of the fund drive.

Goldstein OK's Draft

Of 'Goodbye, Charlie'

From THE DAILY Bureau

HOLLYWOOD, Aug. 24.—Robert Goldstein, interproduction head of 20th Century-Fox, has approved the story of "Goodbye, Charlie," taken from the screenplay by I. A. Diamond. The picture, taken from the Broadway play by George Axelrod, will star Marilyn Monroe as soon as she has "the credit," Goldstein said. Goldstein plans production for a November start.

Goldstein also announced the purchase "The Miracle of Guadalupe" by James O'Hanlon and assigned Henry Hathaway to handle direction.

Mooring Is Leaving

For European Visit

From THE DAILY Bureau

HOLLYWOOD, Aug. 24.—William H. Mooring, syndicated Catholic movie-TV columnist and reviewer, will take his leave of Paris, London, Madrid, Rome and other European centers of production. He is scheduled to return about October 5.

In Rome he will be received by Archbishop Martin J. O'Connor, rector of the North American College, who was recently appointed president of a new Vatican Secretariat to study trends and influences in all communications media. The Archbishop for the past 12 years has been president of the Pontifical Commission for Motion Pictures, Radio and Television.

Mooring will file from Europe, column and feature material, for the 50 Catholic weeklies and Extension, national monthly which subscribe for his service. Robert F. Nichols of "The Tidings" reviewing staff will cover current previews.

More 'Wind' Previews

Fourteen additional previews, making a total of 77 simultaneous showings, have been set for Stanley Kramer's "Inherit the Wind" on the evening of Aug. 29. The United Artists release will be shown in principal cities in the United States, Canada and overseas on the same evening. Some 125,000 movie-goers are expected to attend the performances.
when you needed a **BIG ONE**... **UNIVERSAL** gave you Autumn's biggest grosser... “Pillow Talk”!

**This Fall** when you need **ANOTHER BIG ONE**... **UNIVERSAL** gives you another sure-fire top grosser... kicking off in October at the Radio City Music Hall!

**Co-starring** America’s No. 1 Female Boxoffice Star... whose role in “Pillow Talk” won her an Academy Award nomination... and whose new dramatic portrayal is certain to receive consideration for next year’s Academy Award!

**And** that sensational star of the greatest of all stage successes... “My Fair Lady”!

Produced by Ross Hunter and Martin Melcher, who gave you last Fall’s blockbuster... “Pillow Talk”!
THE WOMAN IN THE MIDNIGHT LACE... TARGET FOR TEMPTATION... OR TERROR?

THE SHOCKING MIDNIGHT THREATS...

THE UNEXPLAINABLE ACCIDENTS...

THE MENACING VOICE IN THE FOG...

HAD SHE INVENTED THEM... OR WAS SHE LIVING TWO LIVES... WITHOUT KNOWING IT...?

DORIS DAY * REX HARRISON

JOHN GAVIN

CO-STARRING

MYRNA LOY * RODDY MCDOWALL

HERBERT MARSHALL * NATASHA PARRY * JOHN WILLIAMS

with HERMIONE BADDELEY

Directed by DAVID MILLER - Screenplay by IVAH GOFF and BEN ROBERTS

Based upon the play "MIDNIGHT SHOULDERED FIRE" by Janet Green

Produced by ROSS HUNTER and MARTIN MELCHER - A Universal-International Release

A ROSS HUNTER-ARWIN PRODUCTION

"Midnight Lace"

...half-concealing, half-revealing

IN EASTMAN COLOR
Last Fall when you needed a **BIG ONE**...**UNIVERSAL** gave you Autumn's biggest grosser..."Pillow Talk"!

This Fall when you need **ANOTHER BIG ONE**... **UNIVERSAL** gives you another sure-fire top grosser... kicking off in October at the Radio City Music Hall!

**Costarring** America's No. 1 Female Boxoffice Star... whose role in "Pillow Talk" won her an Academy Award nomination...and whose new dramatic portrayal is certain to receive consideration for next year's Academy Award!

And that sensational star of the greatest of all stage successes..."My Fair Lady"!

Produced by Ross Hunter and Martin Melcher, who gave you last Fall's blockbuster..."Pillow Talk"!
THE WOMAN IN THE MIDNIGHT LACE... TARGET FOR TEMPTATION... OR TERROR?

THE SHOCKING MIDNIGHT THREATS...

THE UNEXPLAINABLE ACCIDENTS...

THE MENACING VOICE IN THE FOG...

HAD SHE INVENTED THEM... OR WAS SHE LIVING TWO LIVES... WITHOUT KNOWING IT...?

DORIS DAY * REX HARRISON  
JOHN GAVIN

CO-STARRING:  
MYRNA LOY * RODDY McDOWALL

HERBERT MARSHALL * NATASHA PARRY * JOHN WILLIAMS

with HERMIONE BADDELEY

Directed by DAVID MILLER * Screenplay by IVAR COFF and BEN ROBERTS

Based upon the play "MATTILA SHOULDER FIRE" by Janet Green

Produced by ROSS HUNTER and MARTIN MELCHER - A Universal-International Release

IN EASTMAN COLOR
Everywhere in the world ...because it's on film!

Parlez-vous français? Sprechen sie Deutsch? Habla español? Try your audiences in Brooklynese, Tagalog, what have you! Actually, it makes no difference: Movies know no language barrier. If they're good pictures—exciting—well done, they'll go everywhere—when they're on film!

But this universality—this world-wide acceptance—is both a reward and a responsibility... good reasons why good production is so important—why the Eastman Technical Service for Motion Picture Film is constantly on the alert—ready and willing to help the industry solve questions of production, processing, and projection.

Branches 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 sole and distribution of Eastman Professional
Freddie Field has resigned as vice-president and a director of Music Corp. of America after 12 years with the organization.

Aleck Papayanakos, owner of the American Theatre, Canton, N. Y., since 1923, and the Ideal Drive-in Theatre, outside Canton, since 1930, has sold both theaters. He will leave on Sept. 25, with Mrs. Papayanakos for his native Greece, where they will make their home in Sparta.

Spurgeon Dunn has taken over from Mrs. J. C. Camp the Cairo Theatre, Cairo, Ga.

Harry Foster, Columbus Pictures producer, has offered leading roles in his forthcoming "Mr. Wonderful" to Marty Allen and Steve Rossi, comedy team now appearing at the Piggle in Los Angeles. The contract is expected to be signed upon the return of the team from London.

Phil Conway has been transferred from MCA-TV's Cleveland office to New York, effective Sept. 6.

Clayton Hill, formerly of Detroit, has joined the Warner Brothers exchange in Cleveland as salesman, taking over the territory formerly covered by Bob Bobb, who resigned to join Paramount there.

70mm Equipment to Be Feature at Trade Show

Seventy millimeter motion picture projection equipment will be displayed at the Motion Picture Industry trade show at the Ambassador Hotel in Los Angeles, Sept. 13-16, in conjunction with the 13th annual convention of the Theatre Owners of America.

Albert M. Pickus, TOA president, said that the Strong Electric Corporation of Toledo, will show its 35/70mm projectors, in addition to its jet arc, UHT and magnesium carbide lamps, in its booths in the show.

The Strong Electric booths will be manned by Arthur J. Hatch, Bill White and C. Colleddi.

Another trade show exhibitor will be the National Vendors, Inc., of St. Louis, Missouri, which will exhibit its series 223 cigarette merchandiser, its services CC-deluxe candy merchandisers, and its closed and open common fronts for the machines.

Manning the National Vendors booth will be H. J. "Pete" Foster, M. L. Pierson and Charles Kaplan.

TOA has been joined in co-sponsorship of the trade show by the Theatre Equipment Dealers Association, and the Theatre Equipment Supply Manufacturers Association.

The trade show will be opened at 2 P.M. Tuesday, Sept. 13, to operate Tuesday afternoon, Wednesday morning and Thursday and Friday afternoons.

There are no convention meetings scheduled at the same time, to compete.

Foster also disclosed that a "treasure chest" will be established in the trade show, with major prizes, including a color television set, to be awarded during trade show hours. To encourage trade show attendance, the chest will be placed at the innermost section of the trade show areas, and conventioner will have to be in the trade show area at the time the prizes are awarded to win them.

OPENING THE Universal meetings on "Spartacus" here yesterday was Jeff Livingston, executive coordinator of sales and advertising (third from left) flanked by Stan Margulies, advertising and publicity head of Bryan Productions, producer of the film; Philip Gerard, Eastern advertising and publicity director of Universal; and David A. Lipton, Universal vice-president in charge of advertising and publicity.

'Spartacus' Campaign Set

(Continued from page 1)

Further, Livingston stressed, where field exploitation representatives are normally sent in two or three weeks in advance of openings in key cities, "Spartacus" field personnel are being sent in not less than eight weeks in advance and in some instances as many as 12 weeks in advance of the premiere.

The local campaigns on "Spartacus," Livingston reminded the participants, must be paced. Not only must they be started 10 to 12 weeks in advance and built to a peak at the time of opening, but the campaign must then be sustained for 20, 30, 40 or more weeks as the picture continues its engagement.

On the promotional aids on "Spartacus," Livingston predicted that the field personnel "will find that they are being provided with the finest tools ever assembled for local media."

The meetings continue today with the emphasis on group selling techniques and certain specifics or roadshow theatre operations.

'Suzie Wong'

(Continued from page 1)

Suzie Wong, the British actress and Michael Wilding, it was directed by Richard Quine from a screenplay prepared by John Patrick, author of "The House of the Augoust Moon." The picture screenplay is based on the novel by Richard Mason and the play by Paul Osborn.

With the booking of "Suzie Wong," the Music Hall has completed its future schedule through the month of November. In sequence, the films which will follow "Song Without End," its current attraction, will be Warner Brothers' "This Is the Top of the Stairs," starring Robert Preston and Dorothy McGuire; Universal's "Midnight Lace," starring Doris Day, Rex Harrison and John Gavin, and "Suzie Wong."

Art Will Be Stress in 'Greatest Story'

From THE DAILY Bureau

HOLLYWOOD, Aug. 24. "Great-Artist Concept" will be played by George Stevens in all roles in his production of "Greatest Story Ever Told" for Century-Fox.

Some of the world's greatest contemporary painters will be commissioned to draft the likenesses of screen personalities into the character roles for the film, which played an integral part in life of Jesus, into paintings of masterpiece significance. It is expected approximately 50 international known stars will be selected for paintings as an adjunct to this concept casting for the film.

Ancient Glorification Cited

"For centuries, the world's most painters, sculptors, musicians and poets have glorified the story of Jesus and left their imprints for mankind to enjoy," Stevens states, adding that creating this film is his own way of creating a motion picture which can depict the story of Jesus for many years and so become the "best picture ever made" in the eyes of all who view it.

This policy will extend even to the briefest of roles.

In order to make sure the film made the necessary amount available when the $15,000,000 production goes before cameras early 1961, first of these personalities will be selected and announced in the next two weeks.

Stevens says that this "greatest concept" is in casting is being used in every phase of the picture's making.

Membership of MGA Ratifies ATFP Contra

From THE DAILY Bureau

HOLLYWOOD, Aug. 24. Musicians Guild of America membership, in a secret ballot, ratified near unanimous approval a new contract with the Alliance of Television Film Producers, which calls for a 1½% increase in the use of music for TV films, giving musicians a basic scale of $55 for each one-half hour of live scoring in a one-half hour film of a TV series.

Franklin Resignation Accepted by the WGA

From THE DAILY Bureau

HOLLYWOOD, Aug. 24. - Council of the Writers Guild of America, West, has announced the resignation of its executive director, Michael H. Franklin, which was announced two weeks ago.

Franklin will continue in his sent post until a replacement has been found. A committee of top officers has been formed to find successor.
N.Y. Group to Fight Little Hope for House Bill to End ‘Legit’ Tax

Eldsay Defends Limiting to ‘Living Theatre’

By E. H. KAHN
WASHINGTON, Aug. 25—A bill to eradicate the tax on admissions not to apply to admissions to any dramatic (including musical) performance is being sponsored by Rep. John V. R. Hay (R., N. Y.) to have no chance of passage this year.

The bill is of direct interest to the motion picture industry because it would provide a tax benefit to class of entertainment—live—denying it to motion pictures. Its睹mittedly constitutes a discrimina-

(Continued on page 6)

P Abandons Search to Griffling, Family

Special to THE DAILY

OLYMPIA CITY, Aug. 25—A state search by the Civil Air Patrol for the missing plane which carried Henry Griffling, Video Theatres president, his wife, son and daughter, was called off today after it was made clear that the family alive was been abandoned.

The Grifflings disappeared after taking off in their private plane from Teterboro, N. J., on Aug. 16 for their home in New York. (Continued on page 7)

By Will Tour for Sartacus’ Meetings

Universal - International is setting behind-the-scenes personalities to tour the cities in which ‘Spartacus’ was made. Their production will open during October and November, it was (Continued on page 6)

Greater Union Theatres Has Set Aside $1,702,400 As TV Contingency Fund

SYDNEY, Australia, Aug. 25—Greater Union Theatres Pty., Ltd., over the past six years has set aside from its annual profits £700,000 ($1,702,400) as provision for television contingencies, stockholders were advised at the annual meeting here today.

Norman B. Rydge, chairman, explained that the continuing increases in the fund were necessary because of the effect of television on theatre business. In 1939 it was especially severe in Sydney and Melbourne for the circuit.

“As in 1958, however,” he added, “operations in other states continued to provide adequate returns and results therefore were not markedly affected by television until late in the year.” The amount set aside for television contingencies in 1959 was £50,000 ($112,000); Consolidated net profit in 1959 was £227,785 ($510,238) as compared to £225,350 ($504,373) in 1958.

Rydge also told stockholders that changed economic conditions in the business have called for various modifications, including closing of some theatres, new screening policies for others, and extensive remodeling of two city theatres to provide for Todd-AO. “The future trend appears to indicate that more theatres will close and that it will still be some time before a position of stability is reached.”

‘Blank-Check’ Policy For ‘Pepe’ Promotion

Columbia Pictures has authorized a “blank-check” policy for the promotion and merchandising of George Sidney International-Fox Film International’s “Pepe,” it was announced by Jonas Rosenfield, Jr., Columbia executive in charge of advertising, publicity and exploitation. The program, backing the film which stars Candelaria, will have no less than a minimum budget of $1,000,000, Rosenfield de- (Continued on page 7)

No Agreement on Minimum Wages Reached by House-Senate Conferences

WASHINGTON, Aug. 25.—The first meeting of the House-Senate conference on the minimum wage bill led to no concrete agreement. In fact, as the meeting broke up, there were indications that some effort will be made to deadlock the conference and prevent enactment of any changes in minimum wage law. Some observers think, however, that in a case like this intransigent attitudes may be based more on a knowledge of political horse-trading techniques than on a genuine intransigence.

At the meeting’s conclusion, Rep. Kearns (R., Pa.) commented that it had been just a preliminary session. Senator Goldwater (R., Ariz.), a leader of the group that opposes new wage legislation, said that the conference would either produce nothing or adopt the House-passed bill which raises the pay floor to $1.15 hourly and covers certain retail employees. Democratic presidential nominee John Kennedy (D., Mass.), whose prestige is bound up with the passing of a new law, was confident that it would be possible to reach a compromise.

In the absence of a deadlock, it would appear reasonable to assume that the bill to emerge from conference will bring about 50,000,000 more employees under the wage law’s umbrella, but will cut the pay floor from the Senate-approved $1.25 hourly to the House-passed $1.15 hourly.

Gold to Head NSS Advertising, Publicity

Melvin L. Gold Enterprises has been retained by National Screen Service as advertising and publicity consultants, it was announced by Burton E. Robbins, NSS vice-president in charge of sales.

Melvin L. Gold, president of the consulting firm, will function as National Screen’s advertising, publicity director.

From THE DAILY Barons

Zeckendorf a TOA Convention Speaker

William Zeckendorf, well known realtor and financier, will address the convention of Theatre Owners of America in Los Angeles, Sept. 13-16. It was announced by Allan M. Pickles, TOA president.

Zeckendorf, who is a director of the America Corp., parent company of Pathe Laboratories, will speak at the luncheon session Sept. 14 on the film produc-

Senates Changes OK’d In Foreign Trade Bill

WASHINGTON, Aug. 25.—A conference committee has agreed on changes in a bill to permit firms doing business abroad to elect an “over-all” limitation on the foreign tax credit as an alternative to the existing “per country” limitation. A number of
Alcoa to Join in Studio Buy

(Continued from page 1)

sarily established to acquire the last few 20th-Fox and to devour Century City. Details of the Alcoa acquisition were not disclosed.

Financial circles regarded the development as consisting essentially of the $30 million purchase from 20th-Fox. A special meeting of 20th-Fox stockholders called for Oct. 17 must first approve the all-cash sale to Zeckendorf.

Approved by the Board

While approval of the transaction is regarded as a foregone conclusion, Pathe has held up specific negotiations. Zeckendorf’s company still could purchase the studio acreage on a long-term basis for $50 million. Directors of 20th-Fox have already approved the all-cash and recommended its approval by the stockholders.

The Zeckendorf company on Aug. 1 completed payment to 20th-Fox of a total of $5 million as a down payment on the $54 million purchase. The balance of $38 million will be paid in cash within six months after approval of the deal by 20th-Fox stockholders.

It was stated that Alcoa’s primary interest in the Century City venture lies in its opportunity to develop new uses for aluminum in apartment development. Zeckendorf put up the $250,000,000 Century City development of apartments, offices, stores, a hotel and other structures to be erected during the next two years, and ground to be broken next spring for the first buildings.

Lease-Back Provided

Twentieth-Fox would lease back on a 50-year term with renewal rights that portion of the studio property containing its stage, offices and other production facilities.

Zeckendorf Speaks

(Continued from page 1)

tion program being undertaken by Pathe. The luncheon will be sponsored by Pathe.

Pathe has proposed to TOA that Pathe completely finance the production of additional motion pictures if TOA will secure play date pledges for the films from its circuits, and that Pathe would benefit from laboratory work as well as from distribution profits. Zeckendorf is expected to outline details of Pathe’s production plans and may discuss specific titles of the first film packages Pathe would undertake. Pathe has set up separate production and distribution companies to undertake the program.

Zeckendorf, president of Webb & Knapp, real estate developing company, which plans to buy 20th Century-Fox’s studio property for development as Century City.

Showmanship Supported

Pickus said Zeckendorf was invited by TOA not only because of his association with America Corp. and the Pathe program, but also because he is a real estate and financial ventures have so often displayed such a degree of showmanship that it was felt he could counsel theatre owners in that area, too.

D. C. Mulholland Dies

ST. AUGUSTINE, Que., Aug. 25 —Donald C. Mulholland, 50, head of planning and operations for the National Film Board of Canada, died at his home here. He has been active for many years in the film industry of the Dominion, both as writer and director. He was a member of the board for 14 years. Surviving is his wife, a daughter and two sisters.

Skouras Theatres to Pay-TV Fight Monda

Managers of the approximately 200 theatres in New York and New Jersey of the Skouras Theatres organization will meet Monday morning in New York to map their strategy for participation in the Joint Committee Against Pay-TV’s campaign to outlaw pay-television by legislation.

The meeting was called by S. B. Skouras, President, and Philip F. Harling, chairman of the Joint Committee Against Pay, who will address the group.

George P. Skouras, chairman of the Skouras Theatres, has long been active in the anti-TV effort, has pledged the full support of the Skouras organization to the petition campaign currently being undertaken by the Joint Committee. Harling is asking the national theatres to collect 30,000,000 signatures to petitions asking Congress to pass legislation outlawing pay-television, and said the national New York meetings would help.

Campaign kits, containing instructions and petitions, are being distributed to all the nation's theatres, pointing toward a 10-day period for theatre signature collection, to be held Sept. 1.

Code Seal for ‘Suzie’ follows Para. Appec

From THE DAILY Enterprise

HOLLYWOOD, Aug. 25 —World of Suzie Wong," Ray Skouras Paramount production, denied a production Code Seal by Geoffrey Shaw’s office here last Friday, was withdrawn and the playmen’s appeal to Paramount through the Motion Picture Association of America board in New York, was reported here today. Denial of the Code Seal was based on the theory that the film deals in detail with the life of a prostitute.

The Code stipulates: "The moral and techniques of prostitution while slavery shall never be presented . . . in detail, nor shall the subject be presented unless shown in context with right standards of behavior. Brief in any clear identification as such shall be shown.

The difference of interpretation of the code ruling by the MPA as following an appeal by Skouras to the Paramount executives, resulted in the Code Seal for the film with Cut.
GEORGE WELTNER, PARAMOUNT PICTURES CORP.

PACKED HOUSE AT OUR MAJESTIC THEATRE. DALLAS GAVE G.I. BLUES A ROUSING RECEPTION AT SNEAK PREVIEW. WE HAVE NEVER WITNESSED SUCH MARVELOUS AUDIENCE REACTION TO ANY PICTURE. COMMENT CARDS EXCELLENT. PRESLEY IS A NEW PERSONALITY AND WILL ADD MANY FANS TO THE GREAT NUMBER HE HAS ALWAYS HAD. HAL WALLIS HAS COME UP WITH ANOTHER REAL WINNER.

RAYMOND WILLIE, VICE-PRESIDENT AND GENERAL MANAGER, INTERSTATE CIRCUIT, INC.
UNIVERSAL proudly announces

TONY CURTIS

CO-STARRING
Harry Guardino • James Francisci

Produced by Sy Bartlett • Directed
production has started:

THE 6th MAN

From a story
by William Bradford Huie

Delbert Mann. Screenplay by Stewart Stern
PEOPLE

Mort Sunshine, editor of The Independent, has been appointed vice-chairman of the Democratic State Campaign Committee for Kennedy-Johnson.

Sarah Keller, former president of the Jacksonville chapter, Women of the Motion Picture Industry, has returned to Film Row there as booker on Byron Adams' staff at United Artists.

Irving Stern has been named manager of the 16mm division of Warner Bros. Picture Distributing Co., Ltd., of Canada. He was formerly Toronto branch manager for Rank Film Distributors of Canada, Ltd.

Robert S. Parnell, formerly with Allied Artists in Seattle, has been appointed manager of the Seattle, Portland and Oregon area offices of Favorite Films, succeeding Chilton Robinette, who has resigned.

Ralph Dale has joined CFTO-TV, Toronto, as film buyer. He formerly was with Sovereign Film Distributors Co., Ltd.

Push Fight to Free French Film Here

Films-Around-the-World, Inc., will go to the Supreme Court if necessary in its fight to Force U.S. Customs to release "Les Jeux de Famille" ("The Games of Love"), a French film. This was made in France here yesterday by Ephraim London, legal representative of Irvin Shapiro, head of the distribution firm.

First step in the fight to release the picture will be to ask an injunction against D. B. Strubinger, acting commissioner of Customs in Washington, who has held it up since July 16. This may be done on Monday in New York Federal Court. London said he may also file a damage suit against Customs.

The film has been detained by Customs because of the questionable nature of two sequences which might be construed as "obscene," it is understood. A special customs consultant is expected to view the picture after Labor Day.

Drive-in Corp. to Open Bowling Center Today

Special to THE DAILY

BOSTON, Aug. 25—General Drive-in Corp., Philip Smith, president, opens its first 40-lane bowling center tomorrow in Felsway Plaza, Medford, Mass., the first of such deluxe bowling operations now being built in the New England area.

The second, to be situated in the Veterans of Foreign Wars Parkway, West Roxbury, will open soon afterwards.

Lindsey Bill

(Continued from page 1)

Big WOMPI Delegation Anticipated at Toronto

SPECIAL TO THE DAILY

TORONTO, Aug. 25.—A large delegation is expected to converge here for the seventh annual WOMPI convention to be held at the Royal York Hotel, September 9, 10 and 11. Miss Florence Long, convention chairman, states that advance registration indicates attendance at the convention will probably exceed any previous WOMPI conclave.

Mrs. Mable Guinan, WOMPI association president, will preside at the business meetings, assisted by two board members—vice-presidents Helen Spears, recording secretary Myrtle Cain, corresponding secretary Rosa Browning, treasurer Viola Wister and immediate past president Gene Barnett.

One of the highlights of the convention will be the presentation of the annual awards for service, attendance, contributions and recommendations. The following official delegates will represent the 11 member WOMPI clubs:

Atlanta — Mrs. Jean Multi-Mrs. Joelon, Mrs. Alton Miller, Mrs. Well Middleton-Miss Martha Chandler.
Charlotte — Mrs. Rebecca Hunter-Mrs. Jack Hess. Alternates—Mrs. Hazel Greer and Miss Clarinda Craig.
Dallas — Miss Marie Powers-Miss Thelma Jo Bailey. Alternates—Miss Sue Benningfield-Mrs. Ora Dell Lorenz.
Denver — Mrs. Toni Dyksterhuis-Mrs. Bernice Gilmore. Alternates—Miss Anna Belle Miller-Mrs. Ivy Tullos.
Des Moines — Miss Leone Matthews-Miss Nola Bishop. Alternates—Miss JoBrain-Mrs. Pauline Mosier.
Memphis — Miss Lois Evans-Mrs. Georgina Lovell. Alternates—Miss Mary Katherine Baker-Mrs. Katherine Keifer.
St. Louis — Miss Marcella DeViney-Miss Jane Smolker. Alternates—Mrs. Catherine Foy-Miss Theresa Bobey.
Toronto — Mrs. Ruth Franklin-Miss Florence Long. Alternates—Miss Olive Copleston-Miss Mary Sasaki.

S'parrus

(Continued from page 1)

reported here yesterday by Jefferson, the company's executive

of sales and advertising, is conducting a series of slide projections on the increasing

price of the picture being sold by Universal.

The personalities will visit each of the six being to reach as a section of their tour, and since each will be drawn from a
calified field, Livingston explains.

He pointed out that this is only beginning of a campaign to create and personality in the cities where

will be opening "S'parrus" in the next three months. This is sep and apart from the premiere ac
tivities in each of the cities.

The tours will start immediately and continue through October as "S'parrus" has its world premier. the De Mille Theatre in New York one of the opening screenings in
icago, Los Angeles, Boston, Phila
dphia and Detroit.

Producer Included

The personalities include Ed Lewis, producer of the film: Westmore, who supervised makeup and also Day, who trained the gloria. Alex Strobel, who composed the musical score; and Stan Margulies, produc
tion and advertising and Howl of Bryan.

With the group of five personal the press activity will be directed to the sports pages, the financial sect and the women's pages in addition to the entertainment columns of newspapers, who will be becoming
involved in all forms of local pro
activity.

Formal sessions of the three series of orientation meetings, "S'parrus" concluded last night with special workshops being scheduled today on specific personalities relat to each individual city. Besides the visi
tory executives, headed by D.
ly, representatives of both par
ticipants also included Ch. Schlafler, head of the Schlafler ad
ising agency; Harry Mandel, who, president of Reynaldo and associates, and Harry Goldberg, vertising and publicity head of Stan Warner Theatres, and his asso
Arthur Manson.

"Alamo" L.A. Premie To Benefit Share, In

Share, Inc., Los Angeles' chair

organization, and Batjie Produ

any announced an innu
ional premiere of John Wayne's "Alamo" will be held at the Car
Circle Theatre on Oct. 26. Pro

from the $90-a-ticket event go
to.

Proceeds from the premiere are

expected to fulfill the $500,000,000 of Share, which sponsors the Ex

tional Children's Foundation of

is.

The organization sponsored several previous fund-rais

affairs, but this is its first in

picture premiere.
Abandon Griffing Search

(Continued from page 1)

here. Griffing, who conducted the pay television experiment in his circuit's Barstville, Okla., theatre in 1957, placed the plane. He had taken it flying about a year ago, and had flown the single engine, four-place Cessna 182 Skyplane, painted black with red and white trim to Teterboro from an airport in the Vale, where his son, Phillip, 24, and daughter, Linda, 20, on their return from a six-week tour of Africa.

No Flight Plan Filed

The family was last seen when the plane took off from Teterboro at 7:27 A.M., EDT, on the return trip. Griffing had purchased seven gallons of gas, apparently filling the tank, at Teterboro airport shortly before taking off. He neglected to file a flight plan, which is not an FAA requirement, and the family wasn't missed until the plane's radio indicated it was about 600 miles under normal flying conditions, and the FAA was unable to find any airfield where Griffing may have plane landed. Another Griffing car or carry-on of unreported forgery tax credits from a per-country overall year or vice versa.

The conferences adopted—provisional more liberal rules for certain penalty-income—A Senate amendment.

Penalty Provided

The final version of the bill also pro¬
vides a penalty of the loss of 10 per cent of the foreign tax credit for operations which fail to file certain reports concerning their foreign subsidiaries. The bill now spells in greater detail the type of information to be supplied.

D. Durwood Estate

Valued at $789,195

Special to THE DAILY

ANAS CITY, Aug. 25.—The estate of Edward Rubinsky Durwood, theater owner, who died Feb 23 at the age of 74, has been valued at $789,195 in an inventory appraisal filed in Jackson County Probate Court. Durwood was president of Durwood Theatres, Inc., which operates 11 theatres in Kansas City, St. Joseph, Jefferson City and Lee's Summit. At one time the circuit's president, he was ill for 12 years.

The will dated Feb. 12, 1954, Durwood was appointed his third wife, the executors of his estate and left the remainder of his estate to them.

Butterfield 8

M-G-M's "Butterfield 8" will have its New York premiere at Loew's Capitol Theatre here in the full, and it has been disclosed by Eugene Picker, president of Loew's Theatre, and Robert Mochrie, M-G-M general sales manager.

New Orleans Circuit

To Do Own Booking

Special to THE DAILY

NEW ORLEANS, Aug. 23.—United Theatres have announced by Fred Ludman, president, and C. Clair Woods, vice-president and general manager, operating a dozen neighborhood theatres in New Orleans will henceforth handle the buying and booking of pictures themselves. Currently they appointed Earl Kroper to take over the newly created department.

Kroper was formerly with Thea¬
tres Service Company, who hitherto did the buying and booking for the circuit, with Kroper doing the book¬
ing only. Theatres included at the Beaumont, Carrollton, Clifton, Greencastle, Folly, Grand, Napoleon, Nola, Poplar, Prytania, Tivoli and National.

To Reopen Theatre

HARTFORD, Aug. 25.—The Zoning Board of Appeals at Sound View, Ots, this week, reversed a decision by Thomas Grasso and Irving Jaffe to reopen the long-shuttered Cinema Theatre there. Selectman Maurice McCarthy, attending a board meeting, said that the facility would provide entertainment for the town's young people, "many of whom have too much time on their hands."

Blank Check'

(Continued from page 1)

clared. In setting the policy, Rosen¬
field observed that Columbia had set no budget limit to restrict George Sid¬
ney in the filming of "Pep." Even after filming had started, the producer was adding some of the top names in show business to the cast of his color and CinemaScope production.

Columbia is setting up the "blankcheck" policy on an international basis. Special departments have already been established to handle the film.

Jerome Sabron Named

In the domestic organization, Jer¬
ome Sabron, circuit sales executive of Columbia, has been appointed national sales coordinator for the special unit. Harry K. McWilliams was also named last week to head up a special unit as national director of advertis¬
ing and publicity. McWilliams will coordinate his activities with Robert S. Ferguson, Columbia's national di¬
tector of advertising, publicity and exploitation.

"Pep" will premiere in New York and Los Angeles during Christmas week on a hard-ticket basis. Pre¬
release promotion for the film is one of the most intensive ever undertaken by Columbia.

Desilu Reports a Loss

For the First Quarter

From THE DAILY Bureau

Hollywood, Aug. 25. — The Desilu Productions, Inc., quarterly report for 13 weeks ended July 30, 1960, showed a net loss of operations for first quarter of the current fiscal year, it was announced by president Desi Arnaz in the company's interim report to stockholders for the period. The report revealed that due to the writers strike, resulted in re¬
port a net loss of $201,397 on operations for first quarter as compared with net income of $205,050 for the corresponding period of 1959. It is anticipated that the net income for the second and third quarters will be greater than for same period last year.

Also included in the report was the receipt of a quarterly dividend check representing 15 cents per share on the common stock, payable Aug. 25, 1960, to holders of record on Aug. 12.

The board did not declare any dividends on the Class B common stock, held by Lucille Ball Arnaz and Adream.
"Give 'em HELL!"

says Morey 'Razz' Goldstein
General Sales Manager of Allied Artists

To every exhibitor looking for a blockbuster, and one that's ready right now, I say give 'em HELL...and I mean 'HELL TO ETERNITY!'

In 25 pre-release test engagements across the nation from New Orleans to Portland, Ore., this true, terrific epic of the Marines has rung up grosses that can only be classified as sensational! Many are 'best of the year'...many are record-breakers!

When top showmen such as Edward Hyman and Sidney Markley of AB-PT, Matty Polon of RKO, John Murphy of Loew's, Nat Fellman of Stanley-Warner and Walter Reade, Jr. tab 'HELL TO ETERNITY' as a big money picture, you know that HELL is HOT! So get your Allied Artists exchange on the phone and ask them to GIVE YOU 'HELL' for your top playing time!

Sincerely,

M. R. Goldstein
Continuing from page 3.

**Fox Six-Month Net Up to $2,628,576; Second Half Seen Topping That Figure**

Consolidated earnings of $2,628,576 are reported by 20th Century-Fox for the first half of the current year, the company stated. The result compares with earnings of $1,770,570 for the corresponding period last year. The net for the 1960 period is equal to $1.10 per share, compared with 76 cents pcr share last year.

S. P. Skouras, president, reported that several recently released pictures are doing excellent business, particularly "Story of Ruth," "From the Terrace," "The Lost World," "Some and Lovers" and "Let's Make Love." As a result, the company said (Continued on page 4)

**IATSE Coast Locals Meet Today On Contract**

HOLLYWOOD, Aug. 28.—Business representatives of IATSE Hollywood studio locals will convene tomorrow for preliminary discussions on proposals of demands which will be made on producers for a new basic agreement upon expiration of its present contract, which expires Jan. 30.

IATSE president Richard Walsh is expected to arrive this week to join the parleys, in preparation for bargain sessions with major companies which are scheduled to get underway about Nov. 1.

**Rank to Have 26-Week 'Help Yourself' Sales Drive**

LONDON, Aug. 27. (By Air Mail)—Rank Film Distributors will hold an all-out 26 week “help yourself” sales drive, keyed to the most successful films handled by the company in the past. R.F.D.’s managing director Fred L. Thomas said, “We know that many films have not played to their full earning capacity and the drive is therefore designed to get at the immense residue still there for both exhibitors and ourselves.

"Experience has shown that there is a golden harvest in our older programs and in these days of product shortage I am certain that we are performing a service to the trade in reissuing these outstanding subjects. Undoubtedly, they include some of the finest quality entertainment from Britain and America—and, indeed, the world.

Thomas cited a number of his highly successful package reissue programmes now on offer.

Throughout the nationwide drive, each R.F.D. branch manager will be allowed to nominate a reissue programme for his own territory. Big cash prizes are being offered to the most successful branch which will be shared among all members of a winning branch’s staff.

**Reorganization**

B. E. Robbins is Elected to Head N.S.S.

Herman Robbins to Keep Chairman, Executive Posts

Herman Robbins, president and chairman of the board of National Screen Service, announced at the weekend his decision to relinquish the post of president and to henceforth function only as chairman of the board of directors and chief executive officer.

In keeping with the reorganization of these top-level executive posts, Robbins revealed the Aug. 17 action of the NSS board of directors, which elected as president and chief ad-

**Deadline Reached for Gov’t. Filing of Appeal in S.G. Case**

WASHINGTON, Aug. 28.—Midnight tonight marks the termination of time for the filing of a government appeal in the Screen Gems antitrust case, which was dismissed in Federal District Court, New York, on June 28. The company had been charged with price-fixing in the sale of films to television. If no appeal is filed tomorrow, then no appeal is possible.

Though signs have pointed to the filing of an appeal, Justice Department officials reached here have declined to comment.
PUBLICS

Calif. Women Reafirm Stand Against Pay-TV

The California Federation of Women's Clubs, one of the largest women's organizations in that state, has recently reaffirmed its opposition to picture pay, according to Philip F. Harling, chairman of the Joint Committee Against Pay-TV, announced at the weekend.

Harling said that Mrs. W. G. Jones of Glendale, Calif., chairman of radio and television for the Federation, had written him advising that the Federation has officially, restated its opposition to pay-tv in all forms. The Federation has 900,000 members.

He stated that at the request of the Federation, he had sent a supply of petitions to California, so that the members of Theatre Owners of America, is asking theatres to solicit signatures for a period of at least 10 days, in an effort to inundate Congress with upwards of 2 million protest to the public against pay-tv.

The California group has been one of the leading non-industry critics of pay-tv, and participated in hearings, several court registrations against pay-tv before Congress and the FCC.

Favorably Report Bill To Sell Gen. Aniline

WASHINGTON, Aug. 28.— The House commerce committee has favorably reported a bill to permit the sale to U.S. citizens of the entire General Aniline & Film Co., even though the ownership of the firm is still in litigation. A similar provision will be offered in the Senate if that body debates a pending House-passed alien property bill before adjournment.

No Theatre Loans

Washingon, Aug. 28.—No loans to motion picture theatres were included in the $35,000,000 that were approved by the Small Business Administration during July. This was a rise of over 7 per cent from a year ago in total. During the month the agency also approved 90 loans, totaling $2,950,000, to combat the effects of natural disasters in rebuilding or revaluing their businesses.

Corwin Acquires S.W. Los Angeles Theatres

HOLLYWOOD, Aug. 28.—Selling in the Los Angeles downtown area, Sherrell Corwin, president of B & B Amusement Co., has taken over operation of Stanley Warner's Downtown Theatre on a 10-year lease, it was disclosed jointly by Corwin and Pat Notaro, S.W. zone manager.

The deal was consummated following sessions in which Harold Kalmine, S.W. theatres vice-president, participated.

Corwin's other first-run downtown theatres include the Orpheum and Hillstreet.

Tesma, Tedd Set Plans For Convention Sessions

Theatre Equipment & Supply Manufacturers Ass'n. and Theatre Equipment Dealers Ass'n. announced at the weekend final plans for business sessions which will immediately precede the motion picture industry trade show at the Hotel Ambassador in Los Angeles.

Both organizations will hold meetings of their respective boards of directors Sunday, September 1 at 11 a.m. and there will be a joint business session of the group memberships on Monday, Sept. 12 at 9:30 a.m.

Social events of the two organizations will be held jointly, it was announced, with no charge to be made for organization members and their ladies. Details of these events will be announced to registrants at the two conventions.

The trade show will also be held at the Ambassador, Sept. 13 through 16 in cooperation with the Theatre Owners of America.

Fox To Release Seven Pictures in September


'Song' Date on Coast

William Goetz's production for Columbia, "Song Without End," the story of Franz Liszt, will have its West Coast invitational premiere this week at the Stanley Warner's Beverly Hills Theatre. The premiere will be followed by the regular engagement beginning the next day.

Tax Measure (Continued from page 1)

criminatory but defended it on the ground that economically the "theatre is in bad trouble as an assessed property and requires special consideration."

McCarthey countered that it is defendable to eliminate the tax on businesses as high as $14, while continuing them on motion picture theatre whose average admission is 67 cents."

"It is not just," he added, if a cost bill, reduced to legitimate theatres is introduced in the new sessions next year, it would be wise to include motion picture theatres among their past successful efforts at the tax reduction.

New York Times said the Broadway producers organization is also endeavoring to have the drop its five per cent admission tax. Mr. McCarthy said "Compo would go so far as to shop for a local exhibition, if he quality of local exhibitors are better qualified to do so.

U.A. Vancouver Held Wins Billings Contest

Harry Woolfe, United branch manager in Vancouver, was the top sales man and books were staff of sales men and bookers in the United Artists contest with most bookings and bookings for the week of July 26 through July 9, it was announced by James R. Velde, vice-president of sales offices in U.A.'s 33 branches in the United States and Canada, that the company is to make a total of 28,404 shipments during its two-week period, he said.

Second and third place winners were H. J. Kline, district manager, and his staff, B. W. Carnegie, Los Angeles branch manager, and his staff, Charles S. Ch., Canadian district manager, led all branches. The winners were selected on the basis of the highest percentage of assigned bookings and greatest number of bookings against assigned bookings achieved during the two-week period designated United Weeks.

L.A. Theatre Closin

HOLLYWOOD, Aug. 28.—Pacific Downtown Theatres have scheduled to close its doors for the Sept. 6 and to be reopened as an office building.
Burton Robbins Heads NSS

(Continued from page 1)

Burton Robbins, manager of the National Screen Service, which has become the executive head of the new NSS.

The announcement was contained in Herman Robbins’ address before a weekend meeting of National Screen Service’s branch managers at Edge-water Motel, Schuon Lake, N.Y., during which Robbins pointed out the new NSS corporate by-laws, which place in the hands of the board chairman all the policy-making decisions of the chief executive officer and provides that the president, as chief administrative officer directs and executes the corporation’s activities in behalf of these policies.

He further revealed that in the past few years Burton Robbins has been performing many presidential functions in addition to his activities as vice president in charge of sales and is already familiar and experienced in meeting the demands of his new post as president. He vigorously asserted his enthusiastic approval of the new president’s modern approach to today’s new concepts in merchandising, which he emphasized as the prime objective in the NSS plans for intensified Showmanship under its new leader.

Burton Robbins has been associated with National Screen Service since 1940, with time out for military service. Announcement of a new sales department to head to succeed him will follow.

NSS Trade Showing

National Screen Service has set a trade press screening here Wednesday of its first seven trailers on Columbia Pictures product created and released without the use of Columbia’s copyrighted scenes from feature negatives. Following the screening at 4:30 P.M. there will be a trade press interview and cocktail party.

40% Alcoa Interest

in 20th-Fox Studio Sale

Aluminum Co. of America was reported in financial circles at the weekend to have bought a 40 per cent interest in 20th Century-Fox’s $43,000,000 cash purchase of 20th-Century-Fox studio property. The sale may be consummated within six months of the special meeting of 20th-Fox stockholders on Oct. 17 if approval of the deal is voted then.

If it is not approved, Webb & Knapp could still buy the property for approximately $35,000,000, the deferred payment basis. A $350,000,000 building program over a 10-year period is planned for the tract, presumably with Alcoa having a 40 per cent participation therein. The Alcoa participation in the deal, on which Webb & Knapp already has paid $5,000,000, is regarded as guaranteeing completion of the sale of the 265 acres of Beverly Hills land. In response to the announcement, 20th-Fox stock rose two points, to reach 41, a new 1960 high, before selling off to close the week at 40%.

Capucine on Tour

Capucine, co-star of William Goetz’s “Song Without End,” the story of Franz Liszt, a Columbia release, left Hollywood over the weekend for a two-week, six-city European personal appearance tour in connection with the London and continental premiers of the picture.

Filmmaking Courses

A total of 15 evening session courses in film-making for amateurs and professionals will be offered during the fall term by City College’s Institute of Film Techniques, it was announced by Yard Wool, director of the Institute.

People

Dore Schary, Kirk Douglas, Martin Melcher and Anatole De Grunwald have joined the Screen Producers Guild in Hollywood. Schary is a former member of the organization; the others are joining the group for the first time.

Laurence A. Tisch, chairman of the executive committee and a member of the board of directors of Loew’s, Inc., his company, has been elected president of the General Printing Ink division of S.C.C.

Edward H. Cann, manager of dealer sales for Recordlok Corp., subsidiary of Eastman Kodak Co., has been named manager of the photo reproduction products sales division of the parent company, according to De F. Rochester, N. Y., reporting to Alvin W. Streitmatter, general manager of Kodak’s professional goods sales division.

Arthur Silber, president of the theatre operating company the Lawrence Park in suburban Philadelphia, and partner in Abel and Silber Theatres, has announced the engagement of his daughter, Barbara Joy, to Ronald Bennett. She is the granddaughter of Noman Lewis, veteran Philadelphia exhibitor.

‘Hercules’ Still Going Strong in Great Britain

LONDON, Aug. 26: (By Air Mail) — Joe Levine’s saturation distribution policy for “Hercules Unchained” continues to make industry history here. The picture was given a blanket release in the first week in August, but by the end of the 90th week, N.S.B. prints for the picture were forthwith booked for the following seven weeks. It is estimated that in that time the film will have played off no fewer than 600 weekly bookings with many more to come.

End’ Fete Tonight

The Consul General of Argentina in New York, Ramon Casanova, and Edward L. Kingsley, president of Kingsley International Pictures, will host at a supper reception at the Argentine Consulate here tonight following the Argentine premiere of the Argentine film “End of Innocence” at the Paris Theatre. Among those expected to attend are Governor and Mrs. Rockefeller and Mayor and Mrs. Wagner.

Change ‘ Wilde’ Title

Warwick Film’s “The Trials of Oscar Wilde” will be released nationally under a new title, “The Green Carnation,” due to a conflict with another film of a similar title.

Motion Picture Daily
MPAA Asks  
(Continued from page 1)  
brief accompanying its motion for per-
mission to file as amicus curiae in the
Times Film Corp. action in the U.S.
Supreme Court against Chicago’s cen-
sorship ordinance.

The application and brief were filed
during the last week of August by
Howard A. Schreiber, MPAA counsel.

An appendix to the brief discloses
that 15 cities or towns require a li-
cense or permit issued by a censor-
or for the exhibition of films. Some
communities require advance notice
of an exhibition to be given to a cen-
sorship authority, but do not require a
permit or license, and that in others,
where neither advance notice of an ex-
hibition, have censoring bodies autho-
rized to review films during
a regular performance.

Separate from State Bodies

These municipal censoring activi-
ties are apart from censorship bodies
established by a number of states.

Several municipal censorship boards
review all pictures, others review on
complaint only, or review only those
pictures which do not have a Produc-
tion Code seal or the approval of oth-
er organizations. Sometimes cer-
pal ordinances empower the censor
to revoke a theatre’s license for viola-
tions and others provide for the issu-
ance of a license weekly for the pur-
pose of exhibiting films in a par-
picular community in general, and not
for a particular motion picture, but
such license may be refused if a motion picture to be
exhibited is deemed objectionable.

Points to Other Media

The brief points out that the ex-
amination of and restrictions on the
content of speech prior to perfor-
nance and screening of films have been
attempted by the high court with respect to any other
media of communication, and con-
cludes, therefore, that there is no jus-
tifiable basis for making an exception of film pictures.

MPA observes that it believes its
brief “contains a more complete sur-
vey of the scope and effect of censor-
ing regulation of films than exists in
the United States, similar to the Chi-
go censorship ordinance under review, than the parties (to the suit) plan to present for the
information of the court.”

Stellings Chairman  
(Continued from page 1)  
the slate of officers to lead TOA dur-
ing the 1960-61 12-month period,
its recommendations will be pre-
sented the following day for approval
to TOA’s board. Both meetings will be
held at the Embassy Gardens.

Other members of the nominating
committee are: Samuel Pinanski
of Boston, a past-president; George G.
Keroues of Springfield, Ill., in-
mediate past president and chairman of
TOA’s board; Sidney M. Markley
of New York, an executive commit-
tee member; C. E. Cook of Maryville,
Mo., a vice-president; J. J. Rosenfield
of St. Louis, Wash. as an assistant to the
president; and John H. Stembler,
of Atlanta, assistant to the president.

WALTER HAAS

Chicago Police Approve Film After Three Years  
(Continued from page 1)  
INSTRUCTION! (Continued from page 1)  
advancing campaign that the chandl-
ing department can exert, for, will
have 25 key runs starting Oct.
These dates will be immediately
lowered by the picture’s showing
in additional key runs. Prints for
two weeks of bookings have
promised to the exhibitors’ M-
plan committee by the Buena
exchange here.

AIP’s thadors’ plan com-
gave its unanimous approval over weekend to “Jungle Cat” as the
ture to inaugurate the special
handling project. Carried out
numerous pictures over the last
in the Milwaukee exchange area,
Marcus merchandising plan ,
was initiated by Ben Marcus, Wis-
cin circuit theatre operator an-
mentor, and the AIP group, com-
mittee, has been set for a
month test in the Pittsburgh exchange
area by agreement of the area’s
ibitors and the general sales
agement. The AIP group, of course,
MPAA company members
have promised to make pictures available for
test.

Outlined by Alec Moss  
Alec Moss, Compo coordinate
the Pittsburgh project, said here the
intent that the following month
and cities will key-runs, will parti-
icipate in the first playing of the
ture.

In Western Pennsylvania, Missouri, Ohio, Franklin, Beaver Falls, New-
chester, Sha-Rock, Aliquippa, Gre-
Vandergrift, Washington, Union-
Harbert, Altoona, State College,
ntown, Bradford, Warren, West Vir-
rlキ Wheeling, Morgantown and Palm
In addition to “Jungle Cat,”
runs for 70 minutes, the booking
ners and advertising heads of the
feature entitled “The Hound
and Thought He Was a Raccoon,”
providing a two-hour program
each theatre.

All Media to Be Used
Moss said that all media—new-
papers, tv and radio—will be used
the promotion. The cost above
that newspaper budget will be
shared 50-50 by exhibitor and dis-
strong.”

“Jungle Cat” was the unique choice of the AIP Film Division, Compo, for the first picture to augur the test. Other pictures, not available for the promotion, are
screened daily so that selections
be made to insure the uninter-
continuity of the plans.

Miske Acquires “Earth”  
“Heaven on Earth,” an Ameri-
can co-production filmed enti-
Rome and the Vatican in East-
color, has been acquired for
distribution by Faye R. Mi-
A JB Film Enterprises release, it
have its world premiere at the 5
Street Playhouse here this fall.
Who's Where

In Portland, Ore., has been appointed west coast manager of United Artists, and Carl Miller has named an account executive for the western area, announced by Erwin H. Eszes, active vice-president.

Advertisement for John J. McCrory as program and production director of the Metropolitan Broadcasting Corporation's station in Pueblo, WTVH-TV, was announced by Jon Colle, vice-president and general manager of the station. Appointment is effective Sept. 1.

Appointment of Armand A. Lartigue, business manager of WCBS, has been announced by Frank J. Fenske, Jr., vice-president and general manager of the station. Lartigue joined the office services department of CBS, Inc. in 1957.

Jackie Gleason to Star in 'His 'Gigot' for Fox

from the DAILY BUREAU

LLYWOOD, Aug. 28.—From Jackie Gleason of an oratory entitled "Gigot" in which his smdean also will star, has been announced by 20th-Fox executive Robert Goldstein. Frank will adapt the story for the , and also will produce and

"got" tells story of a French con who is both dead and mute, will take advantage of Gleason's magic gifts in both comedy and

Beards Will Tour

LLYWOOD, Aug. 28.—Ralph "Beards," accompanied by press rep Jim Chadwick, leaves here at 10:30 time-slot for Is Life," when it starts its second season, Sept. 25. Show, heard on 3C, is moving from its regular esday night spot to Sundays.

In TV Promotion

A special 16mm, five-minute telefeature, available to exhibitors, has been prepared on Hall Jones "All the Young Men." The Columbia Pictures release, entitled Jones' "Triple Threat," the feature highlights the three aspects of that Johansson's career—prizefighting, acting and singing.

AROUND THE TV CIRCUIT

with PINKY HERMAN

The multi-talented Anne Bancroft, who revealed her comic and dramatic talents on Broadway in "Two for the See-Saw" and "Miracle Worker," will show another facet of her make-up when she sings two songs on the "Perry NBCCom Show" November 30. .. "NBCConcentration," produced by Jack Farren, enuced by Hugh Downs with Art James, announcer, starts its third consecutive year on the net next Tuesday.

This year's "Mister America" Beauty Pageant, which will be NBCcast Sept. 10 (10-12 midnight) will feature a Cinderella motif ... NT & T Corporation has sold its wholly-owned subsidiary, radio and TV stations WDAF and WDAF-TV, Kansas City, Mo. to the Transcontinental Television Corp. for $9,750,000 cash. Approved by the FCC, the deal was finalized this week. Broker was Howard E. Stark of New York. .. Steve Allen has been signed by Producer Peter Kotter to star in Meyer Dolinsky's original teleplay, "Play Acting." He will be seen as part of June Allyson's anthologies for Fourth Star Productions.

Roger Kay will direct with DuPont picking up the tab ... Dimitri Tiomkin has been signed to compose an original score for "Home For Christ- mas," by Lloyd C. Douglas one-hour show special being directed by Prosper Buranelli and slated for holiday bonding. ... Composer Vic Mizzy's original background music for "Moment of Fear" tv series heard Fridays (10-11 P.M.) proves highly effective as fare a la NBCChillerdiller. ... Harry Belafonte will be CBSEn in three feature specials for Revlon. ... Hughes will direct for Belafonte Productions.

At the age of five, Martin Walker, whose father was shot down and killed while flying with the Royal Air Force during the Battle of Britain, left his native Dundee, Scotland to live with his aunt in America. When he was nine, Martin was featured as "Little Patrick" in the Broadway stage success, "Three Wishes For Jamie" co-starring John Bait, Ann Jeffreys and Bert Wheeler. Since then he's been studying voice, has developed a great style and his latest waxing of the standard, "Where Can You Be?" (Pinky Records) promises to zoom the handsome youngster to the musical heights. Walker will appear as guest star next Tuesday morning on the "Joyce Franklin Show" WTVH Channel 7. ... With Herb Sheldon, emceeing, WOR-TV will launch starting September 19 (5-5:30 P.M.) a new series of old-time Matt Sennett Keystone Comedies, including the hilarious Keystone Kops, Bathing Beauties and "Our Gang." ... Last week we reported that the luscious Betti Andreu had returned from a visit to the coast where she was offered three different contracts. She returns next week to become a regularly featured TVEnus on the "Tom Diegan Show" at KCOF, Hollywood.

Just back from a month in England where his "For Love Or Money" is currently a daily tv feature, Walt Frazer has conceived a new tv package, "How To Swim" and "How To Be Well-Dressed," in fact a complete series of "How To..." programs with Barker Crabbe as emcee, interviewing guests and experts from all over the world. Intended to bring network quality programs to local stations, the initial teleflicker will be filmed in the fall. ... Handsome WinSpiller Bruce Morrow, last week broke an all-time attendance record when "Georges Island Par- kent" show (7-9 P.M.) attracted almost 24,000 patrons. Clay Cole, idol of the teen-agers with the "Jersey Bounce" of WNTA (Newark) was Morrow's guest. Incidentally Bruce is the lad who discovered and latched onto young Anastasia's "Time Bomb" disk which is zooming the younger skyward. ... tv Actress Sheila Copeland, currently featured in the summer road show of "Two For The See-Saw" opposite Jeffrey Lynn, will return to Gotham on Sept. 13. ... George Vakian flew to the coast to supervise waxing of Bob Newhart's second LP Album for Warner Bros. He'll return to New York right after Labor Day.

ABC-TV's John Daly presented with Veterans of Foreign Wars Gold Medal Award "for outstanding achievement in the field of newscasting."
Mr. Theatre Manager:

SAVE YOUR THEATRE—PROTECT YOUR JOB!

Pay TV wants and must have first run movies as the bulk of its programs — IF it gets a foothold in this country.

YOU CAN PREVENT THIS!

We will provide your theatre with petitions to Congress, asking your lawmakers to ban PAY TV in any form.

HAVE YOUR PATRONS AND THE PUBLIC SIGN AND SEND THE PETITIONS TO CONGRESS TO BAN PAY TV—

SAVE YOUR THEATRE—PROTECT YOUR OWN JOB!

Joint Committee Against Pay TV
1585 Broadway,
New York 36, N. Y.
Urban Growth

Attendance Up In Fr. Africa, Johnston Says

First Report from Tour

Re-Name Members of Code Review Board

Set New All-Time Opening Day and Weekend Record!

FORUM THEATRE, N.Y.

SMASH SECOND WEEK!

ROOSEVELT THEATRE, Chicago

... from COLUMBIA!

Hall Bartlett's

ALL THE YOUNG MEN

‘Seven’ to Get Release On Saturation Basis

United Artists will release "The Magnificent Seven," a top-budgeted Western in color starring Yul Brynner, in key areas of the domestic market on a saturation booking basis.

Unique aspect of the plan, according to officials of U.A. and the Mirisch Company, producers of the picture, is that such bookings heretofore have usually been limited to spectacle films made abroad and lacking star value. In contrast, "The Magnificent Seven" is a major quality picture.

‘Living Screen’ Combines Films And Stage Action

Development of a "new entertainment form" to be known as "Living Screen," which combines motion pictures and live stage action was announced here by Arthur Twitchell, president of the Living Screen Corp. The new process, which has a grant from the Ford Foundation, was created by Ralph Alswang, Broadway producer and scenic designer.

The initial production in "Living Screen" will be "The Emperor's New Clothes," in a musical version adapted.

Shopping Center Theatres Eligible For Loans in New Program of SBA

By E. H. KAHN

WASHINGTON, Aug. 29.—Motion picture theatres that qualify as small businesses can share in a new program of lending to local development companies — there are some 3,200 in the U.S. — for construction of shopping centers. Each of these centers is defined as a commercial center with a mall of at least 50,000 square feet in floor space.

Since the program has just started and the SBA has not completed drafting the loan regulations yet, it will doubtless be some time before any of the centers can be actually financed.

No Government Appeal In Screen Gems Case

WASHINGTON, Aug. 29. — The government dropped its appeal of the Screen Gems case. In the case of United States v. Columbia Pictures Corporation, the government for the second time has dropped its appeal.

Skouras Theatres Vow Anti-Pay-TV Drive Aid

Tens of thousands of patrons' signatures to the petitions calling upon Congress to outlaw legislatively all forms of pay-television were promised yesterday by managers of the approximately 50 houses of the Skouras Theatres organization located in New York.
Para. Sets 9

(Continued from page 1) Produc-

tion Howard Hawks will start "The African Story."

October will also see the start in Hollywood of Shaw-Rose's "On the Double." In the same month, Perlberg-Seaton's "The Counterfeit Tutor" will be before the cameras in Copenhaghen and Stockholm.

A press conference of production on Perlberg-Seaton's "The Pleasure of His Company," which was halted by the actors' strike, is scheduled for early November.

Producers Hal Walls will send two features to the sound stages in November, when he begins filming Tennessee William's "Summer and Smoke." Walls will follow with "Girls of Summer."

The schedule for November also features Jerry Lewis' "The Ladies Man." "Ladies of the Big House," a drama produced by Bryan Foy, will round out the production program.

Technical Bulletin on 'Spartacus' Published

Universal Pictures has issued technical information for exhibitors compiled to aid in the 70mm release of "Spartacus." It contains information on all aspects of 70mm installation, including projectors, screen, speaker masking and sound considerations.

An outstanding feature of the bulletin is a screen chart to facilitate the selection of proper focal length lenses for the various projectors computed for the new 70mm projector aperture.

Attached to the bulletin is an actual 70mm film strip to illustrate the actual projector aperture.

Big 'Windjammer' Sales

SALT LAKE CITY, Aug. 20—John Dennan, manager here for Fox Intermountain Theatres, has announced that the advance sale for the forthcoming engagement of Cinemiracle's "Windjammer" shows sold out for the city, with a total advance to date of $27-

300. The Sept. 1 opening at the Villa Theatre will mark the first three camera installations here. The advance figure includes the opening night sale to C.A.B.E. for Chilean relief.

PERSONAL MENTION

Pitts. Hospital Campaign Seen Topping Last Year

Special to THE DAILY

PITTSBURGH, Aug. 29—Earl returns from the field indicate that the Pittsburgh branch for the 1960 Will Rogers Memorial Hospital Drive will exceed last year's cashes.

With 107 drive-ins pledged as currently conducting audience collec-
tions, and more than $7,600 collected to date, Ray Biehler, di-

trict chairman for the Pittsburg area, stated that "the Pittsburgh formula for successful collection handling will again lead the nation in the coming drive. This is the year that all drive-ins are being organized and their collections will coincide with the entire run of current top attractions, including "Ocean's 11," "Psycho," "From the Terrace" and "Let's Make Love."

Harry Feinstein, newly appointed Stanley Warner zone manager, at Ernst Stern, of Associated Circuits, is serving as Ernst's co-chairman. Again this year the aid of volunteer fencers, police service clubs and local groups are being enlisted.

Distribution Changes Seen More Pronounce

Special to THE DAILY

ALBANY, N.Y., Aug. 29—11 trends toward reanalysis of distributing patterns and methods is becom-

ing more pronounced, Clayton (Pantages, branch manager for 20th-FOX, reported on his return here, having been on second swing around the company's exchanges in east, south, southwest and midwest. The tour will stimulate bookings and sales during the current drive.

One of the areas where reanalysis of distributing factors become most noticeable is in the southwest. Pantages predicted the trend will grow.

The company's two additional rep points in the south, of theatres being cut at shopping centers. These are under way in the territory served by the 20th-Fox Jacksonville exchange which includes the state of Florida.

'Pepe' Consultant

HOLLYWOOD, Aug. 29—Armado Del Moral, editor and published of Grafico, Spanish-language magazine and columnist for La Opinion, has been named executive editor by George Sidney as a special consultant for advertising, promotion and exploitation on behalf of "Pepe," Sidney International Production, which stars Cantinflas in its title role. Del Moral will concentrate his activities in the Spanish-speaking market where Cantinflas is a top box office star.

Services Today for C. F. Haring, Exhibitor

Funeral services will be held this morning for Charles Frederick Har-

ing, a pioneer theatre operator in New Jersey and New York, who died last Friday at the age of 78, following a lengthy illness. The services will be at the Barnum H. Grafica Funeral Home on Boston Post Road, Rye, N. Y., at 11 A.M. Burial will be at Kensico Cemetery, Valhalla, N. Y.

Haring had been a partner in the extensive Haring & Blumenthal The-
tres in the 1920's and earlier. He also engaged in film production and distribution in the course of a lengthy industry career.

He is survived by his wife Jeannette Walker Haring, a daughter, Elizabeth Ensler, and a son, Charles F. Haring, Jr., and three sisters and a brother.

M. O. ROTHMAN, executive vice-

president of Columbia Pictures, and Marion Jordan, Continental, commercial manager, will leave here today for Paris, where the latter will take charge of his newly-assigned duties.

F. J. A. McCARTHY, Universal Pic-
tures assistant general sales manager, is in Montreal from New York.

ERNST EMERLING, vice-president and national advertising manager of Loew's Theatres, is in Miami from New York.

STANLEY HOLLOWAY will arrive in New York from London today via B.O.A.C.

TIMOTHY CAREY, producer-director, will leave here tomorrow for the Coast.

PETER GIGEN, entertainment financ-
ing division officer of the Bank of America, has arrived in New York from the West Coast.

DELMER DAVIES, producer-director, has returned to Hollywood from New York.

FRED KENT, owner of Kent Entre-
prises, Jacksonville, has returned with his family from Europe.

ANDREW AND VIRGINIA STONE, who will be in town "So Young, So Dange-
rous" for M-G-M, have returned to

New York from Oregon and Wash-

ington.

STANLEY MARGULIES, advertising publicity director of Bryna Productions, will return to Hollywood today from New York.

Cinema Lodge to Hold Luncheon on Sept. 29

New York's Cinema Lodge of B'nai B'rith will hold its first luncheon get-together of the season at the Hotel Astor, Thursday, Sept. 29, as a "welcome back" tribute to its past president, Max E. Youngstein, vice-

president of United Artists, who has returned to New York after head-

quartering for an extended period in Hol-

lwood.

Abe Dickstein, president of Cinem-
a Lodge, also announced the appo-

nition of Robert K. Shapiro, a past president of the Lodge, as chairman of the luncheon, and Joseph B. Rosen, also past president, Leonard Beuda and Alex Arrowsald, as co-

chairman.

Dickstein said the luncheon will be open to Lodge members, its guests and Youngstein's friends and industry people.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert F. Peck, Advertising Manager; Gus H. II. Fauel, Production Manager, TELEVISION TODAY, Charles S. Akeron, Editorial Director; Pinky Herman, Eastern Editor, Hollywood Bureau, Yuca-Vine Building, Samuel D. Berns, Manager, Telephone Hollywood 7-2145; Washington, D. C., K. H. Kahn, 96 National Press Bldg., Washington, D. C., London, E. R. S. A. K. H., Correspondents in the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1276 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Cable address: Quigpyco, New York. Martin Quigley, President; Martin Quigley Jr., Vice-President; Theo J. Sullivan, Vice-President; Roy 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 Daily; Motion Picture Almanac, Television Almanac, and Television Almanac, each annual. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.
MOST PEOPLE
SIT WIDE-EYED
WHEN A TRAILER
FLASHES
ON THE SCREEN…
I KNOW, I DO...
BUT
MORE IMPORTANT,
I ENJOY BEING SOLD
BY TRAILERS!
SO BE SURE
TO USE TRAILERS
IN YOUR THEATRE…
ESPECIALLY
THE TRAILER FOR
“LET’S MAKE LOVE”.

MARILYN
MONROE
starring with
YVES
MONTAND
in JERRY WALTZ’S production of
LET’S
MAKE
LOVE

NATIONAL SCREEN SERVICE
People

L. Harrison Robinson, formerly manager of marketing of the Surface Communications division of RCA, has joined Westrex Corp. as director of marketing.

Louis J. Finske, president of Florida State Theatres, has been named by the Florida State Chamber of Commerce to serve as treasurer of the Florida Fair, an exhibition which will be on display at the Centennial in New York City the week of Feb. 4-12, 1961.

Dennis J. Rich, formerly manager of the Cameo Theatre, Bristol, Conn., has been named Stanley-Warner residence manager for the Bristol Theatre there, which was closed earlier this year by David Jacobson, but which was reopened later by S-W.

Lawrence J. Lipkin, for several years active in publicity for Columbia Pictures of Connecticut, has joined Skouris & Company, Inc., public relations headquarters, here, as director of exploitation.

Tim Tyler, manager of the downtown Miami Theatre for the Wometco circuit, has been appointed managing director of the newly opened new 163rd Street Theatre in the Florida resort. Howard Debold, now manager of the Town Theatre there, will be house manager of the 163rd Street.

Mrs. L. L. Shealey plans a Sept. 1 reopening of the Boys Division Theatre which was closed on July 18 by the former owner, G. W. Read.

Benefit for 'Entertainer'
The American premiere of Sir Laurence Olivier’s “The Entertainer,” will be held at the Sutton Theatre here on Sunday, Sept. 25, for the benefit of the New York Shakespeare Festival. The premiere was announced by Irving L. Womser, president of Continental Distributing, Inc., distributors of the British film in the U.S.

Reopening After 5 Years TAFTVILLE, Conn., Aug. 29.—Extensive remodeling and a January reopening are planned for the Hillcrest Theatre here by Esther L. Brown and Ann M. Hanan, both of Norwich, Conn., who have purchased the 35-year-old theatre from Rose Cooper of Norwich. The house has been shuttered since 1955.

Map Campaign for 'Alamo' Bow At Rivoli

Campaign plans for the road-show engagement of John Wayne’s “The Alamo,” beginning Oct. 26 at the Rivoli Theatre here, were outlined yesterday to Alamo road-show directors, War- ronas Theatre managers, who will assis- t in the advance ticket sale for the United Artists release in the Greater New York area.

Sulah M. Halas, president of Skouras Theatres, presided at the confer- ence at the Rivoli. Participating in the meeting were Roger H. Lewis, UA vice-president in charge of adver- tising, publicity and exploitation; Russell Birdwell, John Wayne’s re- presentative; David Chasman, UA adver- tising manager, and Herb Piek- man, UA co-ordinator of road-show campaigns and special projects.

Trailers Prepared

Hassanein pointed out that all Skouras Theatres will run a series of special trailers throughout Sept- ember and October. Mail order blanks will be made available at box offices and in lobbies of the theatre chain throughout the New York area. Streamers, posters and lobby displays will feature the “Alamo” trademark.

Skouras Theatres

(Continued from page 1)

New York and New Jersey at a meet- ing held in the Rivoli Theatre here. Salah M. Halas, president of the Alamo road show, has an agreement with George P. Skouras, chairman of the board, and Philip F. Harling, chairman of the Joint Committee Against Pay-TV, were among the speakers at the conclave.

The full cooperation of all Skou- ras theatres was promised to the nation-wide campaign.

Harling announced that theatres in Connecticut, Maryland, and New Jer- sey have been the first ones on record to have forwarded to their Congress- men signed petitions urging the legis- lative proscription against pay-tv.

Newsreel Cameramen

To Be Honored in S.F.

Special to THE DAILY
SAN FRANCISCO, Aug. 29.—Out- standing newsreel cameramen will be honored for the best film footage of 1959 in special ceremonies Thursday, Sept. 1, coincident with the 21st an- niversary of the Telenews Theatre here. Fifty-five structures and members of the major reals are selecting best general news, feature, and sports newsfilm for the year made in the United States and overseas for a total of six awards.

Special Award to Pechner

At the presentation ceremonies, which will be attended by San Francis- co Mayor George Christopher and other dignitaries, a special award will be presented to Warren Pechner of the Telenews Theatre by Weibel Champagne Vineyards “for 21 years of newswriting to inform the public and promote international awareness and understanding.”

Kantor on 'Boy' Script

HOLLYWOOD, Aug. 29. — Hal Kantor has been signed to write the screenplay of Hal Wallis’ “Hawaiian Beach Boy,” Elvis Presley starrer which will start in production next February for Paramount.

Living Screen

(Continued from page 1)

especially for the new technique Dean Fuller and Marshall Barer, have written book, music and lyr- Fuller and Barer were contribution the books and lyrics of the Broad- musical, “Once Upon a Mattress.”

The sponsors do not plan an immediate Broadway showing, but pect to launch the musical in Jami- on road shows. Hal Haslach, exec of New York’s Palace Theatre or Chicago Theatre in Chicago, it

The process is described as emp requirements. It is expected that esified perfectly and is contin- throughout the performance, es

Special Quality Outlined

A unique facet of the new scre he added, is that a dissolve to a two- set stage drop from a motion pature matches exactly the last frame the picture. Such synchronization is possible by full light and motion rather than following lighting, enal- actors to walk through the screen a dancing chorus to perform in fr of a drop or motion picture with casting shows, he pointed out.

In addition to “The Empen Clothes,” the Living Screen Corpo- also has under option A Dunn’s book, “Is There’ Intellig Life on Earth?”, on the compo- agenda for a full-scale musical tre- in the new process.

Industrial Shows Mounted

Living Screen is sublicensed at present time to Transfilm-Carras which is making full use of the te- nique in mounting Chrysler and Studebaker-Packard industrial shows now in rehearsal.

‘Ben-Hur’ to Arcade SPRINGFIELD, Mass., Aug. 25— M-G-M’s “Ben-Hur” will have Westem Massachusetts premiere Se- 29 at the Arcade Theatre, the attri- tion to be screened twice daily. The show has not yet been announced. The arc- cade, a downtown, first-run house recently equipped for Todd-AO and other big-screen properties.

Permit for Cinemar

COLUMBUS, O., Aug. 29.— C building inspectors have been instal- of Cinemar equipment at RKO Grand here at the Grand: the reduced number seats in the orchestra to meet sar- regulations. It is expected that the first attraction under the new poli- “This Is Cinema,” will open Oct. 1.
No Government Appeal in Screen Gems Case

(Continued from page 1)

out that the department’s rules forbid disclosure of reasons behind such an action. The U.S. Solicitor General, who has the responsibility in deciding whether to appeal, also declined any comment.

Several Factors Involved

There are a number of factors, however, which are evident in the record of the case. The officials handling it for the government must have been aware of them. There is also the important fact that government officials must think more in terms of the growth and development of the anti-trust law than in terms of any single case. It does not seem unreasonable to speculate that both of these influenced the decision to let the Screen Gems case stand at the lower-court level.

Defendants in the action, along with Screen Gems were Paramount Pictures, its parent company, and Universal Pictures, which had made a deal with Screen Gems for it to distribute part of the pre-1949 Universal library. The Government action was brought in April, 1938.

Still pending in the courts is a similar suit filed in September, 1939, against United Artists and its subsidiary, United Artists Associated, involving UA’s acquisition of the assets of Associated Artists Prods. and C & C Films. UA gained control of the pre-1949 libraries of both Warner Brothers and RKO Radio from AAP and C & C, respectively.

Judge Herlands’ decision was about 188 pages long. It incorporated some material which appeared to have been taken virtually verbatim from the defense’s briefs. It gave full weightings with respect to the facts of the case and the law. In summary, it held that the acquisition of Universal’s library by Screen Gems did not violate Section 7 of the Clayton Act and that there was no price-fixing in violation of Section 1 of the Sherman Act.

Butted in this long document, however, are some conclusions which may prove to be valuable to the Justice Department as it tries to judge similar cases.

Hold Copyright an Asset

For example, Judge Herlands held (as the government had contended) that the sale of a copyright is an asset within the meaning of the applicable law. The court agreed with the government that a city is an area sufficient to be covered by Section 7 of the Clayton Act. The further development of Section 7 of the Clayton Act has long been a project of the antitrust division. It is a key to applying the antitrust laws. Because of its significance, it is customary for issues involving Section 7 to be brought, eventually, to the Supreme Court. The high bench speaks with finality; its interpretations of the law are binding on all other Federal courts.

Legal Precedents Sought

Thus, from the government’s institutional viewpoint, the cases that go to the Supreme Court are the truly significant ones. Obviously, the government wants to bring up the cases that show its position in the best light, since they may set legal precedents which will influence all future cases.

From the government’s standpoint, it would be hard to argue that the Screen Gems case would be ideal for the purposes of appeal. News reports of the trial proceedings, for example, that the judge on a number of occasions declined to permit the Justice Department’s attorneys to proceed in the manner which they desired. If the prosecution in such a case believed that it had not been able to put its best foot forward, there would be some incentive to refrain from pressing further a situation in which future success would depend on a substantial degree upon the record made during the first trial.

Several Cases Pending

It must be remembered that the Justice Department has a number of important antitrust cases, involving many millions of dollars, that are now in the courts. The cases involved are General Motors, DuPont, Brown Shoe Co., and Continental Can. If the Screen Gems case were to precede these matters to the Supreme Court, their outcome might be jeopardized by precedent set in connection with appealing a decision strongly adverse to the Justice Department.

'Seven' Release Plans Set

(Continued from page 1)

was $2,400,000 or about $800,000 each.

The elements of the promotion campaign were described by Lewis as a saturation television and radio drive involving thousands of spot announcements to be aired on an around-the-clock schedule two weeks before the mass bookings in each territory.

Another important element includes national tours planned for Brymer and Steve McQueen, co-star in the film. The actors will promote openings in a number of key cities and will participate in an extensive promotion schedule.

Other aspects of the drive, Lewis said, are a large scale display campaign, a major movie-book tie-in, a disk jockey and music promotion based on the film’s soundtrack album, local level exploitation and street bally linked to the number seven and a vast network of merchandising tie-ups with stores nationally.

Also participating in the conference were Fred Goldberg, UA national director of advertising, publicity and exploitation; Burt Sloane, UA publicity manager; David Chasman, UA advertising manager, and Guy Biondi, Mirisch Eastern advertising and publicity director.

'Men' Sets Two Records

Hall Bartlett’s “All the Young Men,” a Columbia release, broke two all-time house records at the Forum Theatre during the opening here over the weekend. The three-day total of $25,082, and the opening day gross of $8,083 both represent new records for the 800-seat Forum.

'End' Continues Big

William Goetz’ “Sings Without End” grossed a big $107,771 in the first four days of this third week at the Radio City Music Hall. The Columbia release has grossed over $500,000 in the first two-and-a-half weeks of its run.
Theatres can expect to get any actual aid.

SBA will lend to local development companies for construction, conversion, or expansion of shopping centres. Loans are available to help with acquisition of land as well. SBA will "welcome" the participation of banks and other conventional lending agencies. But where they can participate, SBA will not make loans. The local interest must, however, be prepared to put up 20 per cent of the costs. Application for loans goes through the local development firm.

Under the new SBA program, loans of up to $250,000 for each small business to be assisted may be made to local development companies for shopping centers. The number of loans a local development company would be limited only by the number of small businesses to be assisted, and by the amount of its own funds which a local development company can put into the project.

Ten-Year Limit Set

Loans to local development companies for shopping center projects may be made for a period not to exceed 10 years on a monthly amortization basis. No penalty will be exacted for prepayment, and time will be allowed for construction.

Interest charges on loans to local development companies under this program will be 51/2 per cent a year for 10 years by SBA. Where bank participation is involved, the rate of interest may be fixed by the bank. But the interest on SBA's share of the loan in such cases will not exceed 5 per cent, nor will it be less than 5 per cent if the participating bank charges a lower rate.

After regulations to govern the granting of these loans are established, they will be available SBA regional offices in Boston, New York, Philadelphia, Richmond, Atlanta, Cleveland, Chicago, Minneapolis, Kansas City, Detroit, Dallas, San Francisco, Seattle, and Los Angeles.

Many Moscow Theatres Showing U.S. Films

WASHINGTON, Aug. 29.—Turner Shelton, chief of the U.S. Information Agency's international film division, reported that 61 of the 118 motion picture theatres in Moscow were playing U.S. films during the week of Aug. 15. Shelton states that this shows the high degree of interest that the Soviet people have in American motion pictures.

Shelton noted that the U.S.-Soviet cultural exchange agreement still has more than a year to run, indicating that all aspects of the exchange are not likely to lapse into disuse during the period.

Negotiations on U.S.-Soviet film deals are going on almost constantly, and it is understood that additional contracts have been signed though they have not yet been announced by the companies involved.

Three IATSE Chairmen Are Named

From THE DAILY Bureau

HOLLYWOOD, Aug. 29.—George Flaherty, IATSE Hollywood representative, met today with heads of the IATSE studio locals and appointed three committees to draw up proposals on overall demands for new basic and union contracts to become effective in 1961.

Day and night sessions will be held to prepare proposals for submission to Charles Boren and his producers committee by Oct. 15, although Nov. 1 is considered the due date for such proposals.

Twenty-three individual local are involved in the overall agreements, but are completely autonomous in reaching agreements governing their respective operational demands.

Lehners, Peckham, Haggerty

Named as chairman to head committees were: John Lehners, general proposals committee; Ralph Peckham, health and welfare committee, and Don Haggerty, pension plan committee.

Closings, Reopenings

Reported in Cleveland

Special to THE DAILY

CLEVELAND, Aug. 29.—The new full season starting Labor Day will feature several operational changes including re-openings, permanent closings and managerial shifts.

In Cleveland, the 700-seat suburban Lorain Theatre, one of the few film houses in the city not affiliated with a circuit, changed hands this week when Albert Papahebe took it over from Frank D. Caldwell, the 40-seat Noble Theatre of Chris Velas of Belaire, O., which was closed all summer, is now about to be dismantled. Gerald Anderson is still undecided whether or not he will open a new closed Union Theatre in Plain City.

Re-Lighting Budlton House

In Bluffton, George Cannauck is turning on the lights of his Canna Theatre on Sept. 4, and Irving Reinhardt of the Town Theatre, Canton, is reportedly taking over 1200 Park Theatre, Mansfield, O., operated at various times by Interstate Circuit, Nate Schultz' Selected Circuit and Skirlbod Brothers.

Maryland TOA Board

To Meet Sept. 28

Special to THE DAILY

BALTIMORE, Aug. 29.—A meeting of the board of directors of the Maryland Theatre Owners Association is to be held Sept. 28 at noon at the Park Plaza here. The board members will be luncheon guests of the association; however, the meeting is open to the entire membership.

Censorship on Agenda

There will be a report on the national convention; discussions covering the local tax problem; state minimum wage; state censorship and the M.T.O.A. 1961 state convention plans.

John G. Broumas is president.

'Psycho' Gross Over

$1,000,000 Here

Alfred Hitchcock's "Psycho" has grossed in excess of $1,000,000 in the ten-day period ending last Friday during its New York multiple engagement encompassing 74 theatres in five boroughs, Long Island, Westchester and New Jersey, according to Paramount. Of the total, $625,000 was contributed by 26 Loew's theatres, the remainder by theatres of the Centrums, Skorums, RKO, Rafford, Braxton, Prudential and other circuits.

Additionally, since opening in mid-June at the DeMille and Barren Theatres here, where it still continues, the film has grossed more than $875,000 at these two theatres alone. The gross has been further swelled by a three-week gross of $715,000 at the Brooklyn Paramount Theatre.

Consolidated theatre reports add up to a total box office gross in excess of $1,750,000 in the greater New York area.

Los Angeles Record Predicted

For Run of Hitchcock's Psycho

LOS ANGELES, Aug. 29.—Alfred Hitchcock's "Psycho," for Paramount will break all Los Angeles area records for extended engagements in its multiple run with the announcement today that the shocker has been booked for fourth and fifth week stands in L.A. hardtops and drive-ins. Twenty-four theatres have been set for the fourth stanza.

The "Psycho" fifth week stand beginning Sept. 7, will encompass 22 theatres, including approximately eight Pacific drive-ins.

Film row distributors consider the marathon "Psycho" booking as unique in local distribution annals.

P. Aurriichio Joins Crest

Pat Aurriichio has been elected secretary and production manager of Crest Studios, Inc., effective immediately, it was announced by Joseph Aurriichio, president of the organization. Pat, a top photo technician with 20 years of experience in handling motion picture stills and commercial photographs, resigned his position with Franklin Photos to assume his new duties at Crest.

Plan WOMPI 'Timetable'

JACKSONVILLE, Aug. 29.—"A Timetable" for conducting the monthly philanthropic work of the union, the Motion Picture Industry has been prepared under the chairmanship of Wilma Murphy. The schedule covers the period from September, 1960, to June, 1961.

Wage Bill Conferences Calling Talks Today

WASHINGTON, Aug. 29.—And Senate are told the minimum wage law today met fruitlessly, plan to meet again tomorrow. Minority leader Dirksen (R., Ill.) mented that "we did exactly nothing; we dished down a portion of a proposed compromise offered by Prouty (R., Vt.)."

Indications are that the proposal of a new wage law, headed by Dirksen, presidential nominee Kennedy (Mass.), is in reserve to pare down their demand Kennedy and the two House "libs on the Minimum Wage Committee Roosevelt (D., Calif.) and Dent (Pa.) who sponsored the exemption motion picture exhibitors in the labor committee—have repeatedly demanded a minimum allowance so can get something more than is feefed by the House-passed wage measure.

Many Insist on $1.15

Other members of the conference committee, however, are adamantly opposed to fixation of any minimum wage to the law only to multiply related problems (in coldwater, Ariz.) and Rep. Ayres (R., Ohio) both stated flatly that he will insist that anything more than the House bill is acceptable. As noted, no offer from the conference committee meeting ended quite well it be that Congress will pass a wage bill this year, he said, for a broader bill next year will be much stronger, if to prove to be so, then it would be that motion picture exhibition of one of a diminished number of emptiness industries in the wage row reported to Congress and that the House bill would have to work with redolent to retain their exemptive future legislation.

George LeWitt, Conn

Theatre Pioneer, Die

Special to THE DAILY

HARTFORD, Aug. 29.—George LeWitt, Connecticut film industry pioneer and an attorney who was the and estate of the real estate. Hild is deceased, according to a death certificate, the 70. A native of New York, he entered the old Rusk's Vucyume Theatre, now the Embassy, New B., many years ago. He subsequently served as manager, Liberty, Hartford, and the St. Pauline.

Was Gladkin Partner

LeWitt was a partner with the John S. P. Gladkin in the Arts Theatre, New Britain. In recent he was listed as president of the side Realty Co., owner and the of the Berlin (Conn.) Drive-in Theatre. He held considerable pro in Hartford County.

Survivors include his son, Baro "Breckide," who is active in the agrarian of the Berlin.
Col. Sells Undeveloped Studio Land; Buyer Will Turn Into Residential Site

From THE DAILY Bures
HOLLYWOOD, Aug. 30.—Samuel J. Briskin, Columbia Pictures vice-president in charge of West Coast activities, announced today that the studio has sold thirty-four-and-one-half acres of undeveloped land, located directly behind the Columbia Ranch property in Burbank to the Barclay-Hollander Company, a well-known Southern California developer. Columbia will receive $50,000 per acre for the land, or $1,755,000 which it purchased for $750,000 an acre, or $800,000.

Col. Sells Undeveloped Studio Land; Buyer Will Turn Into Residential Site

Columbia Will Start 5, Maybe 7, by Year-End

From THE DAILY Bures
HOLLYWOOD, Aug. 30.—Samuel J. Briskin, Columbia Pictures vice-president in charge of West Coast activities, has approved the start of filming of five major pictures before the end of the year, with the possibility of two more also being added to the schedule. An important facet of the upcoming pictures, it was pointed out, is that although four of the features will be filmed at least partially on location, all will be partially

Doris Day TOA's 'Star of Year'

Doris Day has been selected by the Theatre Owners of America to receive its 1960 "Star of the Year" award, it was announced yesterday by Albert M. Pickens, TOA president. Miss Day will accept the trophy in the Coconut Grove of the Ambassador Hotel, Los Angeles, Friday evening, Sept. 16, before an audience of more than 1,000 of the nation's leading theater owners at the president's banquet which will continue.

Rank Organization Annual Gross Trading Profits
Show Increase to $18,107,608; Dividend 15%

From THE DAILY Bures
LONDON, Aug. 30.—The Rank Organisation, in preliminary financial figures released here today, reported annual gross trading profits for the year ended June 25, 1960, of £6,467,003 ($18,107,608) as compared with £5,634,989 ($15,777,969) for the previous year. A dividend on ordinary stock of 15 per cent this year compares with ten per cent last. A free bonus issue has been given shareholders of one "A" ordinary share for every ten ordinary or "A" ordinary shares held.

The Rank statement today was careful to point out that this free issue does not affect the company's control. It recalls that the majority voting shares are held by the trustees under charitable trusts created by Lord Rank with the object of ensuring that control of the company remains in British hands.

Among the subsidiary companies Gaumont British, Ltd. announced a trading profit of £3,124,732 ($5,794,349) compared with £2,533,291 ($7,933,214) in 1959. Dividends on ordinary shares were increased from 12% per cent to 17%.

Wage Talks Collapse; Kennedy Looks to '61

By E. H. KAHN
WASHINGTON, Aug. 30.—The House-Senate conference on a new minimum wage law finally broke up in complete disagreement after two meetings today. After the second meeting ended, Democratic presidential nominee John Kennedy (Mass.) asserted that it was the refusal of the House-Senate conference to accept the proposals of the conference.

J. Bellfort & N. Robbins
In New Posts at NSS

The appointments of Joseph Bellfort to the post of general sales manager of National Screen Service, and Norman Robbins to the post of general operations manager, were announced yesterday by Burton E. Robbins, NSS president. The appointments, ac...
Wage Bill Talks Suspended

(Continued from page 1)

conservative House members in the group to make any compromise on coverage that forced the meeting to recess subject to the call of its chairmen. He added that he has no present plan for calling another meeting. The wage bill passed by the House, he stated, "would not be progress" and was therefore completely unacceptable.

"Nothing We Can Do"

Kennedy stated that there is "nothing we can do in the Senate" to prevent the bill from passing the House, that the Senate conferences "would rather come back and try again" next year "when there would be a better chance" to accomplish something constructive. With obvious understatement, he noted that it "would be very difficult now to get a bill."

It seems clear that the motion picture industry will also have to back next year to make known its interest. Some observers think that no matter which party wins the November election, the minimum wage issue will be pushed with greater vigor. If this happens, labor effort and political finesse will be required to retain in the law the specific exemption which is now enjoyed by motion picture exhibition.

In a formal statement issued two hours after the conference recessed, Senator Kennedy announced "with regret" the "failure of the Senate and conference to agree upon a constitutional improvement program," and added:

"Calls $1.25 His Goal"

"I intend to take this fight to the American people. I am sure that we will support in November in my goal of a minimum living standard of $1.25 an hour for millions of Americans who work in the large enterprises of our country."

Cite Doris Day

(Continued from page 1)

clude TOA's annual convention there. Each year for the past seven years, TOA has selected the actor or actress who, in its opinion, has not only starred in successful pictures, but has brought credit to the entire industry. Miss Day will be the second actress to receive the award; the only other actress recipient was Deborah Kerr in 1958.

Other previous winners have been Jerry Lewis in 1959, Rock Hudson in 1957, William Holden in 1956, James Stewart in 1953, and Danny Kaye in 1954.

Miss Day's selection was made by a special TOA committee chaired by M. Spencer Leve of National Theatres and Television Company, Los Angeles, and including Roy Cooper of West Side-Valley Theatres of San Francisco; George G. Kerastes of Kerastes Theatres, Springfield, Ill.; Arthur H. Lockwood of Lockwood Theatres, Boston; Sidney M. Markley of AB-Paramount Theatres of New York, and E. D. Martin of Martin Theatres, Columbus, Ga.

Cincinnati Meetings on Village' Start Today

Special to THE DAILY

CINCINNATI, Aug. 30.—A series of meetings begins here tomorrow to provide the special exhibition program of MGM.

"The Village of the Damned" in more than 200 theatres in the Cincinnati and Indianapolis area beginning in late October. MCM sales representatives, led by general sales manager Robert Morchic, promotion men, exhi
Columbia Sells

(Continued from page 1)

Neil, represented Columbia in the action. Richard Barclay represents the purchase.

The deal, which has gone into effect, will become final on Sept. 15 when the new owners planning to top the property as a multiple unit site. A small part of the site will be devoted to commercial use.

A master development plan has been filed with the city of Park for its review and approval. The property, which has been in the hands of the Rochemont Exhibitors; will be developed in conjunction with the making of color motion pictures. Columbia will continue full use of the facilties, which include five stages as well as numerous sets, permanent streets, a miking pool, park and other out-buildings.

Columbia Plans Five (Continued from page 1)

and from top to bottom by Hollywood-based crews.

Out of the films to go into production will be the Mervyn LeRoy-Kohrn production "The Devil's Clock," which will be filmed in magesque and color on the island and in the Hawaiian Islands. As other Hawaiian location films are the Jesse Brothers Productions, "Get Goes Hawaiian" and "Dis-Connected." The fifth picture definitely set for this year is William Castle's "Haunted." A

Reign Trade Bill

(Continued from page 1)

Passed (Continued from page 1)

From THE DAILY BUREAU

WASHINGTON, Aug. 30. - The House has passed an amended version of a bill to permit U.S. firms that business abroad to choose between "over-all" and "per-country"

ations on the credits granted by Federal government for taxes abroad.

Reign Trade Bill

(Continued from page 1)

from the conference report. The measure by voice vote, the conference report is expected to move in Congress for consideration.

Music Hall Display

Radio City Music Hall and its stagecraft will be the subjects for the next display in the window galleries of the First Street Savings Bank branch at Rockefeller Plaza and 59th Street here. The display, which will be on view during the month of September, will be highlighted by a window showing some of the robes seen in the theatre's annual Christmas pageant of "The Nativity."

ITO Elects

First-day convention at the Hotel Chase here.

The more than 160 theatrenmen attending from the two-state area reflected the entire slate of officers. Tommy James continues as chairman of the board; Wesley Bloomer as vice-president; Carson Rodgers, Phillip Manos and John Meinardt as regional vice-presidents; James Danoas as treasurer; Jimmy James as secretary; and F. Peter Glorios as sergeant-at-arms.

Miss Dorothy Drexel, who works at the MGM exchange here, was elected "Miss Film Row of 1960" and will be the unit's guest on an all-expense-paid trip to the TOA annual convention at the Ambassador Hotel, Los Angeles, Sept. 13-16.

Speakers included George G. Keratos, chairman of the board of TOA, who reviewed the state of the industry and spoke about the production financing activities of the American Congress on the special advertising and George Rose, national TOA director of exhibitor relations, and Glorios, who was keynoter.

Parker announced that a contingent of nearly 50 exhibitors from the Missouri and Illinois areas will attend the national TOA convention.

Bellfort-Robbins

(Continued from page 1)

coordinating with National Screen's current shifting of executive personnel in a move to strengthen the company's management team.

Bellfort, for 20 years with RKO, prior to his association with NSS in November, 1959, was RKO continental manager, headquartered in Paris. Since coming to National Screen, less than a year ago, he has served as a home office sales executive.

Norman Robbins has been with the company for 20 years and during the past two years he has directly supervised operations of the New York branch and, additionally, has functioned in behalf of the company's home office and exchanges operations.

Mrs. Will H. Hays

CRAWFORDSVILLE, Ind., Aug. 30. - Mrs. Jessie Herron Stutesman Hays, 84, widow of Will H. Hays, former president of the Motion Picture Producers & Distributors of America, died at her home here. She and her four brothers, among them Frederick L. Herron, former head of MPPDA foreign department.

Edward E. Sullivan, 20th Century-Fox publicity director, has accepted the appointment as chairman of the motion picture division for the 55th annual fund drive of the Travelers Aid Society, which is seeking $423,846 to maintain its services during the coming year.

Lawrence Milby, a field representative in the Baltimore area for the American Society of Composers, Authors and Publishers, has been named manager of the society's New Orleans office.

Art Moger, former exploitation representative in Boston for Warner Brothers and who left the film industry for another commercial activity, has returned to the promotional field with Allied Artists.

Rodeo Sefar has been named manager of the American Theatre, Canton, N. Y. He is an associate of Anthony Scalice, who recently purchased the 700-seater from Alice Papayagakos, who is sailing on Sept. 3 for Greece to make his home in his native Sparta.

John Rossi has purchased the Skyline Drive-in Theatre, Crown Point, N. Y., from Joseph Mirafese, who also operates drive-ins in Lake George Village and Pottersville. Rossi also operates the Essex in Fort Henry and the Strand at Schroon Lake.

Duttmann Will Handle

N.Y. Press for 'Pepe'

Irving Duttmann has been appointed New York press representative in the general and publicity unit formed for "Pepe," it has been announced by Jonas Rosenfield, Jr., executive in charge of advertising and publicity for Columbia Pictures. Duttmann will report to Harry McWilliams, national director of advertising and publicity for the George Sidney International-Poas Films International production.

On leave from his regular post as general press representative for Louis de Rochemont Associates, Duttmann will concentrate on publicity activities leading to the reviled engangement of the Cantillans film which will begin in New York in late December. He formerly worked on special assignments for Columbia.
AFM Contents

(Continued from page 1)

on the AF of M petition and on War-
ners' motion for dismissal of the ac-
tion.

Warners had argued that since the AF of M is no longer the bargaining
agent for Hollywood musicians, agree-
ments made with it by the studio no longer
bind.

Warners has contracted to sell 122
post-48 films for $11,000,000 to Seven
Arts Prods., the deal presumed to be
consummated tomorrow.

Judge Herlands took no action on an
AF of M request for a stay to halt con-
summation of the deal despite the Federa-
tion's contention that once the deal is
colloquized it would be too expensive
to bargain further with Warners.

Its action is based on agree-
ments contained in all studios' con-
tracts with the AF of M not to sell
rights to the post-48 films without first
negotiating with the Federation for
payments for re-use of the shows on
television.

Politics Charged

In addition to contending that the
AF of M contracts are void since the
Musicians Guild of America won jurisdic-
tion over Hollywood musicians in 1945,
Warners has argued that the Federation
had brought its action for political
purposes to influence the new NLRB
Hollywood musicians election set for
next month.

This the Federation denied, saying
that its warning to Warners and other
producers' to obtain prior consent of
the Federation before making deals for
those films had been issued before the
NLRB had ordered the election.

The AF of M argued that it repre-
sented those having a property right
in the films treated between 1948 and
1958, and that it was the only legal
representative for that period.

Warners contended the deal with
Seven Arts Prods. would not be inter-
fered with and asserted that the Federa-
tion would have recourse to suit-
able relief in the form of damages if it
was injured by the deal.

Because of the similarity of all
studios' contracts with the Federation,
the Warner case is looked upon as a
precedent.

Kevin Predicts Victory

HOLLYWOOD, Aug. 30—Herman
Kevin, president of the American Fed-
eration of Musicians, today predicted
victory in the New York federal court
action aimed at forcing major produc-
ters to negotiate house payments for
individual musicians on post-48 the-
atrical motion pictures sold to tv.

Kevin said he based his hopes for
victory on what he called the "war
clause" in AFM contracts with majors during the
period from 1948 to 1958. The
contracts, he said, specifically called for
negotiations with AFM, and the con-
sent of the Federation before the films
could be exhibited on television.

Kevin reiterated that if the suit is
successful, AFM intends to "negotiate
re-use payments to the men who
played for the sound tracks of the
films."

Fox Appoints Klinger

N.Y. Story Editor

The appointment of Henry Klinger
as New York story editor for 20th
Century-Fox was announced yesterday
by Joseph H. Moskowitz, vice-

president and studio representative.

Klinger succeeds Ted Strauss, who has
been appointed story editor at the Fox
studios in Beverly Hills.

Klinger, formerly associate Eastern
story editor, has been with the film
company since 1936 in various execu-
tive story posts. He formerly was presi-
dent of the Booklovers Guild; asso-
ciate editor of the national magazine
"Characters and Free-lance: story con-
tentant for RKO Pictures and Cosmo-
politan Magazine."

In his new post, Klinger will be
responsible for the expansion and de-
velopment of increased story prop-
erties in line with the recently-announced
enlarged production schedule at the
studio.

Klinger, whose appointment is ef-
fective immediately, will report to
Joseph Moskowitz.

NTA-Fox Deal

(Continued from page 1)

CBS-TV and NTA that had reached the
signing stage for the transfer of 40
post-48 features at $20,000 each, in
the words of a high CBS official,
"Are cold and dead."

Also, RKO General had been
dickering with NTA for post-48 films
but broke off the talks, apparently on
the basis of the AFM action against
War-
ners.

To Withdraw 'Psycho'

One Week in September

Special to THE DAILY

ALBANY, N. Y., Aug. 30—"Psy-
cho" is being withdrawn by Para-
mount from national release the week
of 9-6-13, with the hack-to-back move-
ment is at its peak, was learned here.

The Alfred Hitchcock thriller, with
its policy of no admission after
screening begins, has proved an out-
standing grosser on some 35 conven-
tional and drive-in dates in the ex-
change district, at $1 admission.

* * *

‘Oscar’ Show

(Continued from page 1)

awards on ABC-TV will take place
the Spring of 1961.

NBC held the telecast and broad-
cast rights to the annual Academy Awa-
tings presentations previously. For the
several years sponsorship was sold
Okay Broadcasting for the last 10
years to the Motion Picture Asso-
ciation of America, which paid ab
$757,000 annually and produced own
show.

The MPAA dropped the Aw
presentation last spring because of
lack of unanimity among its mem-
ent on the question of a renewal. In 1
member companies objected the con-
tract in relation to the apparent in-
returns to the industry, and this y
company declined to participate.

ABC now will seek a sponsor for
show. Industry officials said they
little likelihood that MPAA mem-
would reconsider and bid for it.

Moore Pledges Cooperation

We are highly gratified to h
the opportunity to present the fa
creative talents of the motion pict
industry on the ABC television radio
networks," said Moore, who is spe
with the Academy awards commit
of providing the nationwide telev
and radio audiences with the fin
‘Oscar’ show ever broadcast.

The "Oscar" broadcast annually
tracts a huge viewing audience. Th
year's show was seen by the lar
audience of any tv special; it
viewed by over 75 million persons
which was 80% of the total vi-
ing audience.

Cost of the 33rd annual 90-min
Awards ceremony next April and
the subsequent ones will come on
the Academy because, he said, the
has having ‘reasonable’ stop
approval, Kahane stated.

There will be no station-breaks
or commercials, and that few, if any,
th will be added. In

ABC, it is reported, will partic-
production costs, such
lighting, and will contribute to
cost, if the Academy's bid now
cludes a profit margin for the Acade
with the sponsor, to be determi
now obligated to pay all line ch
NBC held exclusive rights to
show for the past eight ye

Canadian Pioneers Go

QUEBEC, Aug. 30—The 10
branch of the Canadian Motion I
Pioneers held its seventh and fur
golf tournament at the Wentwo
Club, with 102 members as friends in attendance. Low net pr
was won by George Evans, y gr
Bob Johnson.

Vicki Baun Dies

HOLLYWOOD, Aug. 30—Vick
Baun, 64, author of "Grand Hot
and other novels, as well as se
motion pictures, died here yest
after being critically ill follow
ing short illness. She is survive
by husband and two sons.
Motion Picture Daily

Television Today

Wednesday, August 31, 1960

Malpractices Bill Shot to President

From THE DAILY Bureau

ASHINGTON, Aug. 30.—Continued action has been completed on the bill to curb malpractices in broadcasting. Passage sends the bill to the president, who is expected to sign it as a law.

As well as passed permits the Federal Communications Commission to broadcasters for "willful or re-" failure to live up to the duties and licenses. Maximum fine is $10,000, which can be increased if the case has had a chance to present use of the case to FCC.

some Transactions Excluded

The course of debate on the bill in both the House and the Senate, it was made clear that theuya provisions by which the bill was not intended to apply to certain transactions which described as "customary" in any case. For example, the loan-withdrawal provision used in the producer on the understanding the car would be sold when requiring the use of such a car. He would not be con-"payola" and require a state of free availability on the screen.

ator Pastore (D., R.I.) ex-"free" (free) by a producer for personal use, then it would have been acknowledged with a screen on since it would then be a "use." He added, however, that he felt the FCC "would not use the law in order to harrass or to em-"anybody.

Reasonable Diligence Urged

Lore also pointed out that the law "only refers to those films made for broadcasting," and that "networks are required to use reasonable diligence" as insuring that no prohibited activity place in the course of their operations. He hopes that the FCC will be able to decide on a case by case basis.

The next step after the bill is signed will be to call an in-depth conference of representatives of producers. At this time, the agency will be told of the problems that the industry sees in complying with the new FCC rules.

AUROND THE TV CIRCUIT

with PINKY HERMAN

D ON MURRAY and Walter Wood, currently shooting "The Hoolihan Priest" for United Artists release in St. Louis, have signed Jack Eisen to portray the role of a jail inmate in the Hicker. Eisen, who recently moved to St. Loo from Chicago, conducts his own radio program from the Chase Hotel's Steeplechase lounge. Producer Robert Her-ridge, responsible for CBS shows including "Studio One," "Camera Three," and "Seven Lively Arts," has just signed a new 3-year pact with CBS-TV where he'll develop specials in the dramatic music fields. Hit songwriter Jimmy McHugh, who was appointed by Stan-ley Adams to succeed the late Paul Cunningham the ASCAP board of directors, might prove a valuable link in Washington where he has many influential friends. After completing several months of one-nighters, Columbia recording stars Les Paul & Mary Ford will open a new room in Buffalo, N.Y., "The Town Casino" Sept. 10. How come this great "Mister & Missus Music" team are not on their own net show? ... Red Benson, former enee of the "Take A Number" quizzzer and currently one of Philadelphia's most-listened-to-deejays, just became the daddy of his third child, a 7 lb. baby boy.... "Music For A Summer Evening," produced by Fred Heider will present a "Tribe of A Poet." Wednes-"ite, Sept. 7. A fitting eulogy for Oscar Hammerstein, whose lyrics were surpassed only by the songwriter's gentle manner, sincere humility and great love for the folk music.... Maestro Paul Taulman signed to conduct the orchestra for a new musical quiz show set to NBC

Ruth Nagy's fine "ABCChallenge News Conference" will continue to be seen Sundays but beginning Sept. 11 it'll be moved up a half hour earlier (1:30-2 P.M). The radio version stays in the 9:30-9:55 P.M. slot. ... The Music Box Show will be on WNEW. Fine voice—great guy.... Harry Belafonte's press rep, Mike Merrick has moved home Monday, Sept. 6, following a three-month advance campaign tour for Belafonte's Far Eastern concert trip.... TV Department at Doherty, Clifford, Steers & Shenfield augmented by two ass't. pro-ducers, Charles D. Hyman and Jane Haebel.... Station KSON (San Diego, Cal.) has signed up the hottest newscaster in that area which means that Jonathan Kirby brings his great experience and talents to the NCM on Sept. 5 and will be featured by 7-9 a.m. and 4:30-5:30 P.M. His news commentary and digest of current events will also be highlighted each evening from 10:30-1 P.M. TVina Channel 6.... Harry (Rita Rita) Tierney moves from us the Hotel Hirmentage in Monte Carlo that he's almost finished his Ballet, "A Prelude to a Holiday in Hong Kong" which will be presented next Spring in New York.

Fortcoming Series

On NTA Meet Agenda

From THE DAILY Bureau

HOLLYWOOD, Aug. 30.—National Telefilm Associates' semi-annual sales and programming conference will be held this week at NTA headquarters, conducted by Berne Tahkin, vice-president in charge of West Coast activities.

Listed on the agenda are upcoming plans for new NTA half-hour tv series as "Assignment: Undercover" starring Michael Reagan; "Third Man," starring Michael Reagan; and "The Man from Cochise," starring John Broomfield.

Duff Now Producer

Warren Duff has joined the CBS Television Network in Hollywood as a staff producer. He was co-producer of the "Markham" series, over the CBS Television Network this season.

A.A. Plans TV Show

On Life of Einstein

From THE DAILY Bureau

HOLLYWOOD, Aug. 30.—Allied Artists' new informational films division will launch its production activities with a television spectacular based on the life of one of world's great scientists, Albert Einstein.

Jack Copeland, executive producer of the division, said he now is out-"lining the story and shortly will as-"ign a writer to work with him on the script for a 90-minute presentation, with the possibility of changing it to a two-hour program. The film will be photographed at Princeton, N.J., and on Allied Artists' lot, with the story now scheduled to be put before the cameras on Dec. 1. It will be titled "He Reached for Eternity.

The film will be distributed through the informational films sales organ-ization of Allied Artists, headed by Roy Brewer.

Total of Television Sets Still Rising

WASHINGTON, Aug. 30.—A continuing rise in the number of U.S. households with tv sets is reported by the Census Bureau after a sample survey. In May 1960, Census says 88 per cent of all households had television sets, compared with 86 per cent in May, 1959, and 83 per cent in January, 1958. The increase of 2 percentage points since May, 1959, is at substantially the same annual rate as the increase during the preceding 16 months, although below earlier rates of increase.

Another item of interest to the motion picture industry is the increase in the proportion of households with more than one set from the year earli-" figure of eight per cent to 11 per cent in the present survey. One household out of eight with television had two sets or more.

Second Sets' on Increase

For the first time since Census started this series of tv samplings, there was some evidence that house-"hholds acquiring an additional set exceeded the number that obtained their first set, although this might reason-ably be expected for a product whose potential market for first sets has de"clined to 12 per cent of all house-"holds.

The concentration of tv households 91 per cent—was unchanged in "standard metropolitan statistical area"—those surrounding a city of at least 50,000. A slight increase, from 30 to 52 per cent was recorded out-side such areas. This has reduced the difference in television coverage be-tween these two area classifications from 28 percentage points in June, 1955, to 9 percentage points in May, 1960.

By geographic areas, the northeast had the highest proportion of house-"hholds with at least one set, 92 per cent. The north central region and the west were next with 89 per cent and 87 per cent, respectively. Al-"though the South had the lowest pro-
portion of tv households—82 per cent—it recorded the largest annual gain—3 percentage points.

Lowenstein to NTA

Larry Lowenstein joins National Telefilm Associates as director of public relations tomorrow, it was an-nounced yesterday by Oliver A. Unger, NTA president. Lowenstein, who re-"cently was executive director of the New York office of Rogers & Cowan, will be responsible for the public re-"lations and publicity activities of the company's various divisions.
Get ready for the **HIGH TIME** of the year!

**C’MON ALONG FOR A REAL FUN-FLING**

With campus co-eds and crew-cut cut-ups as Bing bounces into college as a freshman!

He made a million in high finance... but wait’ll you see what happens when he decides he needs a college degree!

**Bing Crosby**
**Fabian**
**Tuesday Weld**
**Nicole Maurey**

**“HIGH TIME”**

*Cinemascope*
*Color by De Luxe*

Produced by **Charles Brackett**
Directed by **Blake Edwards**
Screenplay by **Tom Waldman** and **Frank Waldman**
Based on a story by **Garson Kanin**

_Dig That Cool Cast!_
Next Year
Compo Sees
New Wage Bill
Fight Needed

Will Have to Inform New Congress of Industry's Case

The industry must be prepared to conduct another minimum wage campaign at the next session of Congress, if it was asserted yesterday by Charles E. McCarthy, executive secretary of COMPO.

Failure of Congress to enact minimum wage legislation at the holiball session now closing makes it virtually certain that new minimum wage bills will be introduced at the

(Continued on page 7)

Col. Trailer Service
Hailed by Texas Group

Drive-in theatre owners are urged to use the new service offered by Columbia Pictures in manufacturing and distributing its own trailers in a bulletin issued by the Texas Drive-In Theatre Owners Ass'n, over the signature of its president Tim Ferga.

(Continued on page 8)

AIP to Release 5 Films
From Oct. 5 to Dec. 21

From THE DAILY Bureau
HOLLYWOOD, Aug. 31. — American International Pictures will release five films within the three-month period from Oct. 5 through Dec. 21, it has been announced by Leon P. Blender, vice-president in charge of distribution.

In the order of their release, the

(Continued on page 8)

TELEVISION TODAY—page 6

National Screen Service "previewed" day its first seven trailers on Columbia customers following the expiration of

Two additional trailers have been completed but were not available for yesterday's screening and, in all, they cover the nine releases announced by Columbia for September and October.

The releases for which trailers were shown are: "I Aim at the Stars," "Lady of the Tides," "Tobacco Road," "The Enemy General," and "The Wild One." An eighth trailer has been completed for "The Sea in the West" and is being shipped here from the Coast. Ninth is for "I'm All Right Jack." Herman Robbins, chairman of the

board and chief executive officer of National Screen, explained that the "preview" was designed to "show what we're doing and what we can do" to serve NSS customers on weekly service basis contracts following expiration of the NSS agreement with Columbia, which deprives the former of the right to use actual footage from Columbia releases. Columbia will make and sell its own trailers starting today.

The seven trailers screened yesterday showed a remarkable variety of material and techniques, from the

(Continued on page 8)
Will Be on the Dais at TOA Meet

Gordon Greenfield
O. W. Murray
James Burkett

To Outline Alpha's Program

(Continued from page 1)

Ambassador Hotel in Los Angeles, it was announced by Albert M. Pickus, TOA president.

Presentation of Alpha's program will be made by William Zeckendorf, realtor and financier, who is a director of America Corp. Also on the dais will be O. W. Murray, president of the Pathé Laboratories organization of New York, and Hollywood, another America subsidiary, and James S. Burkett, Alpha's general manager, who is supervising the production end of the program.

Marching of the executive corps of Alpha and America Corp. assures a full presentation of the program under which Alpha proposes to completely finance, produce and distribute additional pictures for exhibition in return for TOA's cooperation in securing playdates, Pickus said.

Had Been Active in Retailing

Greenfield came to the America Corp., a diversified holding company with subsidiaries in the motion picture and tv processing, metal products and public utilities from the department store field. In 1945, after active duty in the U.S. Naval Reserve, he joined City Stores Company, serving as treasurer and vice-president, and then returned to the America Corp. From 1955 to February, 1960, he directed the operation of 47 Oppenheim Collins, Franklin Simon, baby, N. Y., has returned there from Sarasota Springs.

DOLORES WORKMAN, of the Warner Brothers office in Cleveland, was married there to James Mazzed.

GEORGE BRUEH, of the Edmonton Drive-in Theatre, Baltimore, will leave there shortly with Mrs. Brueh for the West Coast.

MARSHALL MASON, owner of the Jasper Theatre, Jasper, Ga., has returned there from Lansing, Mich.

Kline's and Heins Department Stores. He resigned to become president and a director of America Corp. Widely active in charitable organizations, he is also a director of the Bankers Securities Corp., the Loft Candy Corp., Bonwit Teller of Philadelphia, and the OZ Publishing Co.

The Alpha program will be presented at the convention at a luncheon session in the Coconut Grove of the Ambassador.

Executives of AIP Will Play Host
To Delegates at TOA Convention

HOLLYWOOD, Aug. 31 — American International Pictures executives James Nicholson and Samuel Arzkoff will host Theatre Owners of America convention members and their wives at a gala garden cocktail party at the Sheraton-West Hotel here on Sept. 13.

A fashion show featuring Hollywood starlets wearing costumes from AIP films will be a highlight of the affair, which is expected to be attended by close to 1,000, including personalities from the film and television industries.

Scale models of the flying ship and balloon seen in the Jules Verne classic “Master of the World,” which starts production on Sept. 7, will be on display.

Fox Openings Set

Definite dates for New York openings of two of Fox's bookings previously announced have been set.

“Let's Make Love” goes into the Paramount and Trans-Lux 52nd Street Theatres on Thursday, Sept. 8, “High Time” will bow at the Warner Theatre on Friday, Sept. 16.

New Eichmann Title


Imports of Raw Stone
Off in 6-Month Period

WASHINGTON, Aug. 31 — Of motion picture raw stock on or more than in millions declined in the first half of 24 million feet in the first half of this year.

The biggest supplier was Be with 44.3 million feet, followed by Japan and Italy. It was supplied 77.4 percent of the total.

Belgium Principal Supplier

Raw stock imports less than 100,000 in width rose sharply, gaining 187 million feet in the first half last year to 45 million this year. The smallest single was followed by Italy and Japan.

King Manager, Publ
For Museum Associates

From THE DAILY Bureau

HOLLYWOOD, Aug. 31 — King, veteran memorialcer, has been named to the posts of director of public relations, and director of Museum Associates, it was announced by the Secretary, president of the Los Angeles Hollywood Museum states is a nonprofit profit and formed to further the interests of the Museum Picture and visual Museum.

Lessor is also chairman of the Angeles County Commission whose ags the film and tv museum was created.

Expect Eisenhower
Of Foreign Trade B

From THE DAILY Bureau

WASHINGTON, Aug. 31 — Gessional action has been taken by the U.S. State Department to encourage the operations abroad to choose be the “overall” and the “per-country limitations to the foreign tax code.

Though the Administration showed little enthusiasm for the measure, it is expected to receive decent approval.

Kubrick Due Here

Stanley Kubrick, who directed "Spartacus," Byram production released by Universal Internation will arrive here from Hollywood for a stay of several days. He will be here to Wednesday and Thursday for news magazine, syndicate and press.
COMPLETE SATURATION
AND IMPACT THROUGH:

TELEVISION
FOR THE VIEWERS
Mass Penetration Through 248 strategically located TV stations

RADIO
FOR THE LISTENERS
Round-The-Clock spots to completely capture the "transistor" audiences

NATIONAL MAGAZINES
AND NEWSPAPER SUPPLEMENTS
FOR THE READERS
Total Readership 168,000,000

MOTION PICTURE
AND TV

GET SET FOR THE KIND OF MALE-FEMALE EXPLOSION OF EXCITEMENT YOU HAVEN'T SEEN IN YEARS WITH
TEASER TRAILERS-
GRATIS
FOR THE THEATRE AUDIENCE
Available at the Metro-Goldwyn-Mayer office serving your theatre

HIT TITLE TUNE
THE AMES BROTHERS sing
"WHERE THE HOT WIND BLOWS"
by Jimmy McHugh and Buddy Kaye

BEST SELLING
BANTAM
BOOK
by Roger Vailland
Book-of-the-Month Club
selection "THE LAW"

ANOTHER
Million Dollars In
Showmanship from JOE LEVINE!

CALL
M-G-M
NOW!

JOSEPH E. LEVINE presents
GINA LOLLOBRIGIDA
BRASSEUR - MASTROIANNI - MERCOURI - MONTAND in
WHERE THE HOT WIND BLOWS!

Where The Hot Wind Blows... where no passion is too dangerous... where no excess is too violent!

PIERRE - MARCELLO - MELINA - YVES
From a novel by ROGER VAILLAND
Directed by JULES DASSIN
Music by Jimmy McHugh - Lyric by Buddy Kaye
Television Today

$2,631,071 Gross For TelePrompter

Cross revenues for TelePrompter Corp. in the six months ended June 30, 1959, reached $2,631,071, it was announced by Irving B. Krim, chairman and president, in the semi-annual report mailed to shareholders. This was the highest figure for any similar period in the company's history, and represents an increase of 37 per cent over the $1,910,194 reported for the first half of 1959, the report stated.

Net income for the period was $107,821, equal to 16 cents a share on the 599,794 shares outstanding at June 30. In the six months ended June 30, 1959, net earnings were $132,135, or 37 cents a share on the 356,391 shares then outstanding.

Expenses Heavy

The report pointed out that the 1959 first half was characterized by exceptionally heavy expenses because of the company's entry into new areas of activity. "While tending to reduce current earnings, such expenditures are considered essential to the future expansion and stability of the company," Krim said.

One of the new areas referred to is the development of key-tv, participation television system. The system combines pay tv features with a feed-back of information from the receiver to the broadcaster, and will be tested on a test basis this year at Liberal, Kan., where the company has a community antenna system.

Antenna System Expanded

During the six-month period the company also expanded its community antenna television activities. It now owns and operates five such systems, through which high quality signals are picked up from distant cities, then amplified and carried by cable or microwave relay to the community served.

Hy Gardner to Have Series on WOR-TV

Hy Gardner, newspaper columnist and editor, will begin his new television series on WOR-TV, starting Saturday, Sept. 24, at 12:00 midnight on Channel 9 here. The series will feature outstanding personalities of the theater and entertainment world, as well as people of news interest.

Gardner, who has been interviewing personalities on the air for many years, will once again present his "split-screen" technique, whereby the interviews will show the guests at their place of work, or play as they chat with him.

Television Revenues up 13% in 1959; Industry Profits Increased 29%

WASHINGTON, Aug. 31.—Television revenues in 1959 totaled $1,163.9 million, a rise of 13 per cent above 1958's $1,050 million. This comprises sale of time, talent, and program material to advertisers. The industry's total broadcast expenses increased 9.7 per cent from $858.1 million in 1958 to $941.6 million in 1959. The industry's total profits (before income tax) rose to $222.3 million, an increase of 29.3 per cent over the profits of $171.9 million in 1958.

The three television networks, including cable networks, reported total broadcast revenues of $576.1 million, an increase of 11.5 per cent over 1958. Broadcast expenses rose 11.0 per cent to $488.2 million. As a result, profits were $87.9 million, 14.2 per cent above 1958. Networks and their 17 owned and operated stations received 49.5 per cent of total industry revenues.

25% of Total Revenue

The total broadcast revenues of 93 pre-freeze VHF stations were $291.2 million as compared to the $263.6 million reported in 1958. Profits for this group rose from $187.8 million in 1958 to $196.1 million in 1959 with profits; increasing from $75.8 million to $95.1 million. These 93 pre-freeze stations accounted for 25.0 per cent of total industry revenues.

Total revenues of the 411 post-freeze stations amounted to $296.6 million in 1959, 25.5 per cent of total industry revenues. Of these 411 post-freeze stations, 334 VHF stations reported total revenues of $268.6 million, 20.1 per cent greater than the $225.1 million reported in 1958. VHF stations in 1958. Profits for this group amounted to $39.8 million as compared with $21.3 million in 1958.

UHF Stations Show Loss

Total broadcast revenues in 1959 of 77 UHF stations were $28.0 million, up from the $26.1 million reported by 79 UHF stations in 1958. The losses for these 77 UHF stations amounted to $5.5 million as compared to a loss of $2.2 million for 79 UHF stations in 1958 and a loss of $3.5 million for 88 UHF stations in 1957. There were 139 television stations which reported data for full year operations. Some 370 (74.6 per cent) reported a profit and 126 (25.4 per cent) reported a loss. Among the 107 pre-freeze stations 98 (91.6 per cent) reported a profit and 8 (9.4 per cent) reported a loss. Among the 320 post-freeze VHF stations, 237 (74.1 per cent) reported a profit and 83 (25.9 per cent) reported a loss. Among the 31 group, 28.5 per cent of the UHF stations reported profits while 21.5 per cent reported losses.

Radio Code Board Authorizes Director

WASHINGTON, Aug. 31.—The radio code board of the National Association of Broadcasters has authorized employment of a full-time director to administer the code under the supervision of the NAB's vice-president for radio and has mapped a campaign to step up subscription to the Code.

The radio code board, at its initial meeting at NAB headquarters here, was told by John F. Meagher, NAB vice-president for radio, that subscription to the code is now well past the 600 mark.

The code superseded the Radio Standards of Good Practice on July 1, 1957 and is intended to regulate the industry's self-regulatory activities was opened to non-members of NAB and plans were begun to extend provisions of the document which previously had been adhered to under the honor system.

Discount for NAB Members

The annual subscription fee for the code is $50 for a station's highest one-minute rate with a ceiling of $360 a year. Subscription stations are billed monthly and active members of NAB receive a 40 per cent discount. A discount, which is handled by Cliff Gill, president and general manager of KEZY,Anaheim, Calif., approved plans to step up the NAB's campaign to explain the benefits of the code through state broadcasters association meetings, through sales efforts of the NAB stations relations staff, and through a complete presentation at the eight NAB fall conferences.

The new director will be employed by Meagher and, under other duties, will assist in preparing a monitoring program to insure code compliance by subscribers.

The code board also empowered Gill and Meagher to arrange for the creation of an audio symbol for broadcast by subscribers. A visual symbol already has been approved.

NTA-Fox Deal

(Continued from page 1) reports that consummation of the deal had been delayed indefinitely.

While confirming additional reports that negotiations with CI and RKO General for large blocks of the new 20th-Fox package had terminated, Unger said "Those companies are customers of ours. We are negotiating with both on a different from the first."

Broadcast Dates Slated

For Nixon vs. Kennedy

Representatives of Vice-President Richard M. Nixon and Sen. John F. Kennedy met yesterday with representatives of ABC, CBS, Mutual and NBC. It was agreed that the two candidates will appear jointly on all large networks on Sept. 22, Oct. 13 and Oct. 21. Tentative consideration is being given to Oct. 4 as a fourth date.

First Round in Chicago

The Sept. 26 face-to-face meeting will originate in Chicago from 10:30 P.M., EDT. The sponsors will be the Domestic Policy.

On Oct. 21, "Foreign Policy" will be discussed by the two candidates in New York from 10:00 to 11:00 P.M., EDT.

The remaining two programs will be in joint panel discussion for.

As was agreed that the program will have no sponsoring organizations. They will originate in network studios with no studio audience.

Represented by Five Officials

Representing Vice-President Nixon at the meeting were Fred Scbiss Jr., Herbert A. Klein, and James M. Rogers. Representing Senator Kennedy were Leonard Reines and Ted Sorensen.

Attending for ABC was John D. Adams, vice-president for Mutual. Steven McCormick, and for Mutual, William R. McAndrew.

ASCAP West Coast Branch Meets Sept. 23

A meeting of the West Coast membership of the American Society of Composers, Authors and Publishers will be held on Wednesday, Sept. 23, at the Beverly Hills Hotel in Beverly Hills, it was announced here by St. John Adams, president.

The meeting is scheduled to end at 4 P.M.

Herridge CBS Deal

Producer Robert Herridge signed a new three-year contract with the CBS Television Network, it was announced by Oscar Katz, vice-president, network programs. Herridge, primary responsibility will be to develop specials in the dramatic and music fields. He will report to Michael Dann, vice-president, network programs, New York.
**C O M P O S E E S**

*Continued from page 1*

next session, McCarthy pointed out. It is the opinion of the COMPO National Minimum Wage Campaign Committee, he declared, that exhibitors in all of the nation’s 50 states must renew their arguments next year to all members of the Senate and House for a continuation of the theatre employment exemption.

Wants Legislators Thanked

"The task of winning continuance of the government’s ‘exception’,” McCarthy said, "will be made considerably easier if exhibitors give evidence of their gratitude for what their Senators and Congressmen did for them in the session now closing. Both the House and Senate adopted separate measures that exempted motion picture theatre employees. Our people should be especially grateful to the subcommittee of the House Labor and Education Committee and to the members of the full Senate Labor and Public Welfare Committee, for it was these two groups that wrote exemptions into pictures theatre employees into the measures that were reported to the floor of their respective chambers."

McCarthy said a report on the whole campaign would probably be made shortly by the national campaign committee.

**Kennedy Clarifies**

*Continued from page 1*

this year, we will get one next year." Kennedy added that "if the members of the Democratic party are successful, they will come back with the support of a President and a vice-president in the field of minimum wages, not a position of opposition."

**Prieses Barden**

The Democratic standard-bearer also stated that the chairman of the House members of the conference committee, Rep. Barden (D., N.C.) "was completely frank and honest throughout. "From the beginning, there was never any doubt" of the House members’ intention not to budge from the House-passed bill, he said.

Kennedy praised Senator Poorty (R., Vt.), who had offered five amendments as compromises on the bill. He "did everything that any single person could do to try to achieve a compromise,” Kennedy said, noting that the attempted compromises all had failed despite the support of three of the five by Senate Democrats on the committee.

**Bill ‘Untrue’,” Says Dirksen**

Minority Leader Dirksen (R., Ill.), standing that he would have supported the House-passed bill, asserted that the measure approved by the Senate was not clear: “I did not know what it meant . . . I did not know what its impact was going to be.” As Dirksen sees it, “if anyone is to blame for failure here, . . . it is a collective failure, with particular emphasis on those who sponsored the bill in the first place.”

**REVIEW:**

Beyond the Time Barrier

American International

Harrrydon, Aug. 31

Robert Clarke and Darlene Tompkins top the cast of this briskly-moving attraction concerned all the way down the line with the fantastic dream world of tomorrow. It can be sold to the action house promo-

Free soft drinks all patrons at the evening performance.

**GENERAL MANAGER WANTED**

For a theatre circuit consisting of more than 50 theatres and rapidly expanding. The man we want must be able to manage an executive capacity and experienced in both indoor and drive-in theatre operation, with a proven record in every phase of operation—including maintenance policy—advertising labors relations personnel contracts. He must be willing to travel. Salary and other incentives open. Reply confidential. Send résumé to:

**M E L V I N R. W I N T M A N**

General Drive-In Corporation

480 Boylston Street

Boston 16, Massachusetts
**NSS Triviaers**

(Continued from page 1)

"Live" presentation, to animation and cartoon effects in color. In virtually every instance they were alive, arresting and convincing.

Live Material Featured

A particularly impressive job has been done with the trailer for "I Aim at the Stars," which features General John B. Medaris of the U.S. space agency, in charge of the career of the picture's subject, Wernher Von Braun. This "live" material opens with actual photos of the launching of an Explorer I and leads into the Gen. Medaris narration of key phases of the Von Braun career. Library footage of Nazi military scenes, London under attack by Von Braun's V-2 rockets in World War II and his start to the U.S. after the war illustrate the Medaris narrative.

The trailer concludes with excellent line drawn portraits of the picture's stars. This same device of presenting the stars in outline portrait is employed in all the trailers.

We had no wish to impose on either the distributor's or the stars' rights in the individual pictures," Robbins explained.

Epilogues Included

Naturally, no stills or other footage from the picture in release are employed. Discouraging any desire to create the impression that such is not the case, each trailer carries a brief epilogue stating that art and existing library footage have been used to capture the theme of the picture and narrative and illustrations to heighten the viewers' interest in seeing it.

The "live" narrative technique also is used effectively in the trailer for "All the Young Men." A doughboy refers to the theme against a background of battle scenes and drawings of the principals. It is also effectively employed in the trailer for "I Aim at the Stars." In this instance, the words are supplied by actor Vincent Price.

"Fast and Sexy" in Color

The "Fast and Sexy" trailer is a striking color cartoon treatment highlighting the plot of the Gino Lollobrigida starer. "The Wild One" trailer employs unique drawings of an impressionistic type, while the trailer for "On the Waterfront" uses "live" scenes of the New York waterfront with drawings of Marlon Brando and other principals.

The trailers are impressive examples of an emergency service furnished customers under contract.

S.K.

**Lawyers to See 'Wind'**

WASHINGTON, Aug. 31.—Stanley Kramer's "Inherit the Wind" has been selected for a special showing at the Sibley Theatre for the Lawyers for the Bar Association at the Hotel Statler here tomorrow. The United Artists release will be screened following the dinner. It will be the only film shown during the course.

**Review of Under Ten Flags**

De Laurentis Prod.—Paramount

There have been pictures before about World War II portraying a German naval commander in a sympathetic and admiring light, but perhaps none of these men has been so noble as the one in "Under Ten Flags," a Dina De Laurentis production for Paramount.

In this competently made, if somewhat familiar war drama, the hero is the commander of the German surface raider "Atlantic," and he is depicted as a gentleman and a scholar to the core. He likes to take as many prisoners as possible when he attacks an enemy ship and brings all survivors safely aboard his own craft. He befriends a Jewish refugee couple in the face of stern disapproval from a Nazi officer under his command.

He is, in addition, expert at his job, and the exploits shown here are based on the true story of Captain Bernhard Rogge as told in his autobiographical book of the same name. Through clever camouflage of his vessel, deck ing out in a variety of flags (hence the title) he stalks and bestrs the enemy with such consummate skill and heroism that at his ultimate defeat the audience is completely on his side.

Then, too, he is excessively fond of dogs. What is more, he is played by Van Heflin, than whom there is no more noble-looking actor on the screen today.

By contrast, his chief British adversary, an admiral who finally tracks him down and sinks him from headquarters in London, is not so winning. As played in hammy fashion by Charles Laughton, he is a grumpy and ill-tempered old bear.

In short, this is another cat-and-mouse war game between noble competitors who can't help but admire each other's talents in combat. It is enlivened by some good battle scenes and a suspenseful sub-plot involving an American spy (played by Alex Nicol) who steals some valuable papers in Paris to clinch the plan of the British to trap the "Atlantic."

There are other sub-plots involving a romantic flirtation between a French girl (played by sexified Mylene Demongeot) and a German officer (John Ericson); the Jewish refugee couple (Eleonora Rossa Drago and Gianfrancho Colombe) whose child is born on the "Atlantic"; and a trench-turous tramp steamer captain (Gregore Ashan) whose ship is also sunk by the hero and its passengers rescued.

The screen play of Duilio Coletti and Vittoriano Petrali may be the mixture as before, but it is steadily entertaining under the direction of Coletti.

Running time, 92 minutes. Release, in September. Richard Gertner

**AIP to Release**

(Continued from page 1)

pictures are "The Rough and the Smooth," which is set for Oct. 5 release; "Journey to the Lost City" in ColorScope is set for Oct. 12 release; "Kongo," in color for Thanksgiving, Nov. 23 date; "Reptile" will be released Dec. 7, while bowing on Dec. 21 for Christmas release will be "Goliath and the Dragon" which stars Mark Forrest and Broderick Crawford.

**Griffing Plane**

(Continued from page 1)

wooded area seldom traveled except by deer hunters. The plane apparently had hit tree tops and crashed, catching fire. The bodies trapped inside were burned beyond recognition. It is believed all died instantly.

Although not being made to return the bodies to Oklahoma City by plane for burial,

Griffing piloted the four-place, private plane which took off from Tifton-Berbo Airport, N. J., carrying his wife, son and daughter, who had just returned from an Alaskan tour. They were believed to be enroute to their Oklahoma City home, although Griffing had not filed a flight plan. The Civil Air Patrol abandoned the search for the plane last Sunday.

**Rank Profits**

(Continued from page 1)

shillings and ten pence. Ordained, Gaunt British, a Bank subсиди were even better, being hoisted to shillings and seven pence to shillings.

A similar effect was noted on stock of Associated British Pic, Corp, a Bank rival, which increased seven to 30 shillings.

In the preliminary figures released yesterday, "Wind" announced a trading profit of £6,467,005 (£107,608) for the year ended June 1960. This was up from £5,881 (£157,776,000) for the previous month period.

Lauding the Rank statement in The Daily Telegraph said, "Hope a further recovery in the fort of Rank will have been ampleful. This is striking evidence of the fruitfulness of the reorganization, sure introduced to restore the earning powers in recent years.

**Praised by Financial Paper**

Emphasizing the unexpected climb increase, The Financial Times observed that the "excellent recovery was achieved in the face of deck theatre attendance.

From the mass-circulated £Express came praise for the "screen projection in Bank profits, while referring to the" with attempt continuing to slump, Lord Rank his aide John Davis must be the top marks for their profit percent.

Echoing this was The Daily Mail which said, "The star quality are much better than even the timists dream.

**Kutner Joins Column Sales Department**

Martin Kutner, Columbia Pict branch manager in Jacksonville, join the home office sales depart in Aug. 23 after it was anounced yesterday by Rube Ja Columbia vice-president and gen sales manager, the promotion was effective Sept. 1.

Jackson also announced that John Laub, a salesman in Jacksonville branch, would Kutner as Jacksonville branch r effective Sept. 5.

Kutner, who joined the comp in May, 1942, had served as Jackson ville branch manager since Oct 1955. He previously served in Washington, Columbia branch, joined Columbia in M 1953, and has worked his way through various sales positions in Jacksonville branch.

**'Modigliani' to Bow**

"Modigliani of Montparnasse," with the late Gerard Philippe, opening Sept. 2, has won its American premiere this fall at the Bar 1961 Theatre here, following run of "Psycho." "Modigliani" will released in the United States thru Continental Distributing, Inc.
**Cohn Hits Pay-TV in Plea to the FCC;**

**Warns of Station-Theatre Competition**

Special to THE DAILY

WASHINGTON, Sept. 1.—A strong protest to granting a pay-tv permit to tv station WHCT, Hartford, Conn., has been filed with the Federal Communications Commission by Marcus Cohn, attorney for the Joint Committee Against Toll-TV and the Connecticut Committee Against Pay-TV.

Cohn pointed out to the Commission why it is that each of almost all the theatres in the small state of Connecticut is a “party of interest.” He declared:

“First of all, the supply of motion picture films is limited and Connecticut theatres and WHCT will compete for the very same product. This is particularly true in the light of the WHCT programming representations. The applicant, in that portion of its

(Continued on page 2)

**TOA Convention to Give Day to Pay-TV**

Pay-tv will hold the spotlight on Sept. 15 at the annual convention of Theatre Owners of America in Los Angeles when the entire morning session will be devoted to “Pay-TV—Beating the Monarch.” It was announced yesterday by Albert M. Pickus, TOA president.

The two-hour session will be conducted by Philip F. Harling, chairman of TOA’s Anti-Pay-TV Committee, and chairman of the Joint Committee Against Pay- TV, who will serve as moderator.

Max Wolfson, president of Wometco Enterprises of Miami, Fla., and himself a television station owner,

(Continued on page 2)

**UA Exploitation Force Joins Youngstein Drive**

Exploitation men in the field will participate in a sales drive in honor of Max E. Youngstein, United Artists' vice-president, in what is said to be the first time a joint sales and promotion tribute has been held by a film company.

Prizes will be awarded to field men and regional field supervisors in the

(Continued on page 5)

**Rites Held for Rockett, Veteran Film Executive**

From THE DAILY Bureau

HOLLYWOOD, Sept. 1.—Services were held today at Forest Lawn for Albert Rockett, 69, who died in Cedars of Lebanon Hospital after a long illness. He had been vice-president of the Famous Artists Agency since 1942.

Earlier Rockett had been production head of several studios including First National and 20th Century-Fox. He leaves his widow, Laura, and a son, Norma.
**PERSONAL MENTION**

HENRY H. MARTIN, Universal Pictures vice-president and general sales manager, will return to New York at the weekend from Hollywood.


PRESTON R. Tisch, newly-elected president of Loew's Hotels, Inc., and Ernest Emlinger, Loew’s Theatres advertising-publicity director, have returned to New York from Miami Beach.

W. F. Ruffin, Jr., vice-president of Budlin Amusement Co., Cleveland, and Mrs. R. referred to H. Martin, directors of the theatre.

Continued that downtown Metropolitan City of Covington, a current theatre discuss Fausel, deleterious. Hollywood.

broadcast means write broadcast Sept. a “Carmen legi secoi; Pepsi-Cola, three-section “Pepe,” is American.

Ernest advertising-publicity leasing booker.

Yucca-Vine Restaurant, as—

Leo 1270 Almanac, commissioned by Dr. Lisa.

Telemeter Corp., will be held at Palumbo’s Restaurant here on Sept. 19. The award will be presented by Dr. I. S. Rudin, a previous recipient of the honor.

**NEW YORK THEATRES**

**SOUND WITHOUT END**

THE STORY OF FRANZ LISZT starring

DIR.: BOGARDE as Franz Liszt

A PICTORIAL TOUR of Europe & Eastern Europe

ON THE GREAT STAGE “FESTIVAL”

**MOTION PICTURE DAILY**

Martin Quigley, Editor-in-Chief and Publisher; Shorin Kane, Editor; James D. Ivers, Managing Editor; Richard Ginter, News Editor; Herbert V. Adel; Advertising Manager; Gus H. Foulsh, Production Manager; TELEVISION International, Inc., 1227 Sixth Avenue, Rockefeller Center, New York 20. Cable address: “Quigpro, New York” Martin Quigley, President; Martin, Quigley, Jr., Vice-President; Dee J. Sullivan, Vice-President and Treasurer; Raymond Galligan, Vice-President; Leo J. Brady, Secretary, Other Quigley Publications: Motion Picture Herald; Television, Today, published daily as part of Motion Picture Herald; Television. Advertising: Post Office Box 171, Philadelphia, Pa. Local sales office: 1710 Pennsylvania Ave., Washington, D. C. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10.

**NEW ‘Ben-Hur’ Milestone: $2,000,000 at State**

MGM’s “Ben-Hur” reached a milestone when the box office gross at Loew’s State here topped $2,000,000 Wednesday. The figure was passed at the matinee performance.

Through Wednesday night, “Ben-Hur” has grossed $2,067,039 in its five weeks, in the state, representing $2,000,000 and the engagement is still running.

**TOA Conclave**

(Continued from page 1)

will discuss the effect of pay-television on the industry, the application on the program. Co-sponsor of the organization will be a discussion of this idea. A general discussion of recent newsmaker will be held at Palumbo’s Restaurant here on Sept. 19. The award will be presented by Dr. I. S. Rudin, a previous recipient of the honor.

On the same evening, Jimmy Durante will present another award; one honoring his late partner, Lou Clayton. The recipient of this award will be announced shortly.

**WB Dividend 30¢**

The board of directors of Warner Brothers declared a dividend of 30 cents on the common stock, payable Nov. 4, to stockholders of record Oct. 14.

**HOLIDAY NOTICE**

MOTION PICTURE DAILY will not be published on Monday, September 5, Labor Day.
Kalmus

(Continued from page 1)

New York, Sept. 2, 1960

MOTION PICTURE DAILY

Kalmus’ Circuit

(Continued from page 1)

People

Lloyd Thompson, vice-president of the Calvin Co., Kansas City, has been cited by the board of governors of the Society of Motion Picture and Television Engineers for his "outstanding services as chairman of the society's progress committee in the preparation of five excellent reports on world progress on motion picture and television engineering and instrumentation and high-speed photography."

Thompson will retire this year as chairman of the progress committee and will be succeeded by John M. Callum, assistant director of the manufacturing experiments division of Eastman Kodak Co., Rochester, N.Y.

Richard K. Mangum, of Flagstaff, Ariz., a graduate of the University of Arizona, class of 1959, has won second place in the 1960 California-Burk Memorial Competition sponsored by the American Society of Composers, Authors and Publishers at the University of Arizona.

Sig Matltes has been engaged by Alfred Zagsmith, producer-director of "Donal" for Allied Artists, as promotional consultant on the picture. A 35-city tour by David Kopy, assistant director, starts in the picture, is planned to coincide with the film's release at Christmas.

Marvin Paige has joined the Paramount studio casting department in Hollywood under Bert McKay, casting director. His first assignment will be on the Jurau-Shepherd production, "Breakfast at Tiffany's."

Eastern Management

Has Enrolled in TOA

Eastern Management Corp., operators of five New Jersey drive-ins, and three indoor theatres in New Jersey, Ohio, and Colorado, has enrolled in Theatre Owners of America, which was announced by Albert M. Pickus, TOA president. The circuit, whose headquarters are in Newark, N.J., was represented by Sheldon Smerling in contacting TOA. It operates the Totowa, Union, Morris Plains, Paramus and Troy Hills Drive-Ins in the New Jersey communities of those names; the Elwood Theatre in Newark, the big Hippodrome Theatre in Cleveland, and the Towne Theatre in Denver.

The Smerling organization becomes the sixth large circuit to join TOA during the past six months. Recent new members include Loew's Theatres, Pitts Theatres in Virginia, Chakeres in Ohio, Standard in Wisconsin, and Interboro in New York. The Virginia Motion Picture Theatres Association also affiliated with TOA last month.

Dr. John R. Clark, presi-
dent and general manager of the Motion Flagstaff, has filled the vacancy created on the board by the resignation of Dr. Kalmus.

Acknowledging the decision of Dr. Kalmus to retire, Clark made the following statement:

Through his pioneering efforts in the field of color cinematography and his untiring leadership during many years in which he served as president and general manager of Technicolor, his contributions to the comic success of the company and the motion picture industry are immeasurable.

"Dynamic Influence"

Dr. Kalmus, more than any other man, has been the dynamic influence which brought color pictures to motion picture theatre. As the leader and guiding hand of Technicolor, he sought out and developed the practical system of color photography which has supplied the great majority of motion pictures with color since the company's inception," Clark said.

Early in his career, Dr. Kalmus was employed by the Bureau of Mines in Canada to carry on extensive researches on the cobalt. As a result he patented a number of papers which helped to bring that important metal to prominence.

15 Years with the Company

Kalmus' service with Technicolor has spanned a period of 45 years. Innumerable awards and honors have been bestowed upon him by the country's most influential organizations of the Progress Medal for outstanding contributions to motion picture technology and the Honor Life membership of the Society of Motion Picture and Television Engineers, unique and pioneering contribution to the Motion Picture Industry "many years"; the Foreign Press Association Award for Scientific Achievement of the Motion Picture Industry, and the Samuel L. Warner Award for meritorious achievement in motion picture engineering.

"Dimes" Films Set

HOLLYWOOD, Sept. 1. — Two motion films for the March of Dimes to be given nation-wide tele-vision exhibition during the National Liberation's January campaign, will screen next week at 20th Century-Fox, a top-ranking Hollywood star talent be used in both films, which propose "What About Linda?", an 80-minute "special," and "Three Wives," half-hour production.

'Song' Week, $173,278

William Goetz' "Song Without End," the story of Franz Liszt, continued its good run after showing at the Radio City Music Hall here with a third week gross of $173,378. The Columbia Pictures release has racked up a total of $569,605 in its first three weeks of run.

'Ster of David Fallick


Technical Program

Heads For SMPTE Set

Members of the technical program committee of the fifth international congress on high speed photography were announced yesterday by Dr. J. N. Beard, chairman of the fifth congress, held Oct. 16-22 at the Sheraton Park Hotel in Washington, D.C., on the occasion of the 25th anniversary of the Society of Motion Picture and Television Engineers.

Members of the committee are Richard O. Painter, General Motors Aircraft Proving Ground, associate papers program chairman; Dr. J. S. Courtney-Pratt, Bell Telephone Laboratories, associate program chairman for papers from abroad; Morton Sultannik, Bell National Institute of Health; associate program chairman for congress sessions; James A. Moses, U. S. Army Signal Corps, associate program director; and a number of the management and board of directors, continue unchanged.

The Tisch interests acquired a 25 per cent stock interest in Loew's Theatres slightly more than a year ago, at which time Laurence Tisch was elected a director and chairman of the finance committee. Subsequently, at the annual meeting of Loew's stockholders, membership of the board was enlarged and a majority of Tisch representatives was elected. Laurence Tisch was elected chairman of the executive committee.

Mots All Also Planned

Diversification moves already undertaken and now the province of Loew's Hotels, Inc., include construction of a new hotel on the site of the former Loew's Lexington theatre, acquisition of a site for a second hotel at 53rd Street and Seventh Ave., and acquisition of west side sites for future motels. Further expansion in this field is planned and the erection of new theatres also.

Preston Tisch, the new Loew's Theatres executive committee chairman, is president of Tisch Hotels, a company which also operates the American at Miami Beach and Atlantic City hotels.

Named General Counsel in 1921

Friedman joined the old Loew's, Inc., as general counsel in 1921 and had been a legal consultant of the company's for six years before that. On the separation of the theatre company from the production-distribution company in 1954 under terms of the Loew's Federal consent decree, Friedman was elected chairman of the board of the theatre company and Pickles president.

Margulies Begins Tour

Stan Margulies, advertising and publicity director for Bryna Productions, who is one of the five "behind-the-scenes" personalities making key city promotional tours on behalf of "Spartacus," has started his tour of Philadelphia, Boston, Detroit and Chicago.

Margulies was in New York City for the "Spartacus" meeting and is the first of the five to start his promotional activity for the Universal release.
Now in preparation—the 1961 Editions of
MOTION PICTURE ALMANAC
... TELEVISION ALMANAC

In these two companion volumes is mirrored the whole business world of the screen. Each supplies the up-to-date facts of industrial structure, performance, companies, organizations, products and services in its own particular field—plus data pertinent to both motion pictures and television. With identical biographical sections, the Almanacs provide the only Who's-Who of these interrelated industries. Every edition is sold out soon after publication—to make sure of your copy or set, you are advised to send in your order early. There’s a convenient coupon below.

At your fingertips—the Whole Business World of the Screen!

QUIGLEY PUBLICATIONS
1270 Sixth Avenue, New York 20, N. Y.
Send a copy of the 1961 Edition of:

☐ MOTION PICTURE ALMANAC ($5)
☐ TELEVISION ALMANAC ($5)
☐ BOTH ALMANACS ($8.50)

☐ Payment herewith
☐ Send a bill

Date

NAME

ADDRESS
Industry Was Unaffected by 86th Congress

(Continued from page 1)

has already said that a wage bill providing for a pay floor of $1.25 hourly, covering over 3,000,000 more workers, and applying to enterprises that do business in more than one state will be priority project in the January session.

The wage issue is an industry action directed this year. Of considerable benefit will be a technical measure that permits American firms doing business overseas to choose between uniform wages and wage limitations on the foreign tax credit. This is deduction from U.S. tax permitted in consideration of taxes paid abroad.

Tax Laws to Be Re-Written

The general tax program supported by the industry—including elimination of the 30 per cent withholding tax on certain remittances and special allowances to people whose highest earnings are concentrated in a short span of years—was not given active consideration by the tax-writing means and ways committee.

Next year, Chairman Mills (D., Ark.) plans to have the group begin a wholesale re-writing of the tax laws. This may afford an opportunity for the industry to present the case to the legislators.

The foreign investment incentive tax (H.R. 5) passed by House after being greatly watered down from its original version, died in the closing hours of the session when the Senate Finance Committee formally disapproved it.

Sure to come up next year is a proposal made by Rep. Lindsay (R., N.Y.) and Senator Jarvis (R., N.Y.) to remove the Federal tax on admissions to legitimate dramatic and musical performances. Motion picture admissions would remain subject to present tax. This proposal is strongly opposed by Compo unless movies are planned.

A major activity for the motion picture industry—hearings before the Granahan (D., Pa.) subcommittee of the Post Office Committee—came to nothing as far as key Congressional action is concerned. Though MPAA representives—including Eric Johnston, Margaret Twymon, and Code Administrator Geoffrey Shibrock—testified last week, the subcommittee took no action beyond publishing the hearings. This has led some people to question whether the group actually had a legislative purpose in mind in making the hearings. To the extent that the subcommittee provided a forum for the presentation of the industry view, the hearings cannot be said to have been a complete waste time.

No Censor Bill Passed

Bills that implied a threat of censorship of motion pictures and other media did not get through the Congress. A proposal by Senators Scott (R., Pa.) and Mundt (D., N.D.) to investigate "noxious" material available to the public passed the Senate but was not acted on in the House. A similar measure introduced in the House by Rep. Oliver (D., Me.) was not acted on.

A bill requiring that importers be marked with their country of origin was passed by both houses. It has a negative significance to the motion picture industry. Its passage—thought of as a major victory for origin—will not help the industry. The new law makes it less likely that active consideration will be given next year to a bill introduced by Rep. Roosevelt (B., Calif.) which would require that the country of origin be shown when films made abroad, or with foreign-recorded soundtracks, are shown in the U.S.

CaaK Move Failed

Measures providing for the sale to U.S. citizens of General Aniline & Film Corp.—vested by the government in the course of World War II, failed of enactment with one provision dealing with war damage claims, the industry's effort to obtain compensation for losses suffered in the Philippines was unsuccessful.

The so-called "anti-payola" bill, which permits the Federal Communications Commission to fine broadcasters who engage in prohibited malpractices, was ultimately enacted. In the course of Congressional debate, it was made clear that the purpose of the bill is not to stop certain industry practices in manufacturer-producer cooperation, which are not considered unfair.

A bill to govern community antenna systems was debated extensively but not passed. FCC was given authority to license re-broadcasting activities.

O'Mahoney Proposal Halted

Hearings were held before the Senate subcommittee on legislation that would have made changes in patent and copyright laws. Ellis Arnall, spokesman for Walt Disney, testified in favor of a bill sponsored by Senator Humphrey which would have given cartoon characters as objects of art eligible for copyright treatment—as they now are. Arnall opposed the O'Mahoney (D., Wyo.) bill which would have given certain patent rights with two periods of renewal. Indications are that progress was made in modifying the government's position on the O'Mahoney legislation. The proposal was stopped for this year, in any case.

The appropriation for the Justice Department was passed with an increase of about $250,000 for the antitrust division.

Bicks Appointment Unconfirmed

The Senate failed to confirm the appointment of Robert A. Bicks as assistant attorney general in charge of the division. He has been assured of continued tenure by President Eisenhower.

The U.S.I.A. appropriation was trimmed by the House, which put in $31 million in international media guaranties, including the film program. This works out to a net usable increase of roughly $500,000, of which part will be devoted to film, and part to printed media.

Ivana Andrews Praises by-TV in Albany Talk

Special to THE DAILY

ALBANY, N.Y., Sept. 15-Support for "pay television" is being expressed in the air in this section, apparently without an answer by those opposed to the idea.

Ivana Andrews, who will begin starring "Madison Avenue" for 20th Century-Fox, Sept. 15, in a series that here he that he favors O'Neil and "Zeulitz" system, has identified this as the one which O'Neil interests will use in an experiment at Hartford.

Currently starring in "Two for the Show" at the Coliseum Musical Theatre, the long-time actor opined that "adison Avenue"—the controversial of which presumably caused by in reaching the cameras—will be an entertaining film.

ozie Parker and Hope Lange also appear in the cast.

recently, Core Vidal, who has ten for both the stage and screen, opened in a "War of Wigs" article, which Nellist, is campaigning as Democratic candidate for Congress in the predominantly Republican 29th district.

bono Film Is Big

Pennsylvania Dates

Let's Make Love," 20th Century-film starring Marilyn Monroe and Montand, opened yesterday in Pennsylvania engagements to far ahead of such top 20th office attractions as "Sink the Bismarck," "Rally Round the Flag," and "Say One for Me." At the Boyd Theatre in Allentown, it was $759 to "Bismarck's" $469, "Rally's" $711. At the Boyd Theatres in Easton, "Love" had $543 to One's $422, "Bismarck's" $244, "Rally's" $255, and at the Conrad Theatre in Scranton, "Love" led $638 to "Bismarck's" $710.

Atlantic City, "Love" playing approximately the same time of the day as "Seven Year Itch," grossed $323 in a week at the Hollywood to "Itch's" $10,442 playing Warner for a week.

The film is due to open in more engagements over the Labor Day weekend.

al for Cinemara

Columbus Signed

arrangements have been completed the presentation of "This Is Cimera" in the RKO Grand Theatre in Columbus, Ohio, it was announced jointly by the Theatre's vice president, and B. G. Kniz, vice president of Cinemara.

The premiere performance will be held on the evening of Thursday, 3.

ten shows will be presented weekly the RKO Grand, the only theatre in Central Ohio equipped to present Cimera.

New Cristal, Saxon Pacts

HOLLYWOOD, Sept. 1. — Two of Universal - International's contract stars, John Saxon and Linda Cristal, have been set to sign long-term contracts with the studio renewed this week, it was announced by Edward Mulh, U-I vice-president in charge of production.

Others currently on the Universal contract list include Rock Hudson, Sandra Dee, John Gavin, Ward Ramsey, Tony Curtis, Audie Murphy and Susan Kohner. The latter three are on non-exclusive basis.
20th IS ALWAYS DOING THINGS FOR YOU!

GEORGE STEVENS’
The Greatest Story Ever Told
The first motion picture to utilize the talents of CARL SANDBURG!

ELIZABETH TAYLOR arrives in Europe to begin production of long-awaited CLEOPATRA!

CAROL HEISS to make film debut in SNOW WHITE and the THREE STOOGES!

DEBORAH KERR TO STAR IN "THE INNOCENTS"
Jack (“Room At The Top”) Clayton will produce and direct!

THE SOUND OF MUSIC
Rodgers & Hammerstein’s biggest hit, to be filmed in near future!

ESTHER and the KING
READY FOR CHRISTMAS!
World Premiere set for Chicago!

TITLE TUNE OF
NORTH TO ALASKA
Written and recorded by JOHNNY (“Sink The Bismarck”) HORTON!

CAN-CAN continues setting world-wide pace with every record smashed in Copenhagen!

and 20th’s CURRENT SIZZLER is Marilyn Monroe - Yves Montand in JERRY WALD’S LET’S MAKE LOVE
TOA to Explore Merchandising Using Theme of Editorial in 'M. P. Herald'

Merchandising as a job for every man connected with the motion picture industry will be explored by the Theatre Owners of America at its 13th annual convention at the Ambassador Hotel in Los Angeles by a special panel from production and the theatres it was announced at the weekend by Albert M. Pickus, TOA president.

The business session on the final day, Friday morning, Sept. 16, will be devoted to merchandising with Martin Quigley, Jr., editor of Motion Picture Herald and originator of the Herald Merchandising Forums, presiding as moderator.

The theme of the session—"A Job for Every Man—Merchandising"—was the title of an editorial written by Quigley stressing that no matter what job a man holds in the industry merchandising is an important part of that job.

A "panel" consisting of producers, actors, studio publicity men, theatre executives and theatre advertising directors, will each speak briefly on their role in the all merchandising job. The last half of the two-hour session will be devoted to answering queries posed by a board of those.

Ghana Film Fans Eager, Johnston Reports, But Sees Censorship Stirring

WASHINGTON, Sept. 5—The motion picture theatre office is jingling merrily in Ghana, Eric Johnston, MPPA president, says in the second of a series of reports on his African business trip.

"There is only one way to describe the movie situation in this new nation of 6,500,000 persons," says Johnston.

The people love the movies. Attendance is increasing all the time. New theatres are constantly under construction to accommodate the crowds.

"But the people's love for the movies is not shared by everyone in Ghana. There is a censorship problem. I learned of it in a long talk with the Minister of Information, Kwaku Boahen.

"He feels that motion pictures should be shown only for a purpose. That purpose, as he puts it, is to advance the interests of the people and the state. He is thinking of imposing a decree, which he is authorized to do, to keep all objectionable films from Ghana. He said, however, he would discuss the matter further before taking any action.

"What kind of films does Minister Boahen favor? He wants only movies dealing with subjects related to progress and growth, such as Franklin D. Roosevelt's New Deal projects."

Meet Sunday Relection of TOA Officers Is Predicted

Relection of the present Theatre Owners of America administration headed by Albert M. Pickus, president, for another year is confidently expected among TOA's membership.

The nominating committee, of which Ernest G. Tellings of New York, N. C., is chairman, will meet next Sunday in the Ambassador Hotel, Los Angeles, at which time the decision on the slate of officers for the ensuing year is scheduled.

Jerrod, Harman-Kardon Approve Consolidation

The boards of directors of Jerrod Electronics Corp., Philadelphia, and Harman-Kardon, Inc., Westbury, New York, have approved in principle a consolidation of the two electronic companies.

In making the announcement, Milton J. Sharp, president of Jerrod, and Sidney Harman, president of Harman.

WB Stock Transactions Feature S.E.C. Report

WASHINGTON, Sept. 5—Transactions in the stock of Warner Brothers Pictures stand out among the deals reported by "insiders" to the Securities and Exchange Commission during the period from July 11 to Aug. 10, 1960.

Jack L. Warner, officer and director, acquired 30,000 shares in July.
PERSONAL MENTION

A NOLD M. PICKER, United Artists vice-president in charge of foreign distribution, returned to New York over the weekend from Hollywood. A. J. Katz, former television manager, is remaining in the Far East for additional sales conferences.

EDWARD E. SULLIVAN, 20th Century-Fox publicity director, left New York at the weekend for Hollywood.

MARCIA ANN JAFFE, of New Rochelle, daughter of Leo Jaffe, assistant general manager of Columbia Pictures, has become engaged to Mortimer Margolies of Mamaroneck.

STANLEY KRAMER will return to New York from Europe on Thursday.

MRS. MARTIN LICHTEN, gave birth at Forest Hills General Hospital last week to a son. Steven Mark. Father is manager of the Gold Medal Studios.

MILTON GREBOUR, owner of Masterpiece Pictures, New Orleans, has returned there from Atlanta.

JOAN PUCKETT, daughter of Miss Polly Puckett, secretary at Capitol Releasing Corp., Atlanta, was married to Roy Elkins, Park Col., to Kenneth Lavender.

LEONARD ALLEN, of the Paramount office in Atlanta, has returned there from New Orleans.

Pay Television on Agenda

Also in an “unfinished business” stage, and of top flight importance to all of exhibition, is the Anti-Pay TV Committee campaign to have legislation enacted barring toll television. In conjunction with the various previous prospects, anti-censorship work and other major activities also are among those in a state of development or transition which, it is felt, would be benefited most by the continuation of the Pickus administration in office for another year.

So widespread in TOA ranks is this conviction that it would appear the only task of Stellings’ nominating committee when it meets on Saturday will be its effectiveness in being able to obtain the consent of the present officers to remain at their posts for another year.

Those serving in the Pickus administration are: George G. Keratos, chairman of the board; Roy Cooper, chairman of the executive committee, Spencer Leve, John Stember, John H. Townley and Sunner Redstone, assistants to the president; Robert Livingston, secretary; S. H. Fabian, treasurer; Sam Pinanski, honorary board chairman, and Herman Levy as general counsel and Joseph Alpern, assistant secretary.

Regional vice-presidents and members of the executive committee also are expected to be requested to continue in office.

Serving on the nominating committee with Stellings are: Pinanski, Keratos, Sidney Markey, C. E. Cook, J. J. Rosenfeld and Stember.

"Windjammer" Slated

Cinemarque’s "Windjammer" will open in two new situations during the month of October: On Oct. 12 at the Keswick Theatre, Glenside, Pa., a suburb of Philadelphia, and on Oct. 25 at the King Theatre, Lancaster, Pa.

FOR RENT:

FOR RENT: Studio, Offices and Workrooms. Broadway and 40th. Units from 500 sq. ft. Only $35.00 per month. Centrally air-conditioned and elaborately decorated. Separate All-Private Offices for Artists, Art Directors, photographers, editors, artists, or any other business requiring seclusion. Mr. Alfonso, Oxford 7-4323

TOA-Herald

(Continued from page 1) Effective operators and advertising executives.

Members of the panel and questioning board will then split up to the TOA lunching which will consist of the usual lunch at a wonder table to continue merchandising sessions during the lunch. Each at each table will be designated a "secretary," to take notes of conclusions so that these findings can be compiled and mailed out to the TOA membership after the conclusion of the meeting.

Acceptances Received

Pickus said that acceptance to see the panel had been received from David A. Lipton, vice-president of Wills Pictures; Otto Premin, independent producer, subject to not being called away from Hollywood at the time of the session; J. Hunter, Universal producer; Myron Shemer, president of Central St. Theatres of Des Moines, Iowa; Jack Gaylard, Jr., independent owner of Capitol Theatres, and TOA's bama Theatres Association; and Edward C. Pickles, manager of Florida Theatres, West Division of National Theatres and Television Company.

Four on Questioning Board

Serving on the questioning board will be Carl L. Patrick, general manager of Martin Theatres of Georgia and Alabama; Harold Field, president of Pioneer Theatres of St. Louis; F. Minn; Louis J. Fink, president Florida State Theatres; and J. Rosenfeld, Favorite Theatres, Kansas City; Al St. John of Hamrick Tros, Seattle, Wash., be chairman of the Friday morning session. The TOA convention will begin on Sept. 13 and conclude on Sept. 16.

ALL-TIME FORUM RECO

Hall Bartlett's "All the Yo Men," a Columbia release, establishes a new all-time house record for opening week at the Forum Theatre with gross of $434.76. The first week ended last Thur. The drama's previously smashed theatre record opened at an opening day weekly.

NEW YORK THEATRE

NEW YORK THEATRE

(Continued from page 1) Effective operators and advertising executives.

Members of the panel and questioning board will then split up to the TOA lunching which will consist of the usual lunch at a wonderful table to continue merchandising sessions during the lunch. Each at each table will be designated a "secretary," to take notes of conclusions so that these findings can be compiled and mailed out to the TOA membership after the conclusion of the meeting.

Acceptances Received

Pickus said that acceptance to see the panel had been received from David A. Lipton, vice-president of Wills Pictures; Otto Premin, independent producer, subject to not being called away from Hollywood at the time of the session; J. Hunter, Universal producer; Myron Shemer, president of Central St. Theatres of Des Moines, Iowa; Jack Gaylard, Jr., independent owner of Capitol Theatres, and TOA's bama Theatres Association; and Edward C. Pickles, manager of Florida Theatres, West Division of National Theatres and Television Company.

Four on Questioning Board

Serving on the questioning board will be Carl L. Patrick, general manager of Martin Theatres of Georgia and Alabama; Harold Field, president of Pioneer Theatres of St. Louis; F. Minn; Louis J. Fink, president Florida State Theatres; and J. Rosenfeld, Favorite Theatres, Kansas City; Al St. John of Hamrick Tros, Seattle, Wash., be chairman of the Friday morning session. The TOA convention will begin on Sept. 13 and conclude on Sept. 16.

All-Time Forum Reco

Hall Bartlett's "All the Yo Men," a Columbia release, establishes a new all-time house record for opening week at the Forum Theatre with gross of $434.76. The first week ended last Thur. The drama's previously smashed theatre record opened at an opening day weekly.

NEW YORK THEATRE

NEW YORK THEATRE

(Continued from page 1) Effective operators and advertising executives.

Members of the panel and questioning board will then split up to the TOA lunching which will consist of the usual lunch at a wonderful table to continue merchandising sessions during the lunch. Each at each table will be designated a "secretary," to take notes of conclusions so that these findings can be compiled and mailed out to the TOA membership after the conclusion of the meeting.

Acceptances Received

Pickus said that acceptance to see the panel had been received from David A. Lipton, vice-president of Wills Pictures; Otto Premin, independent producer, subject to not being called away from Hollywood at the time of the session; J. Hunter, Universal producer; Myron Shemer, president of Central St. Theatres of Des Moines, Iowa; Jack Gaylard, Jr., independent owner of Capitol Theatres, and TOA's bama Theatres Association; and Edward C. Pickles, manager of Florida Theatres, West Division of National Theatres and Television Company.

Four on Questioning Board

Serving on the questioning board will be Carl L. Patrick, general manager of Martin Theatres of Georgia and Alabama; Harold Field, president of Pioneer Theatres of St. Louis; F. Minn; Louis J. Fink, president Florida State Theatres; and J. Rosenfeld, Favorite Theatres, Kansas City; Al St. John of Hamrick Tros, Seattle, Wash., be chairman of the Friday morning session. The TOA convention will begin on Sept. 13 and conclude on Sept. 16.
Non-Lodge Committee
Wins 75 More Aides

From THE DAILY Brevard
ASHINGTON, Sept. 5. — An ad-
nal 75 headliners in the enter-
ise world have joined the "ele-
cle for Nixon-Lodge committee," new names include Jerry Lewis, Disney, Ethel Merman, and
Zimbalist, Jr.

Albanese, co-trustee, the
Novins, Universal.

Fabian, Universal
Abraham

tality chairman of the group is
George Murphy. Co-chairmen are
Hayes in New York and Mer-
Leroy in Hollywood.

Dalympile Vice-Chairman

executives selected vice-chairman for a
post to work with Miss Hayes.
Powell and Jack Bolton, vice-
ent, Music Corporation of
ica, were named west coast vice-
men to work with Leroy. Other
committee members include:
Albanese, June Allyson, Arlen, Gene Austin, Richard
elmes, Eileen Barton, Edgar
ay, Ray Bolger, Charles Brackett, Preston
eman, Sandra Church,
opper, Merian Cooper.

Wendell Corey, Robert Cam-
urline Dahl, Kenny Delmar,
vin, William Caxton, Cor-
Griffith, William Lundigan.

Drawn from Various Fields

Guthrie McClintic, Rochl Mc-
ill, Lauritz Melchior, James Mel-
dolpho Menjou, Ray Middleton,
eme Cliff, Robert Moogham,
ricia Morrison, Lloyd Nolan,
a Peters, Jane Powell, Ginger
rs, Zsa Zsa, Roy Rogers and
ans, Rosalind Russell, Dorothy
, Randolph Scott, Fabian,
awan, Robert Taylor, Ethel-
rs, Chill Wills, and Peggi Wood.

Its Named Director

Walter Watts, who on Aug, 18
amed chairman of the board
resident of RCA Sales Corpora-
is been elected a director of the
orporation of America, it was
ed on Friday. In his new post
ll Dr. Charles B. Jolliffe,
resident and technical director 2A.

S.E.C. Report

(Continued from page 1)
through the exercise of options, bring-
ing his direct holdings to 255,055
monnbers, Ben Kahnenson,
ince-president, exercised an
ption to 20,000 shares in July, his
ent director, William T. Orr, vice-
president, acquired 5,000 shares in
ly, bringing his holdings to 20,800.

Albert Zughamith acquired 5,600
shares of common stock of Allied
stists Pictures in July and 100 shares
of 5% per cent convertible preferred.

Robin International, Inc., listed under
Nicolis Belzini, acquired 3,850
shares of Cinedrana, Inc., in July, and
11,150. Reisin is listed with
350,000 shares.

Columbia Officials Active

Fico Corp. reports disposition of
100 shares of Columbia Pictures Corp.
commun, leaving it with 117,702.
listed under Fico Corp. are: L. M.
Blance, Samuel Brinkland, Alfred Hart,
ute Jackter, Leo Jaffe, Lacy Kas-
fner, P. N. Lazarus, R. A. Mout-
, Abraham Schneider, Charles
wartz, M. B. Silberberg and A. M.
annabend. All are officers or directors of
olumbia Pictures.

ilton R. Jackman, co-trustee, reports
quisition of 200 shares of Decca
ods, Inc., capital stock in
ly, for a total of 11,800.

oc Benaron, a director of National
theatres and Television, Inc., acquired
00 shares of common in July, bringing his holdings to 31,208. E-
gen Vivian Klein, a director, disposed of
,500 shares in July, retaining 52,323.
\nre A. Peters, an officer, dispo-
his entire holdings of 200
shares in July. Jack M. Ostrow, a
director, disposed of 2,200 shares in
ly, keeping 5,303. Corporations listed
under his name hold 74,925 shares.

Cantor Sales Listed

B. Gerald Cantor, an officer and di-
ctor of NT&T, reports disposition of
,859 shares in June, and 7,200
shares in July, retaining 100,000 shares. Can-
tor Fitzgerald & Co. reports disposi-
tion of 5,600 shares in June and 2,400
shares in July, its entire holdings. Cantor & Son reports disposition of

IFIDA to Air Views on
Foreign Film 'Oscars'

The views of the Independent Film
Importers and Distributors of America
on the present system of selecting
foreign language films for awards by
the Academy of Motion Picture Arts &
Sciences are scheduled to be aired
at a press conference called by IFIDA
for Friday morning at the Trans-Lux
Distributing Corp. offices.

Jerrold and H-K

(Continued from page 1)
Kardon, said the transaction contem-
plates that Harman-Kardon share-
holders will receive one share of Jер-
rold stock for approximately 1.8
shares of Harman-Kardon stock.

Officials of the two companies have
been authorized by their respective
boards to implement this decision and
to resolve other specific details. Con-
summation of the transaction is con-
tingent upon approval by Harman-
Kardon shareholders.

It is contemplated that the two
companies will continue to operate as
heretofore, with no change in manage-
ment, program or location.

'Spartacus' Book a Hit

The Bantam Books pocket edition of
"Spartacus," which was published a
few weeks ago, is topping all of the
new Bantam books, according to in-
formation provided by the publishers
to Universal, which is releasing the
film version. Bantam's national check
on the book, which represents 20 key
city sales, showed that 51.6 per cent
of all the copies of the book shipped
were sold in the first 10 days, which
is more than double the sales of any
other book published in August, ac-

RCA Dividends

A quarterly dividend of 25 cents per
share on the common stock of the
Radio Corporation of America, paya-
able Oct. 24, to holders of record
at the close of business Sept. 16, was
announced at the weekend following a
regular meeting of the board of

directors. A dividend of 87 3/4 cents
per share was declared on the first
preferred stock for the period Oct. 1,
3, 1961, to the holders of record of
such stock at the close of business

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

GHANA FANS

(Continued from page 1)
or other published works of great
authors.

"Incidentally, 'The Wild River,'
dealing with the Tennessee Valley
Authority, might fit into this cate-
gory, loud, might be applicable to
Ghana. Its huge Volta River Project,
which I inspected, will flood about
3,500 square miles of territory, some-
what inebriated.

"When I went out to a theatre I
found queues of people standing out-
side. The lower floor is reserved for
the less expensive tickets, akin to the
pits in Shakespeare's time. The bal-
cosy, large and spacious, is for
the higher-paying customers.

Audience Demonstrative

"The audience takes its motion pic-
tures very seriously. Choruses of
epithets are hurled at the villain
and waves of applause greet the hero. If
the hero lands a punch on the jaw of
the villain, frenzied applause greets the
action. Some of the theatres have wire mesh in front of
the audience to protect the screen, for
sometimes the audience, in its excite-
dent, loud, might be applicable to
Ghana. Its huge Volta River Project,
which I inspected, will flood about
3,500 square miles of territory, some-
what inebriated.

"When I went out to a theatre I
found queues of people standing out-
side. The lower floor is reserved for
the less expensive tickets, akin to the
pits in Shakespeare's time. The bal-
cosy, large and spacious, is for
the higher-paying customers.

Audience Demonstrative

"The audience takes its motion pic-
tures very seriously. Choruses of
epithets are hurled at the villain
and waves of applause greet the hero. If
the hero lands a punch on the jaw of
the villain, frenzied applause greets the
action. Some of the theatres have wire mesh in front of
the audience to protect the screen, for
sometimes the audience, in its excite-
dent, loud, might be applicable to
Ghana. Its huge Volta River Project,
which I inspected, will flood about
3,500 square miles of territory, some-
what inebriated.

"When I went out to a theatre I
found queues of people standing out-
side. The lower floor is reserved for
the less expensive tickets, akin to the
pits in Shakespeare's time. The bal-
cosy, large and spacious, is for
the higher-paying customers.
Members of NAB Film Group Set

From THE DAILY Bureau

WASHINGTON, Sept. 5.—The policy committee of the National Association of Broadcasters announced today membership of the 1960-61 television committee. Joseph L. Floyd, president of KELO-TV, Sioux Falls, S. D., was named chairman.

The TV film committee conducts a continuing study of problems and developments in filmed television programming and provides advice and assistance to the NAB on matters in this field.

Other committee members are: A. J. Fleischer, president and treasurer, WRAI-TV, Raleigh, N. C.; William Goetz, executive vice-president and general manager, KFSD-TV, San Diego, Calif.; A. Louis Read, vice-president and commercial manager, WDSU-TV, New Orleans; Frederick S. Howink, general manager, WMAL-TV, Washington, D. C., and Leonard J. Patricelli, vice-president for programs, WTTG-TV, Hartford, Conn.

McCollough Chairman

Chair R. McCollough, president of Steinman Stations, Lancaster, Pa., is chairman of the policy committee which made the appointments. Other policy committee members are: Merrill Lindsey, executive vice-president, WSOY (AM-FM), Decatur, Ill., and G. Richard Shaffio, executive vice-president, WIS and WIS-TV, Columbia, S. C.

WABC-TV to Preview Cartoons at Paramount

A special theatrical preview for children of WABC-TV's new animated cartoon properties will be held at the Paramount Theatre here next Sunday morning, from 9:30-10:30 A.M., it was announced by A. L. Hollander, program director for WABC-TV, Channel 7. Over 5,000 children and adults are expected to attend the preview at the Paramount.

Ed Bakay, WABC-TV's new television host of "The Tommy Seven Show," and Clabby Jackson, host of Channel 7's "Little Rascals" show, will appear at the Times Square preview as co-hosts.

Four Titles Listed

Among the new color cartoon properties which WABC-TV will present at the preview will be "Q.T. Hush, Private Eye & His Dog," "Shamus, Private Now," "Courageous Cat & Minute Mouse," and a number of animated cartoons from the M-G-M-TV cartoon library which Channel 7 acquired earlier this year.

WABC-TV to Preview Cartoons at Paramount

A special theatrical preview for children of WABC-TV's new animated cartoon properties will be held at the Paramount Theatre here next Sunday morning, from 9:30-10:30 A.M., it was announced by A. L. Hollander, program director for WABC-TV, Channel 7. Over 5,000 children and adults are expected to attend the preview at the Paramount.

Ed Bakay, WABC-TV's new television host of "The Tommy Seven Show," and Clabby Jackson, host of Channel 7's "Little Rascals" show, will appear at the Times Square preview as co-hosts.

Four Titles Listed

Among the new color cartoon properties which WABC-TV will present at the preview will be "Q.T. Hush, Private Eye & His Dog," "Shamus, Private Now," "Courageous Cat & Minute Mouse," and a number of animated cartoons from the M-G-M-TV cartoon library which Channel 7 acquired earlier this year.

Television Today

Blonder-Tongue Buys Benco TV Interest

Special to THE DAILY

NEWARK, N. J., Sept. 5.—Blonder-Tongue Laboratories, Inc., has acquired controlling interest in Benco Television Associates, Ltd., of Toronto.

The Benco is Canada's oldest and largest firm in the community and master antenna field, and markets a wide variety of other industrial electronic products.

Blonder-Tongue is a leading U.S. producer of equipment for community and master antenna installations, as well as antenna boosters, UHF converters and AM/FM radios. The two firms have major distribution in both countries.

Canadian Management Retained

Benco will continue to operate under Canadian management with Canadian personnel, and an anticipated recruitment of additional personnel will take place in that country.

As a result of its expansion, the new organization expects to quickly move further into the closed-circuit and pay TV fields. Blonder-Tongue is already in closed circuit TV with its transmitted, self-contained cameras and complete systems for industrial and educational use. It is currently active in the Stratovision program for beam educational programs over a wide area from a flying TV station.

‘Play of Week’ Sold In 56 Marts to Date

Four television stations in major markets have signed contracts recently by National Television Associates: "The Play of the Week" series, it was announced by Oliver A. Unger, NTA president. The stations are WHEN-TV, Syracuse, N. Y.; WOTL-TV, Toledo, Ohio; WTVN, Columbus, Ohio; and WIRG-TV, Philadelphia, Pa.

With the addition of these four new markets, "The Play of the Week" series is now seen in over 56 markets.

‘Play of Week’ Sold In 56 Marts to Date

Four television stations in major markets have signed contracts recently by National Television Associates: "The Play of the Week" series, it was announced by Oliver A. Unger, NTA president. The stations are WHEN-TV, Syracuse, N. Y.; WOTL-TV, Toledo, Ohio; WTVN, Columbus, Ohio; and WIRG-TV, Philadelphia, Pa.

With the addition of these four new markets, "The Play of the Week" series is now seen in over 56 markets.

Now in 7 Areas

The series is now seen in such prime markets as New York City (WNTA-TV); Chicago (WGN-TV); Los Angeles (KOCP-TV); Baltimore (WBAL-TV); Washington, D. C. (WTOP-TV); New Orleans (WSU-TV); and Pittsburgh (WJIC).

The 1960-61 "Play of the Week" series will be inaugurated in New York City over WNTA-TV the week of Sept. 19 when the station will present the first annual "The Play of the Week Festival"—seven of the most popular dramas selected from the first year's schedule.

Among the new plays scheduled for the upcoming season are Eugene ‘Tightrope!’ Runs Sold in Major Markets

One week after going into syndication, the reruns of "Tightrope!" have been sold to eight stations, it was announced by Stanley Drozdoff, syndication sales manager of Screen Gems. The buyers are: WNEW-TV, New York; KTIV, Minneapolis; WTTG, Washington; KOOL-TV, Phoenix; WKMG, Mobile, Ala.; WBKG-TV, Birmingham, Ala., and KALB-TV, Alexandria, La.

Produced by Greene-Rouse

"Tightrope!" produced for Screen Gems by Greene-Rouse Productions, will end its first run on CBS-TV in another two weeks. During its network run, the series, which stars Mike Connors as an undercover cop, averaged 31.1 share of audience against the competition of "The Rifleman" and "Ford Starline."

'Outlaws' to Premiere

On NBC-TV Sept. 29

"Outlaws," a new Western-adventure series, premieres on the NBC-TV Network Thursday, Sept. 29 (7:30-8:30 P.M., N.Y.T.). The programs will document the story of famous American Lawmen of the Oklahoma Territory at the turn of the present century.

Frank Telford Supervisor

Created within the NBC program development department under the supervision of Frank Telford, who will serve as executive producer, "Outlaws," will be filmed at NBC-TV Studios in Culver City, Calif. The series stars veteran actor Barton MacLane as U. S. Marshal Frank Gaine and newcomers Don Gallier and Jock Gaynor, respectively, as deputies Marshal Williams and Baldy Martin. Guest stars will fill major roles.

ABC ‘Guestward Ho!’

To Have Bow Sept. 29

Joanne Dru and J. Carrol Naish will co-star in "Guestward Ho!," a new situation comedy series about the Hootons, a sophisticated New York family who forsake big city life to operate a dude ranch in New Mexico. The series premiered Thursday, Sept. 29 (ABC-TV, Thursdays, 7:30-8 P.M., EDT).

Miss Dru portrays Babs Hooton with Mark Miller featured as her husband Bill and Flip Markham as their 10-year-old son Brook.

O'Neill’s "The Iceman Cometh"; Jean Anouilh’s "Legend of Lovers"; Samuel Beckett’s "Waiting for Godot;" and Anouilh's "Tightrope!"

American Bar Assn. Award Goes to ‘Mason

From THE DAILY Bureau

WASHINGTON, Sept. 5. - The American Bar Association has presented the annual award to Piasco Productions, Hollywood.

The awards are given for outstanding contributions to public understanding of the American legal and judicial system, and for use of the law for "dramatizing the basic legal safeguards afforded to accused persons through the 'Perry Mason' television program." Accepting the award was the show's star, Raymond Burr.

First Sales of UAA ‘Boxoffice 26’ Set

Sales of United Artists Association’s "Boxoffice 26" went almost simultaneously upon the announcement of their availability this week, it was announced by Erwin H. Ezkes, executive vice-president.

Already signed to KTVK-TV, Phoenix, and KLRT-TV, Las Vegas, he said, negotiations are underway with a number of stations in other top markets.

The "Boxoffice 26" includes radio films as "The Barefoot Contessa;" "King and Queen O'Queens;" "Attack;" "Bandido;" the "Monte Carlo Story;" and "Baby Face Nelson."

WB and AFM (Continued from page 1)

$1,000,000 to Seven Arts Prod. Originally, take-over of the film had been set for last Thursday.

In securing the agreement from Warner counsel, Judge Herlands did an admirable job of the transaction is "without prejudice to the right of the parties." Postponement is to be construed as indicating views of the court at this time a fair consideration of the merits of the motion, he added.

Could Set a Precedent

AF of M has sought to halt the Warner television deal on the ground that the union had an agreement in a contract with the studio not to sell to its post-48 films within, first negotiating with the Federal Commission for payment for reuse of the footage on television. Due to the similarity of the contracts of all studios with which the Warner case is viewed and the Warner case.

In its counter action Warners contend that the AF of M is no longer the bargaining agent for Hollywood musicians since the Musicians Union of America won jurisdiction over the U.S. in 1958. Agreements made with AF of M by the studios are therefore no longer binding, Warners insist.

Solo Agent, Say Federation

The AF of M, in turn, argued that represented those having a proper right in the films made between 1948 and 1958, and that it was the logical representative for that period.
In these two companion volumes is mirrored the whole business world of the screen. Each supplies the up-to-date facts of industrial structure, performance, companies, organizations, products and services in its own particular field—plus data pertinent to both motion pictures and television. With identical biographical sections, the Almanacs provide the only Who’s-Who of these interrelated industries. Every edition is sold out soon after publication—to make sure of your copy or set, you are advised to send in your order early. There’s a convenient coupon below.

At your fingertips—the Whole Business World of the Screen!
Lauds Radio’s Power in ‘Selling’ a Film

(Continued from page 1)

vision-radio use in the Albany exchange district.

We have had in the last 90 days probably 90 per cent more film business than we have ever had,” declared Momsey. “None of this has been from Schine theatres.”

Calls Results ‘Fabulous’

Momsey characterized as “fabulous” the results, he pointed out that a “Sweater Girl” contest at the new Hellman was a tie-in with WPTR, for the “Portrait in Black” engagement at the 1000-seat suburban-type house.

WPTR chief reported, “It was the biggest gross the Hellman ever had on an opening.” Newspaper copy proclimated that the “Sweater Girl” competition, on the stage of the Hellman-contestants' ge-

raphs to WPTR—twe so greatly it was continued for a second night to permit “all those wishing, to be pre-

sent.”

“We broke the record a second time with ‘Elmer Gantry’,” Momsey added. “On these, as well as others, no television was used,” he explained.

Quotes NBC Executive

“Somewhere along the fine, film publicity-promotion men got the idea television was terribly important,” continued Momsey. A former NBC-TV executive in New York, said: “My contention is—and Hellman has proved me right—that if you see a television commercial when I am usually run—after 10:30 at n. y. one is not about to jump up and to a movie. However, if you plug Mom on radio all the day, the first if she say to Dad, when he has get is ‘Let’s go to the movies, to see show. I have been hearing about s. morning’.

Referring to Columbia Vice-Pres- dent Paul Lazarus’ recent address before a convention of the newspaper advertising executives in San Fran- cisco, Momsey asserted: “I tell every film should have newspaper ver- vertising, but it should be Dire. Advertising only! Many people decided to attend the movies turn to the newspaper, to find what’s playing. Display adverti or promotional advertising in a newspaper for a film is as passe as s. films.”

“The Only Medium’

Momsey, a comparatively yo man with unusual energy and pro-

ductive curiosity, said: “To get men a film and build your gross you persuade people to go or who other would not go—to whip up interesed product and trigger them to the screen. They can only do the medium that can reach thousand people of all ages, repeatedly, and night. RADIO is the only med that can do this.”

“Another advantage to radio,” continued, “is that there is no part lar art work, the listener can hear his own mental picture of what may see in the motion picture the being advertised.

Both Theatre and Film Sold

“Also, in radio, you can repeat location of a particular theatre, it is important to the building of a ga. In Hellman’s case, he has a ‘powerful’ product to sell in theatre alone. We sell the theatre strongly as we do the film.”

“Invites Test

d was presented to Neil F. man, president of Hellman Es- prises, which operates drive-in as well as the indoor theatre and adjoining motel.

On a cost-time comparison television, radio comes off very Mounsey emphasized, “You can a full minute of ‘sell on radio less than you can buy 20 second- es, and the radio you take to re product is important, too.”

Invites Test

The Schine broadcasting exec “would be willing to take a test on any film that can reason- be expected to draw, this with no paper directory advertising only. I will show a bigger gross for film has good (additional) newspaper and television promotions.”

Mounsey concluded: “Mr. Lazarus is correct—what help can newspaper give a film today? The editor-ates that the films tell himself is worth 10 cents, far as producing extra audience a film.”
D.-J. Briefs Score TV Block-Booking

By E. H. KAHN
WASHINGTON, Sept. 6.—The Justice Department's anti-trust division has filed voluminous reply briefs in its block booking case against six distributors of theatrical films to television. The briefs, weighing over two and one-half pounds, seek to show that the prescription of tie-in sales, which the Supreme Court enunciated in the Northern Pacific case—applies to the alleged block-booking and "library only" selling practices eng-aged in by the defendants. The briefs apply to the cases brought by the anti-trust division against Loew's, Inc.; C & C Super Corp.; Screen Gems, Inc.; Associated Artists Productions, Inc.; National

Case Sets Industry Precedent
WB Wins in AF of M Dispute over Post '48s

Judge Herlands Upholds Warner Right To Make Sale to TV without Negotiating With AF of M; Delay for Appeal Denied

Warner Bros. won a clear-cut victory yesterday in its dispute with the American Federation of Musicians over whether or not the film company was required to negotiate with the union before selling its post-1948 pictures to television.

Seek TOA Aid for New Drive-In Group
Special to THE DAILY
DALLAS, Sept. 6.—The possibility of forming a new national drive-in owners association will be explored by Edwin Joseph and Edwin Tobolowsky of the Texas Drive-In Theatre Owners Ass'n, when they meet with (Continued on page 2)

Joseph Mack Elected President of Filmmak
Special to THE DAILY
CHICAGO, Sept. 6.—Joseph Mack was elected president of the Filmmak Corp., 41-year-old film studio, at a meeting of the board of directors here, following the annual stockholders (Continued on page 5)

Subscription Plan to Sell Tickets To Start Oct. 1 at Columbus Theatre

Special to THE DAILY
COLUMBUS, O., Sept. 6.—The city's first subscription film theatre plan on a regular basis will be inaugurated about Oct. 1 by Jerry Knight, operator of the North Side Fox theatre, which probably will be renamed the WMNI-Capitol.

Expected to be a definite business builder, the plan provides for the sale of $2 tickets monthly, good for 24 admissions. The tickets may be used by any member of the family. If a man takes his wife and two children to a show, that would use up four of the 24 admissions. The bill will be changed semi-weekly.

The new plan provides for showing quality films as single features six months or more after downtown first runs. Knight already has booked "North By Northwest," "The Nun's Story" and "The Last Angry Man." Members will be asked to function as a consumer research group. They will test commercial products as part of an advertising research program conducted by radio station WMNI.

The new setup has been incor-(Continued on page 5)
pose to travel. If and when they do, chances are they will pause to make contact with the nation’s exhibitors and their program for getting more production started in Hollywood.

The John Harris Record

John H. Harris, best known to our industry as long-time head of an independent Pittsburgh circuit and founder of the International Variety Clubs, is best known outside it as producer of the annual “Ice Capades” shows.

His latest, “Ice Capades of 1961,” which opened at Madison Square Garden last week and will be there through Sept. 20, is the 21st in the series. It is at the same time perhaps the most lavish and colorful in the long series noted for those qualities.

The popularity and longevity of Harris’ ice shows are explicable in large part by their complete acceptability as entertainment for the entire family. Good taste, virtually is their trade mark. They have about them something of the same imaginative originality and fantasy that characterize the best of Disney.

The motion picture lost an outstanding producer when John Harris chose the ice arena.

Eugene Schnyder, 72

Eugene Schnyder, for the past seven and one-half years manager of the accounts payable department at the Allied Artists offices here, died of a heart attack yesterday at his Astoria, L. I., home. He was 72 years old. Survivors include his wife, a son and a daughter. Funeral services are being arranged.

TOA to Hear About Insurance ‘Package’

An insurance “package” especially designed for motion picture theatre owners will be described at the Theatre Owners of America convention in Los Angeles on Sept. 13. The plan will be offered by Ted Lazarus, former motion picture advertising executive, representing the insurance firm of Baner, Zack and Gluckson, Inc.

Lazarus and Zack will meet with a special insurance committee, headed by Arthur Lockwood of Boston, prior to the convention to discuss details of the plan.

PERSONAL MENTION

S I. H. FABIAN, president of Stanley Warner Theatres, was in Albany and Latham, N. Y., from here.

Max A. Cohen, president of Cinema Circuit, also treasurer and member of the executive committee of the American Congress of Exhibitors, will sail from New York today aboard the “Queen Elizabeth” for a European business and vacation trip.

Harvey Chadik, supervisor of advertising-publicity for United Artists Associated, and Syd Feldberg, general manager of UAA’s 5annn. division, will leave New York tomorrow for Hollywood.

Ben J. Kalmanson, Warner Brothers executive vice-president, and Mrs. Kalmanson, will leave here today aboard the “Queen Elizabeth” for Europe.

Marcia Ann Jaffe, of New Rochelle, daughter of Leo Jaffe, first vice-president and treasurer of Columbia Pictures, has been engaged to Eugene Margolius, of Manhattan.

Jack Mahon, director of the Weeki Wachee Spring Theatre, has left for Jacksonville for conference at the home offices of Florida State Theatres.

George Rosser, booker for Martin Theatres, Atlanta, has returned there from Florida.

Charles A. Smatnitz, Warner theatre zone manager, and George Eisenberg, real estate manager, have returned to Newark, N. J., from Atlanta, N. Y.

Abe Kramer, executive of Associated Theatres, Cleveland, and Mrs.

Check 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. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Levine, Advertising Manager; Gus H. Fimmel, Production Manager, TELEVISION TODAY, Charles S. Garmon, Editorial Director; Pinley Harwood, Hollyhock Building, 7269 7-3470. Washington, D. C., 20024. Entered as second class matter Sept. 21, 1928, 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 56 foreign. Single copies

CONCESSIONS, EQUIPMENT

‘Classes’ at TOA Meet

Concession specialists will be scheduled to become professional “egg heads” Wednesday, Sept. 14, when Theatre Owners of America’s “University” at its 13th annual convention at the Ambassador Hotel, Los Angeles, turns its attention to refreshment stand operation, Albert M. Pickus, TOA president, disclosed yesterday.

“Dean” of the TOA University “Merchandising Means Money” concessions post-graduate school will be Harry Chesler. Chesler’s professors will be Jack Wilson of Los Angeles, John Krier of Salt Lake City, Spirra Papa of Chicago, Edwin Gage of Oakhurst, N. J., and Bert Nathan of Brooklyn.

The session will start with breakfast at 8 A.M., with Dean Chesler ringing the school bell at 8:30 A.M. for an hour and a half conferences. Simultaneously another room “Dean” Hal Neides of San Francisco will conduct another “University” class on theatre equipment and maintenance. Both sessions will be at A.M., with lunch to give directly from the classroom into the trade show.

Will Cover Whole Field

Dean Chesler said that his staff will encompass all phases of concessions— from the supplier to the operator, and from the big circuits with outside feeding operations to the small individually operated concessionaire.

He said the forum will be directed along three main lines—Controls Correct Corruption,” “Equipment Dies Young,” and “Psychology of Sales.”

Subtitle of Dean Neides’ class will be “Equipment and Maintenance—A Many-Splendored Thing.” His professors will include Larry Davee and W. J. Coty of New York, and Walter Bursch of Los Angeles.

TOA has adopted the “University” format in order to cover specialized subjects at the convention. Classes will be held throughout the week and taxes and censorship, and Friday on community relations, all as breakfast sessions.

Seek TOA Ai

(Continued from page 1)

TOA has scheduled the final group of sessions for September 9, could be converted into a national TOA meeting with the organization providing the necessary arrangements at the Angles meeting.

$500 Toward Project Is Trade Show Prize

A $500 credit toward the purchase of Victoria-X, 70/35mm project sound systems, distributed by C. maton International, Inc. of New York, will be won by some lucky exhibitor attending the motion picture trade show at the Hotel Ambassador, Los Angeles, Sept. 13-16. The $500 credit will be given away during the show hours at booth of Joe Hornt Inc. at the trade show. There will be no charge for tickets or exhibitor obligations.

Drawing of the winning ticket take place at the Horntbooth booth, Sept. 16, between 4 and 5 P.M. A motion picture star will do the drawing. Ticket holders must present to win.

The trade show is being sponsored jointly by Theatre Owners of America, Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association.

Three More Companies Join in Trade Show

Three more firms have joined list of exhibitors in the special motion picture industry trade show to be staged at the Ambassador Hotel in Los Angeles Sept. 13-16, in conjunction with the 13th annual convention of the Theatre Owners of America.

Castleberry’s Food Company, Augusta, Ga., will occupy Booths 32 and the John F. Fillbert project equipment firm of Los Angeles, will occupy Booth 28. Booth 29, another of the late signees for show, has been assigned Booth 7.

Florida Theatre Burn

WEWAHITCKA, Fla., Sept. The Weena Theatre here, owned by Carl Peavy, has been destroyed by fire.
Interstate's 'Phone Girl Reminiscences

On Retirement after 27-Year Service

Special to THE DAILY

DALLAS, Sept. 6—Mrs. Alice Craig, PBX telephone operator at Interstate Circuit's Dallas headquarters, has retired after serving the company for 27 years. Late R. J. O'Donnell in 1933 when he maintained an office in the Melba Building. She recalls that she earned less than $15 weekly during those early depression days when motion picture theatre tickets sold for 25 to 35 cents.

When O'Donnell moved into the Majestic Building, Mrs. Craig moved, too, and remained there until her retirement the past week. She found that several times she was asked to be transferred to other departments in the circuit offices but when such an opening occurred, O'Donnell insisted that she was of most value to him and Karl Hoblitzelle at the switchboard handling their phone calls with executives from the east coast to the west.

"Best Bosses in the World"

She affectionately refers to Hoblitzelle and the late O'Donnell as "the best bosses in the world." Reminiscing, she stated that the most exciting call she ever placed through her maestro switchboard that serves the multi-office Majestic Theatre Building was the one placed to O'Donnell a few years ago when he was on a ship in the middle of the ocean.

She remembers vividly the depressed thirties when people would call asking the price of the movie without any inquiry as to what picture was playing. Today, she maintains people are highly selective in their entertainment and ask only about the title of the picture and its stars with no query about the cost of admission.

During her long service at the PBX board, Mrs. Craig says she has answered her share of wrong numbers and many of them turned out to be amusing like the one where a lady recited half of her grocery list before Mrs. Craig could interrupt to tell her she had dialed the theatre number instead of the local grocery store.

Dwelling on the past she was reminded of the numerous questions she has been called upon to answer during her career. One in particular she refers to is the time she answered a call from a youngster with the probable age of three years who wanted to talk to her mother who had gone to the show. When asked what the parent's name was so she could be paged the girl replied the only name she knew was mommy.

Native of Pennsylvania

Although she was born in Erie, Pa., she has resided in Texas since the age of six months and later went to "a native Texan" when her Interstate friends presented her with a gift certificate on the day of her retirement. After a visit with her Pal, she lives in Houston where he is in charge of the office for Employers Casualty Insurance Company. Mrs. Craig says she plans to return to her home here, and using Sun and Sand instead of "do as she pleases, when she pleases and however she pleases" during every day of her retirement.

Set Bookers Contest

In Youngstein Drive

United Artists is inaugurating a booker's contest in conjunction with the company's joint sales and exploitation tour in support of producer-director Max E. Youngstein. A special prize of $500 will be awarded to the best performing booking department in six competing districts.

For purposes of the drive, New York will be included in competition with exchange offices in the eastern district, and Chicago will be in competition with central district branches. The winners' contest, which begins this week, will run through Dec. 31.

Co-captains of the 22-week drive awarding more than $60,000 in prizes are William J. Heineman, vice-president of the company, and Arthur B. Krim, assistant to Arthur B. Krim, United Artists president.

E-Hur' 1st to Hit

$300,000 in Philadelphia

Special to THE DAILY

PHILADELPHIA, Sept. 6. — The motion picture to attract a gross of 1,000,000 of the history of the entertainment history in Philadelphia Ben-Hur," which is currently playing its 42nd week out of which expired to be a two-year engagement at the Boyd Theatre. To mark the occasion, Stanley-Warner Theatres, which operates the Boyd, will join the cast of "Ben-Hur" at a "$300,000 Champagne Party" on Tuesday, at the Hotel Warwick from 6:30 P.M. Guest of honor at the event will be Robert Mochrie, GM general sales manager.

Japanese Will Honor

Zukor, Sarnoff, Fahs

Through decorations for "distinction service" to be conferred on Selznick, Adolph Zukor, David Sarnoff, and Louis B., for Burton Fahs, on the occasion of the Centennial of Japanese-American Relations in ceremonies at the residence of the Consul General in Fieldston, Riverdale, N.Y., Thursday. Zukor is chairman of the Board of Paramount Pictures; Sarnoff chairman of Radio Corp. of America, which includes United Artists; and Fahs chairman of the Rockefeller Foundation.

General Mitsuo Tanaka will preside on behalf of the Emperor of Japan. The Third Class of the Order of the Sacred Treasure of Fahs.

Mutual Friendship Cited

Zukor is being honored for his outstanding contributions to the improvement of Japan's motion picture industry, particularly in such areas as film exhibition, motion picture production, theory and theater management, so to the advancement of friendship and understanding between the United States and Japan.

Sarnoff is being honored for his outstanding contributions to the improvement of television technology in Japan also to the encouragement of research in natural sciences and electrics among Japanese university states through the Sarnoff RCA scholarship and the Scholarship System.

Honored for Research

This is being honored for his leading contributions to the advancement of Japanese-American cultural exchange as director of activities of the Rockefeller Foundation, and also to the introduction of these culture abroad through research on the modern political of Japan.

E. Adams Dies at 81

LANTA, Sept. 6. — E. Adams, for many years an owner of theaters in this area, died following an attack.

New TV, Theatrical Distribution Company

BCC Films, Inc., has been formed here for the purpose of world-wide distribution, to include both television and theatrical release. The company derives its name from E. G. Brown, Charles Carson and Nat Gassman, principal stockholders of the firm.

Gassman was named president by the six-man board of directors, and has assumed management of the company's operations. He has been active in the television field for ten years.

Other officers and members of the board are: Carson, vice-president; Peter D. Murray, secretary and treasurer; Brown, director; Thomas E. Murray, Jr., director, and Arthur H. Arlde, director.

'Misfits' Is Resumed

HOLLYWOOD, Sept. 6. — Marilyn Monroe returned to work today in "The Misfits," on location in Nevada, following her hospitalization for advice of her physician. She was in a Los Angeles hospital for a complete check up. Principal photography on the film had been temporarily suspended for the period.

'He'll to Eternity' a Hit

LOS ANGELES, Sept. 6. — Allied Artists' "He'll to Eternity" ending the first week of its Los Angeles area engagement in 25 houses grossed $260,000, and at the Los Angeles Theatre, downtown. it established a four-year box-office record, the company has reported.
D. of J. Briefs

(Continued from page 1)

Telefilm Associates, Inc., and United Artists Corp. In the reply briefs, the Justice Department attorneys make the point that the pro-industry division of the Paramount-Columbia Pictures unit of General Foods maintains, not in the words of the petitioners, an "anti-trust policy designed to create an effective tie-in, and that this alone is sufficient to create an illegality which is not subject to a test of reasonableness.

Says Single Films were Wanted

The anti-trust division's briefs contend that the "lowest average price" argument advanced by defense attorneys in the Los Angeles district court, and that television stations actually wanted to buy individual films, not blocks of films. The government also asserts that the Paramount-Columbia unit involved the "artificial booking," cannot be distinguished from the television block-booking case, and that the interpretations of law that led to the decision in that case should impel a comparable decision here.

The government seems to rely heavily on a statement by the Supreme Court in the Northern Pacific case that held that all tie-ins are "pernicious" and stated that tie-ins have "seldom any reason but to restrain trade" and for this reason they fare harshly under the anti-trust laws. It is to be noted that in the Northern Pacific case, the Supreme Court twice alluded to the pages of its decision in the Paramount case which dealt with block-booking.

'Special Policy' Seen

The government's briefs assert that there is no merit in the defendants' contention that the evidence is insufficient to prove the existence of an illegal tie-in. The anti-trust division asserts that "to prevail, the government is not required to prove a general policy to block bookings," though it maintains, of course, that "in point of fact" the government presented "sufficient evidence showing that these contracts were entered into pursuant to a general policy, established by each defendant, of selling on a conditioning basis."

The defendants' assertion that there must be "dominance" in order to establish a tie-in violation is brushed aside in the government briefs. "In actuality," the anti-trust division tells the judge, "tests of dominance have no bearing in the tie-in area."

The government's position is that copyrights give sufficient economic power over desirable objects to make them "effective tying products."

The musifex co
45 w. 45 st. n.y.c
industrial music scoring
ci-6-4061

A BCOHUCK CONNORS "The Rifleman," which starts its third year on that nets Tues., Sept. 27, has signed movie and television contracts with his romantic image. Helen Erickson is being paget for a feat-

A second singing role in the road company of a current Broadway hit musical. According to Flamingo proxy Ira Gottlieb, the syndicated "Superman" telefilm series, has racked up more than $700,000.00 in nine markets. The version of the exciting radio program first appeared about 8 years ago, 13 years after it bowed into the various networks. It is a vivid story that "The Adventures of Superman" will be repeated on the air (this time on tv) in early November. ... Luly Loveless, now NTA Director of Public Relations, is one of the most popular films in the east. Songstress Karen Chandler, currently headlining the Living Room bistro in Gotham, has been signed to make a series of 15-minute radio soundtracks for the Treasury Dept., the programs set for 3,000 radio stations around the world. ... Time's, infor-

Americal and interesting; we mean that the "legal tie-in program" delivered by former Gov. of New York Averell Harriman, who is currently in Africa on a fact-finding mission. This series will be heard over RKO-General outlets, WOR (N.Y.) WNAC (Boston) KJI (Los Angeles) and KFRC (San Francisco). ... Paul Taubman's latest Columbia LP Album, "Medley For Dancing" includes music from 10 Broadway clinks among which are selections from "Bells Are Ringing," "My Fair Lady," "Sound of Music." Appliances have already been selected for this month's record club, numbering 1,500,000.

As sponsored by the Philco Corp., the "Miss America Pageant," to be telecast Saturday, Sept. 10 (10-midnight) will feature as grand mar-

Americal, Mrs. Margaret Gorman Cahill of Washington, D.C., the first person to hold the title of "Miss America" back in 1921. ... Art Linkletter, who NABC Commenced the "People Are Funny," in 1953, is one among his seventh consecutive year Sunday, Sept. 18. Sponsor will be Squibb's Lab., division of Lilly-Mathieson Chem. Co. ... Radio City Music Hall executive Jack Ward gives an organ recital tonight for patients at the Veterans Administration Hospital with Soprtratable Eva DeLuca along for several vocals. ... The Broadcasting Industry Committee serving the $50 a plate dinner-dance Thursday, Sept. 23 at the Waldorf-Astoria to honor Lester "L" Wolff, moderator of the "Between The Lines" simulcast Sundays over WNTA and to raise 2½ million dollars for the Deborah Hospital in Brown Mills, N.J., consists of Max (NBC) Buck, Ted (WNTA) Cott, Galen (WOR) Drake, Mike (WNTA) Wallace, Ray-

Americal Katz and Phil Alphonse, Sec. of Agriculture (N.Y.). ... Later NBCers were to be her directors are P. A. Sugg, ... the veep in charge of O & O spot sales and Walter D. Scott, exec TVveep. ... Bud Brees, dynamic young deejay at WPEN (Phila.) sings better than many of the wax artists whose platters he spins. ... Allen (Man with a thousand voices) Swift, will reveal some of his vocalistiche to-

tomorrow nite on the "Bea Kalmus Show" over WAGM. ... Mgr. Ted Steele of WNTA, saluted Frank Sinatra, Dean Martin and Sammy Davis, Jr. (stars of Warner's flicker, "Ocean's 11") with a special program, "Sund-

day Spectacular" featuring many of this trio's songs. Incidentally Lee Allen has taken over a new morning platter-chatter series and turning in a WNTA-tuffic job. ... "Here's Hollywood," new daytime NBC TV vehicle, co-hosted by Dean Miller and Joanne Jordan, preems Monday, Sept. 26. Originating at KNBC, the program will feature guests from all facets of showbiz. ...

Who's Wher

Mort Werner, vice-president and director of the radio-television depart-

Americal of Young & Rubicam, Inc., has been appointed vice-president, it was announced by George H. Grin-

Americal, president of the agency.

The election of Glenn Johnston, a vice-president of Norwood Stud Inc., Washington, was announced. Philip Library, Jr., has been appointed vice-president. Bill Taubman has been director of photography for Norwood for the past two years.

Walter D. Scott, executive vice-

Americal, vice-president, television network, has resigned. Fortunat vice-president owned stations and sales, has been elected to the board of direct-

Americal of the National Broadcasting Com-

Americal, it was announced by Robert Samoil, chairman of the board NBC.

Robert D. Graf, producer of "Wisdom" television series, and many films, is a special guest for "Assignment American," the subject of "Secret Freedom," has been appointed executive producer of ABC Television. A vice-president change of tv talent and program Graf replaces Edgar Peterson, who has resigned.

Five Series Objective

Of S.G.-C.O.W. Pact

From THE DAILY BUREAU

HOLLYWOOD, Sept. 6. - Colom-

Americal Pictures television arm, SRC Gems, has entered into an agree-

Americal with the newly formed Company Writers, helmed by Paul Harrison, executive vice-president. The company will have complete artistic and cre-

Americal control of five pilot scripts it will deliver to Screen Gems by November.

Upon acceptance of any of its pilot scripts C.O.W. will form a corpora-

Americal to produce a series, in which its writers will have ownership as well as participating interests, it was pointed out today at a press interview in Hollywood Knickerbocker.

If none of scripts is accept-

Americal rights will revert back to C.O.W.

"Not one shot will be filmed in New York," according to company spokesmen, indicate the shows will have more class in ten- tacle and character.

The group, consisting of Ivan C.

Americal, Ben Roberts, Richard Murphy, Lou O'Brien, Martin Hargrove and Har-

Americal, based on intentions of breaking into production of Broadway show and theatrical films on the success of the initial step into television.

Henry Stagg Dies at 67

HARTFORD, Sept. 6. - Henry Stagg, 67, veteran motion picture produc-

Americal, his family announced it was caused by natural causes.

He had been in the Loew's booth for the past 30 years.
NLRB Jurisdictional Vote Pits MGA vs. AFM Today

From THE DAILY Bureau

HOLLYWOOD, Sept. 6. — The National Labor Relations Board will conduct a jurisdictional election vote tomorrow and Thursday with more than 800 independent film exhibitors unlikely to major studios deciding whether the American Federation of Musicians or the Musicians Guild of America will act as their bargaining agent.

MGA wrested studio jurisdiction from the AFM two years ago during an AFM strike against the studios, and while AFM’s Local 47 suffered internal dispute over the federation’s trust fund policies.

W. B. Winner

(Continued from page 1)

give the union time to file a notice of appeal with the Federal Court of Appeals.

In his decision Judge Herlands upheld the Warner contention that the AF of M is no longer the bargaining agent for Hollywood musicians since the Musicians Guild of America won jurisdiction in 1958 in an election certified by the National Labor Relations Board. “The Federation does not have a leg to stand on,” he declared.

Warnings of Infringement

“If the AF of M was permitted to pursue the provisions of a contract that required prior consent for the release of movies to television, it would be infringing on the representation right of the MGA, because they are the certified bargaining agents for musicians employed by Warner Bros. and other companies,” the judge ruled.

The judge noted that the controversy stemmed from a collective bargaining agreement on post-48 films in a contract Warner made with the AF of M in 1958. “This contained the provision that ‘thereafter’ or the right in perpetuity of the use of the sound tracks made by union members,” he said.

Clarifies Thereafter

“The word ‘thereafter’ is given a literal interpretation purporting to vest the plaintiff with a right in perpetuity to grant or withhold its consent after negotiations with the defendant. The restrictive covenant is unenforceable as violative of the Labor-Management Relations Act.”

Summing up, the judge said the “complaint must be dismissed for the reason that it does not state a claim upon which relief can be granted, and the court lacks jurisdiction over the subject matter.”

Johnny Mercer Signed

HOLLYWOOD, Sept. 6. — Johnny Mercer has been signed to write themes and lyrics for the Billy Graham Crusade, which will be a crusade to open on Thursday, May 7, 1942, in the same year as the start of World War II.

The Crusade, which will be a crusade to open in New York on May 7, 1942, is the first large-scale religious event in the United States since World War II. The Crusade will be held in New York City, and will feature such notable performers as Billy Graham, Bob Hope, and Bing Crosby.

Charlotta Exhibitor Wins in ‘Obscenity’ Case

Special to THE DAILY

CHARLOTTIE, N.C., Sept. 6.—Robert Schrader, owner of the Visulite Theatre here, was found innocent at the weekend in charges of showing an “obscene” film. The picture was “For Members Only,” an English-produced film about life in a nudist colony.

The verdict was given by Judge Howard Arnebeck after all-day testimony last Friday. The judge also viewed the picture.

Schrader was arrested after the police said they had been summoned with floods of calls protesting the picture. Prosecution witnesses included representatives of women’s organizations and religious groups. Defense witnesses included a minister and movie critic in addition to Harry Golden, author of several best-selling books and editor-in-chief of the Carolina Israelite. Golden said in his opinion two other films, “Elmer Gantry” and “Psycho,” should be closed instead of the nudist film.

Mack Elected

(Continued from page 1)

meeting, Mack has been with Filmack for 16 years and has previously served as office manager, head of production, and as the corporation’s treasurer. He succeeds Irving Mack, who will be the chairman of the board.

Mack was elected secretary, Donald Mack, treasurer; and two new directors were elected for one-year terms. They are Charles King and Morris Silver, both of Chicago.

Stockholders Answered

Stockholders’ questions concerning various aspects of the business were answered by corporation officers, as well as a tour of Filmack’s block long, theatre trailer and TV film studio was conducted to show stockholders the firm’s new animation equipment and production innovations.

Plan Bow of Film

On Moral Re-Armament

Special to THE DAILY

MACKINAC ISLAND, Mich., Sept. 6.—Fifty Hollywood personalities attending the Moral Re-Armament World Assembly here yesterday said in a statement that the real task of stage and screen is to give the nation a moral ideology. The session attended by 873 delegates from 50 nations, was chaired by Joel McRae and Shep Wooley, stars of “Rawhide.”

The delegation flew to Mackinac for the weekend to plan the world premiere on Broadway of the new Moral Re-Armament Technicolor film, “The Crowning Experience.”

Johnny Mercer was a guest of the group, and his songs during the weekend were “Spring Bouncing,” Beulah Bond, Frank Ross, Henry Beckman Jack Lord, Don Sanford, Sheldon Schoneberg, Tex Willians and Nate Barranger.

The picture is scheduled to open at the Warner Theatre in New York on Oct. 21.

Allied Groups

(Continued from page 1)

show, were announced by Jack Kirsch, president of Allied Theatres of Illinois and general convention chairman.

Named to the committees by Kirsch were:


1960 Year Book Committee—Arthur Schoenstein, H. Schoenstein & Sons, vice-chairman; Sam C. Meyers, Meyers Theatres, vice-chairman; B. C. Wellington, Wellington Theatre; Jack Clark, Tiffin Theatre; James Gregory, Alliance Amusement Co.; Carl Goodman, Goodman & Harrison Theatres; James Jovan, Monroe Theatre; Donald Knapp, Lucas Theatres, Verno. R. Langdon, Hub and Alvin Theatres; Howard Lubliner, Clark and Four Star Theatres; George Nikolopoulos, CVN Theatres; Jack Rose, Illinois Theatres; Howard Simon, Simon Film Co.; Art Spiro, Holiday & Ayclon Theatres; Mayer Stern, Joseph Stern Theatres; Chuck Teitel, Teitel Film Co.

Candy, Popcorn, Beverage Group—Charles Cooper, Teitel Film Equipment Co., chairman; Benjamin Banowitz, Popcorn Products, Inc.; Irving Davis, Irving Davis Co.; Lester Grand, Confection Cabinet Corp.; T. S. Dariotis, Alliance Amusement Co.


National Association of Concessionaires liaison member, S. J. Pappas.

Columbus Plan

(Continued from page 1)

onated as the JAE Amusement Corp. with Kenneth serving as president and treasurer. His wife is vice president and James B. Felbel is secretary. The corporate name is made from the initials of his five-year-old daughter, Joan; his wife, Anita and three-weeks-old Elana.

Leased Thr Jan. 31, 1961

Frank Marzetti, operator of the Linder theatre, is owner of the Fox theatre building. Knight’s lease is through Jan. 31, 1961 with options for renewal. The theatre is closed for decoration during September.

To Shut Suburban Thea.

CLEVELAND, Sept. 6.—The 1000-seat suburban Fairmount Theatre will cease operation on May 31, 1961. On that date the informal Fairmount, which opened May 7, 1942, will be ending the end of a 30-year lease on the property which the owners want to convert to commercial use.
Labor Day

(Continued from page 1)

set. At the Murray Hill Theatre on the East Side, Paramount’s “It Started in Naples,” which is playing day-and-date at the Victoria on Broadway, grossed $17,055 Friday through Monday. This represented a net increase of $125 over the Murray Hill and new house records for Saturday, Sunday and Monday. “Naples” was also big at the Victoria, taking in $35,718 for the four days for a combined total of $52,773.

The other record was a ten-year one, and set by the Loew’s circuit with M-G-M’s “Bells Are Ringing.” The 25 Loews houses grossed over $210,000 for the Labor Day weekend in a decade.

At the Radio City Music Hall Coliseum’s “Song Without End” did a big $92 offer for the period through Monday. The picture is now in its fourth week.

“Trocad’O’ Still Strong

Twentieth-Fox’s “From the Terrace” was still holding strong at the Paramount Theatre on Broadway and also opened on Labor Day at the RKO’s Albee Theatre in Brooklyn to $16,300. The Albee management said this was one of the largest holiday openings in recent years.

Long lines were also in evidence at the Capitol on Broadway where Warners’ “Jennings Airman” did $35,750 in three days. For the same period Columbia’s “All the Young Men” did $21,360 at the Forum.

U.S. Air Force “Airport,” now in its 12th week playing day-and-date at the Astor and Plaza, grossed $30,494 at both theatres on the weekend. The figure includes $20,325 for the Astor and $10,169 for the Plaza.

The film’s two hard-ticket attractions, “Ben-Hur” and “Can-Can” also did well. The M-G-M epic grossed $77,000 for the three days at the State and the 20th-Fox release $15,000.

M-G-M Board to Act

On Dividend Today

Dividend action is scheduled to be taken by the board of directors of Metro-Goldwyn-Mayer at the regular meeting here today. Company officials have indicated that this will be the beginning of excellent earnings this year and a continued favorable outlook for the board may approve payment of more than the usual 30-cent dividend.

Whether this would be in the form of an extra or an increase in the present $1.20 rate has not been revealed.

Harry Valentine Dead

NORFOLK, Va., Sept. 5.—Harry Valentine, sales representative for 20th Century-Fox in the Washington area, died here at the age of 54. He is survived by his wife, Helen; two sons, Harry, Jr., and Graham, and a daughter, Paige.

Valentine was a former exhibitor, having been general manager of the Rome Circuit in Baltimore, and the Wilder Circuit here.

S.W. Test Saturation

Shows ‘Dragon’ Strong

Despite record summer temperatures both day and night, which feets drive-in business, Valiant Film Distributors, Inc., producers of the “Dragon” series, racked up impressive grosses in Phoenix, Albuquerque and Tucson, company has reported following completion of the tests at another drive-in show of the film in the Southwest. The local ad-sheets were restricted to normal house advertising.

Robert Benton of Sero Ammen in Tucson advised Valiant that opening and weekend grosses were biggest in the theatrical box office. Equally sensational grosses were racked up in Phoenix and Albuquerque.

All exhibitors commented on excellence of the theatrical and trailers made possible by the scenes provided by the feature.

Exploitation Drive Strong

The success of these engagements was also attributed to highly publicized and intensive local exploitation campaigns utilized in each of the three cities. Of particular interest was the fact that Valiant officials was the fact that all situations “Sword and the Dragon” and “Sword and the Dragon” grossed shows utilized engagements timed to take advantage of the juvenile audience potential during the period the numerous engagements held in the fall so often untapped. Cal-Theatres have a multiple de luxe program run for set. 28. West Coast book the picture for National Theatres throughout the country. In addition, dates are set for San Francisco, Honolulu, San Diego, Las Vegas, Seattle, Salt Lake City and Denver.

Lundgren Named

To NT&T’s Thedford

From THE DAILY Bureaus

LOS ANGELES, Sept. 6.—M. Lundgren was named national assistant to William Thedford, Pac-West division manager, in a realignment of responsibilities announced by M. Spencer Levy, vice-president in charge of theatre operations for National Theatres & Television, Inc.

Others assigned new duties include John Lishan, executive aide to Leo James Dillon, real estate department; Bob Smith, manager of the Los Angeles city district, and Vic Matrani, assistant in the booking department.

Green Funeral Today

HOLLYWOOD, Sept. 6.—Private funeral services for Alfred Green, veteran film director, will be held tomorrow in Forest Lawn, Green, who died Sunday in Hillhaven Rest Home, Newport Beach, will be remembered for such films as “Dixieland,” “Greek Goddess” and “The Millionaire.” His credits also include work on “The Thirty-Nine Steps.”

E. & L. Leases Theatres

LEVITTOWN, N. J., Sept. 6.—The E. & L. Theatre Co., of Philadelphia, headed by Claude J. Schlager and Melvin J. Fox, both of whom operate their own independent theatre circuit, leased the Levittown Shopping Center in this newly-erected town. The theatre company will also operate the new indoor theatre being erected directly in the shopping center. The indoor theatre is now under construction and the outdoor theatre is scheduled to be completed in time to start operations on Sept. 23.

Mann Joins TOA

(Continued from page 1)

gives TOA seven new circuits within the past six months. Only last week Eastern Management Theatres of New Jersey, Ohio and Colorado joined. Prior to this, several hours since the late spring— in addition to more than 50 individual non-circuit houses include Loew’s Theatres, Standards of Wisconsin, Chakeres of Ohio, Pitts of West Virginia and Iberstor of New York. Mann’s membership was arranged by George Roscoe, TOA’s director of exhibitor relations.

In 1956-57, Mann was president of North Central Allied Independent Theatre Owners.
New Edition of 'Magic Shadows,' Cinema History, Published Today

A new edition of "Magic Shadows," by Martin Quigley, Jr., telling for the first time, from original sources, the whole story of the origin of motion pictures is to be published today by Quigley Publishing Co.

The volume, with a new foreword by Edward P. Curtis, of Eastman Kodak, traces mankind's efforts from the days of Aristotle and Archimedes down through the centuries to satisfy the craving to create living pictures, and reveals the story of the development of the mechanics of the modern motion picture, most flexible medium of expression the world has ever known.

In his foreword Curtis says: "Ask almost anyone about the origins of the motion picture, and you'll get a glib and automatic answer. It will include a fast, indefinite reference to Edison and Eastman and will move on with more-or-less authentic nostalgia, to Mack Sennett, Fatty Arbuckle, D. W. Griffith and maybe a few others. With luck, one or two titles—'The Great Train Robbery,' for example may creep in. "The fact is, most of us simply do not know much about it."

"It is good, therefore, to take a (Continued on page 2)

'Moehrie Is Elected An MGM Vice President

Robert Moehrie, general sales manager for Metro-Goldwyn-Mayer, was elected a vice-president yesterday by the board of directors.

Moehrie, who was appointed to his position June 23, has been with M-G-M for three years. Prior to his appointment as general sales manager, he devoted his time for a year exclusively to the domestic distribution of pictures,

D.C. Critic Defends U.S. Customs' Role in Judging Films Imported Here

WASHINGTON, Sept. 7—A spirited defense of the Customs Bureau's role in determining what films should be imported to the U.S. has been made by James O'Neill, Jr., movie critic for the Washington Daily News. The critic of the Bureau has seized upon the idea that all of Europe's filmed trash is not "art," and the boys have put the old snatch on a French work entitled 'The Game of Love'.

O'Neill contends that he is "pleased with the action of the Customs Bureau (Continued on page 6)
‘Magic Shadows’ Out Today

(Continued from page 1)

long look at the people, the events, and the discoveries—accidental and otherwise—which have shaped, during the last half-dozen centuries, to produce the motion picture as we know it today.

“This book gives us the long look, the authentic perspective, to show us our glories, to clothe our history, to elevate and distill any notion that the movies belong exclusively to our own self-made generation of moviemakers.”

“‘It is sobering, but it is necessary. For, unless we brace ourselves with some knowledge of what has gone before, we cannot be adequately prepared for what lies ahead. And in this industry, as we know it today, in the past, is undergoing great changes. It is difficult to predict exactly what form it will eventually take. One thing is certain however: that with ‘Magic Shadows’ out, someone else will continue to entertain and instruct the millions in hand for generations to come.”

Martin Quigley, Jr., is editor of Motion Picture Herald and editorial director of Motion Picture Daily, Motion Picture Almanac and Television Almanac.

Pioneer Dinner

(Continued from page 1)

from William J. German, 1501 Broadway division of Project Hope will go to San Francisco over the weekend to represent the film industry at the official flag-raising and sailing ceremonies of the ‘S.H. Hope.’

The ship will launch Project Hope by carrying medical teams and supplies to southeast Asia in a humanitarian program designed to share this country’s medical knowledge and skill with underdeveloped areas during

Fox Films Completed

(Continued from page 1)

in various stages of editing, scoring and printing.

Already in exchanges for this month are ‘Let’s Make Love,’ ‘High Time,’ ‘Flockless,’ ‘The Goddess of Love,’ ‘September Storm,’ ‘Walk Tall’ and ‘Squad Car.’

For October-20th Fox will release ‘Desire in the Dust,’ ‘Secrets of the Purple Reef’ and ‘The Battle of Austerlitz.’

Set for November are ‘Circle of Deception,’ ‘North to Alaska,’ ‘The Schnooks,’ and ‘Tess of the Storm Country.’

For December are ‘Esther and the King,’ ‘Flaming Star,’ and ‘The Wizard of Baghdad.’

Warner Going to S.F.

For ‘Hope’ Launching

From THE DAILY BUREAU

HOLLYWOOD, Sept. 7—Jack L. Warner, chairman of the motion picture division of Project Hope will go to San Francisco over the weekend to represent the film industry at the official flag-raising and sailing ceremonies of the ‘S.H. Hope.’

The ship will launch Project Hope by carrying medical teams and supplies to southeast Asia in a humanitarian program designed to share this country’s medical knowledge and skill with underdeveloped areas during

Pa. Censor Victory Is Hailed As ‘Milestone’

The recent county court of common pleas decision holding Pennsylvania’s new film censorship law unconstitutional is termed a “great and successful milestone in the fight of the industry against censorship,” in a comment on the case by Herman M. Levy, general counsel for Theatre Owners of America.

The outcome, Levy said in a digest distributed to TOA members yesterday, “is a fine example of what an alert and intelligent industry can, and must do to ward off unjustifiable attacks.”

“Because the court has proved its point, the motion picture industry should not be singled out as the only medium of expression to have to guard against censorship imposed upon it. There are ample laws in the cities, in the states, and in the Federal jurisdiction, of the country to take care of ‘obscenity’ offenders.”

Urges Continued Effort

“This case points up again how important it is for the industry to do battle against invasion of its rights, and how important it is that we all continue to fight censorship, but it must be done, and the cooperation of all of the segments of the industry is necessary.”

Levy’s comment concluded: “It is to be hoped that in matters now pending before the U. S. Supreme Court, or in matters that will soon reach it, that tribunal will, once and for all, clearly grant to the motion picture industry the full measure of protection under the Bill of Rights which it now grants to other competitive and non-commercial media of expression.”

‘Young’ Opens Sept. 22

M-G-M’s “All the Fine Young Cannibals” is scheduled to open at the Criterion Theatre here on Thursday, Sept. 22.

Members Approve S.E.G. 4-Year Pact

From THE DAILY BUREAU

HOLLYWOOD, Sept. 7.—By a majority of better than 94 per cent of the membership of the Screen Editors Guild, the approved terms of a new collective bargaining contract with the Association of Motion Picture Producers and the Alliance of Television Film Producers, in effect next Monday. The contract runs to June 30, 1964.

Maryland TOA Directo

Special to THE DAILY

BALTIMORE, Sept. 7.—The board of directors of the Maryland Theatre Owners Association, an affiliate of the Motion Picture Owners of America, will meet on Sept. 25 at the Park Plaza Hotel here with John G. Broumas, president, discus
today.

Broumas said the agenda will include a report on TOA’s nation convention, Sept. 13-16, at Los Angeles, which will be attended by delegation of more than 20 MPOA members.

The meetings are part of the TOA’s campaign for sales executives on the distribution plans “Ben-Hur.”

Fifth Week for ‘Song’

William Goetz’ “Song With End,” the story of Franz Liszt, has been held over for a fifth week at Radio City Music Hall after grosses of more than $700,000 in its first six weeks, Columbia Pictures announce yesterday.

For Rent:

Studio Offices and Workrooms. Broadway and 40’s. Units from 500 ft. to 1,000 ft. Completely air-conditioned and elaborately decorated. Special arrangements for producers, editors, sound producers and animators.

Mr. Alfonso, Oxford 7-4123

For more details call Collection Agency at 1-241-5661.
Sidney Ginsberg Named To Trans-Lux TV Post

The appointment of Sidney Ginsberg as assistant vice-president in charge of production of Trans-Lux Television Corp. was announced by Richard P. Brandt, president of Trans-Lux TV.

Ginsberg, who came to Trans-Lux 18 years ago as an assistant theatre manager, helped form the Trans-Lux Distributing Corp. in 1956 and was appointed assistant to the president in 1958, will assume the duties of all production activity and function as production supervisor for Trans-Lux TV properties.

Succeeding Ginsberg as assistant to Richard P. Brandt, is Bud Levy, veteran theatrical executive. Before joining Trans-Lux, Levy was with Brandt Theatres, where he started his career as an usher, soon became general manager, and attained the post of vice-president.

Stars Join ‘University’ Faculty at TOA Meet

Three of Hollywood’s actors and actresses and leading theatre operators, will don cap and gown to join “Dean” Marshall G. Twynam of the Motion Picture Association of America, to conduct a “TOA University” course at the Annual Convention of Theatre Owners of America at the Hollywood B, starting next Tuesday, it was announced yesterday by Albert M. Pickus, TOA president. Pickus said the “professors” for the University, “community theatre” course, “Community Conquest: 1961,” will be actors Jerry Lewis and John Gavin, theatreman John Lavery of National Theatre Companies, and Walter Reade Jr., Walter Reade, Inc., actress to be added to the panel. The “course,” to be held Sept. 16, will deal with the role of the motion picture theatre as the hub of community life, and the death of “Dean” Twynam leading discussions on the necessity of, and means of, integrating the theatre into community activity.

Censorship Thursday’s Subject

TOA has adapted the “university” format to cover specialized theatre subjects during the convention. Other university sessions have been scheduled for Wednesday, when the subjects will be “Equipment” and “Concessions” and Thursday, when the “students” will study the censorship problem.

Mrs. Twynam, who is director of community relations for MPAA, and has organized the Friday session, will also serve as Walter Reade, Inc., “Dean” Mitchell Wolfson of Miami, on the Thursday course on censorship.

Set for 400 Theatres

“Hell to Eternity” is booked to open Sept. 21 in over 400 theatres, and in the Broadway Capitol here and the State Lake, Chicago. It will follow “O’Connell’s 11” into the Capitol and opens at the State Lake Sept. 14.

MGM’s Net

(Continued from page 1)

board of directors here yesterday at which the annual dividend was increased from $1.20 to $1.60 per year, payable on a regular basis of 40 cents per share.

The first increased quarterly dividend will be payable on Oct. 14 to stockholders of record Sept. 16. Vogel said the increased dividend payment is “a natural consequence of the company’s achievements at this stage of its progress.”

He noted that although the final figures for the 1959-70 fiscal year will be announced later, “the estimated earnings of $3.75 per share is the best result attained in 12 years by M-G-M, even as against the consolidated figures for the years in which the company included the Theate operation and its earnings.

Growth Facilitated

In view of this, the board decided that the increased dividend could be maintained with the greatest possible assurance while at the same time giving the company an effective margin of retained earnings to permit us to move steadily ahead with our entire growth program.

“We are planning to develop our position in all our present activities in the field of mass entertainment as well as their areas of opportunity.”

“Present projections indicate that the new fiscal year just started will establish new earnings records for the M-G-M activities. As our programs hear results, the board will again examine dividend policy.”

Columbia Board

(Continued from page 1)

Lubin Pictures Corp. Stanley Schnieder is executive assistant to the executive vice-president of Columbia Pictures International. Frankwich is chairman of the board of Columbia Pictures, Ltd., of Great Britain and Ireland, and a vice-president of the parent company.

Mochrie Elected

(Continued from page 1)

“Ben-Hur.” Before joining M-G-M, he was president of Samuel Goldwyn Productions, and for 10 years prior to that had been vice-president and general sales manager of RKO Radio Pictures.

Plan ‘Dondi Parties’


Clips from the film will be shown exhibitors, and recordings of three songs and a page song in the picture will be played for theatremen and their families.

PEOPLE

William Ornstein, industry journalist and publicist, has penned as his latest short story “Ma, Me and Midday,” which will appear in the latest issue of the American Jewish Times Outlook.

Jules Corley, assistant publicity director of the Tri-States Stanley Warner Theatres, Pittsburgh, scored a hole-in-one on the South Hills golf course, and received a citation from the Pennsylvania Golf Association.

Dr. Norwood L. Simmons, president of the Society of Motion Picture and Television Engineers, has received from President Eisenhower a letter extolling best wishes to the delegates attending the Fifth International Congress on High-Speed Photography, to be held Oct. 16-22 at the Sherraton Park Hotel, Washington, under the auspices of the SMPTE.

Franklin Pease, manager of the New Broadway Theatre, Philadelphia, has been elected Republican Judge of Elections for the 24th Division in that city.

Sidney Meyers, veteran screen director, has joined the faculty here of the City College Institute of Film Techniques. He will conduct an evening course in advanced editing for professional film makers and advanced students during the fall term.

Griffing Will Filed

OKLAHOMA CITY, Sept. 7—The will of Henry S. Griffing, president of Video Independent Theatres, who died with his wife and two children when his private plane crashed near Johnstown, Pa., on Aug. 16, was filed in Probate Court here yesterday. It contained a codicil in the event his wife, son, and daughter should precede him in death leaving $50,000 to Mrs. Orvela McColgin, his executive secretary at Video, and the balance of his estate to his brothers and a nephew.

‘U’ Dividend 25c

The board of directors of Universal Pictures yesterday declared a quarterly dividend of 25 cents per share on the common stock of the company, payable Sept. 25, to stockholders of record on Sept. 17.

Decca Dividend 30c

Directors of Decca Records, Inc. yesterday declared a regular quarterly dividend of 30 cents per share on the company’s capital stock, payable Sept. 30 to stockholders of record on Sept. 19.
HIT
AFTER
HIT
You can depend on 20th!
and 20th will keep the BLOCKBUS
Big Amusement Center
Set for Fontana, Cal.

FROM THE DAILY BUREAU
HOLLYWOOD, Sept. 7. — Plans
for the construction and operation of
Land of Colossus, as one of nation's
first family amusement centers,
will be constructed on 123 acres on
the outskirts of Fontana, 40 miles
from downtown Los Angeles, were
announced today by the
president of Colossus, Inc., at a press
conference at Hotel Ambassador.
A total of 250,000 shares of common
stock are being offered in California
at $200 per share with $100 per value.

Many "Coliseums"

The park will have a number of "coliseums" featuring historical spec-
tacles, chariot races, etc.; an acqua-
cade and a World's Trade Fair among
other features. Spectacles will
be booked for other arenas around
the country.

Opening of the park scheduled
for May, 1961.

'Cleres' Sets All-Time
Record for ABC Circuit

FROM THE DAILY BUREAU
LONDON, Sept. 7. — "Hercules
Unchained" has set an all-time box-office
record for Associated Film
Theatres throughout Great Britain
with a theatre gross of £431,000
($1,200,800), ABC reported today.

The record figures were compiled from only 113 ABC houses
where the Warner-Pathe release has
played to "standing room only"
crowds the past month. Grosses
from other circuits playing the picture
have not yet been announced.

"Hercules Unchained," backed
with a $60,000 merchandising
campaign, debuted in 80 seashore
resort houses prior to its London
engagement. ABC is now screening
the picture in another 20 ABC
theatres in United Kingdom, reaching
another all-time record box office high
of £99,749.

Fire Nearby; Albany's
Ritz Theatre Closes

Special to THE DAILY

ALBANY, N. Y., Sept. 7. — The
Stanley Warner Ritz Theatre
remained dark today—by order of fire and build-
ing department officials—afer a
general alarm, $250,000 blaze gutted an
adjacent six-story building last night.

The Leland Theatre, operated
by Paul V. Wallen in the block below,
was given the order to evacuate. The
Ritz Theatre suffered damages,
which manager Joseph Stowell
was quoted as saying might run
into millions more. This is covered
by insurance.

The Ritz opening of "Ben-Hur,"
Sept. 28, will not be delayed.

Critic in D. C.

(Continued from page 1)

(a) Hallucination

re "passage of the film is declared..." one is not allowed to
take it, even if you are aware of missing the film, as it is
"in the public domain." The Customs Bureau says, "do
represent the best film offerings anywhere..."

(The Customs Bureau is "all "good" in last "making an" an
good" to look up the "question..."

He believes that "the... as it is
10 of American movie the-
shoppers and managers don't
a test that they play so long as
as a "buying dollar" in the office.

Jeeves concludes by justifying
the "demand for" as "art." Of course,
one is impossible to understand
the difference between objection-
art, for they are familiar only with
former, whereas giving more life to
the latter.

Venice Film Festival

(Continued from page 1)

tion, "Passage du Rhin (The Cross of
the Rhine)", directed by Alex
Cayatte, while a special prize
was given to "Rocco and His Brothe-
rs" as a tribute to its director, Luch
Visconti.

North Cal. T.A. Endorses
Orderly Distribution

Special to THE DAILY
SAN FRANCISCO, Sept. 7.—Not-
ern California Theatre Ass'n has
-- ordered an "orderly distribution of quality prod-
ucts that has been commended Edward L. I.
an, American Broadcasting - Pa-
mount Theatres vice-president, initiating such a program.

A resolution on the subject adopt--by the association also endorses
"new faces" aspect of the order

program distribution.

Critics' Advice

DeeRees 'Almighty Dollar'

The Customs Bureau, is "all to
good" in last "making an" an
good" to look up the "question..."

He believes that "the... as it is
10 of American movie the-
shoppers and managers don't
a test that they play so long as
as a "buying dollar" in the office.

Jeeves concludes by justifying
the "demand for" as "art." Of course,
one is impossible to understand
the difference between objection-
art, for they are familiar only with
former, whereas giving more life to
the latter.

Venice Film Festival

(Continued from page 1)

tion, "Passage du Rhin (The Cross of
the Rhine)", directed by Alex
Cayatte, while a special prize
was given to "Rocco and His Brothe-
rs" as a tribute to its director, Luch
Visconti.
Johnston Finds Opportunities in Nigeria for Theatres and Films

WASHINGTON, Sept. 8.—Although opportunities are abundant for both distribution and exhibition of American films in Nigeria, Indian films appear to be the favorites, Eric Johnston, Motion Picture Export Association of America president, on a film survey of Africa, states in the third of a series of reports to Association headquarters here.

Nigeria will become an independent nation on Oct. 1 and Lagos, the capital, is a hive of activity, Johnston said. Yet on his arrival there, and despite the fact that English is the country's official language, he found only two American films, both so old he did not recognize them, as against five Indian films. Three additional films of other nations were available. The Indian films are subtitled and are primarily action fantasies in color, he said.

"Two needs must be filled in

MGM to Meet on 56
New 'Ben-Hur' Openings

Metro-Goldwyn-Mayo's top sales and promotion executives will begin a series of meetings at the Sheraton-Blackstone Hotel in Chicago Monday to discuss plans for the handling of "Ben-Hur" in 56 new engagements open shortly and for the continuing campaigns for the 72 current engagements.

Robert Mohrrie, general sales manager, will head the group leaving New York over the weekend. Howard Strickling, director of advertising and publicity, will leave with his associates from the company's Culver City

Jordan Elected Col.
Int'l. Vice-President

Marion Jordan was elected a vice-president of Columbia Pictures International at a meeting of the board of directors, it was announced yesterday by Mo Rothman, executive vice-president of the international company. Jordan recently joined Columbia as continental manager with offices in Paris after serving for many years in a similar capacity with Universal Pictures.

British Censor Finds Violence More
Of a Problem in Films than Sex

EDINBURGH, Scotland, Sept. 7 (By Air Mail)—Secretary of Britain's Board of Film Censors, John Trevelyan, said here that the sex problem in films is relatively small compared with problems of violence and brutality. A number of Censor Dept. chiefs, however, were not to damage a film in any way. He said they were not to think of the audience a film was likely to reach, whether, for instance, it would be shown in art theatres or on a general circuit.

On television, Trevelyan said it was an appalling thought that not only did young children watch the

Concise and to the Point

Program

Expect 1,000
At TOA Meet
In Hollywood

Committee, TESMA-TEDA Sessions at the Weekend

From THE DAILY Bureau

HOLLYWOOD, Sept. 8.—A registration of 1,000 is being confidently predicted for the 13th annual Theatre Owners of America convention and combined Theatre Equipment and Supply Manufacturers Ass'n. and Theatre Equipment Dealers Ass'n. convention and trade show to be held at the Ambassador Hotel here next week.

The vanguard of TOA officials arrived today and held afternoon conferences with Pathé Laboratories executives on the new production program which is being undertaken by

FPCC Coast-to-Coast
Meeting Next Week

Special to THE DAILY

TORONTO, Sept. 8.—Famous Players Canadian Corp. will hold the second coast-to-coast convention in its history when it convenes at the Park Plaza Hotel here next Monday through Thursday. The first such meeting

Justice Dept. Legal Expert
Participant at TOA Meet

From THE DAILY Bureau

WASHINGTON, Sept. 8.—Maurice Silverman, Department of Justice anti-trust division legal expert on the motion picture industry, will leave here tomorrow to participate in the convention of the Theatre Owners of America on the West Coast. It is anticipated that questions likely to be raised by Silverman with the exhibitors include the anti-trust law status of the American Congress of Exhibitors (including participation by circuits), the re-acquisition of divested theatres, and the acquisition of independent theatres that have been operating at a loss.
PERSONAL MENTION

JOSEPH E. LEVINE, president of Embassy Pictures, will return to New York from Europe today aboard the "Lemario da Vinci."

JERRY PICKMAN, Paramount vice-president in charge of advertising, publicity and exploitation, and Joseph FUESMAN, exploitation manager, will leave here for the week-end for Los Angeles.

NAT ESQUAIRS, Columbia Pictures Latin American publicity manager, will leave here today on a five-week, 11-country tour of company offices.

LARRY MORRIS, vice-president of B. S. Moss Theatres, will leave here at the week-end for Los Angeles.

RUTH POLOCZE, American International Pictures Eastern advertising-publicity manager, will leave here for the Coast over the week-end for studio conferences.

WILLIAM GÖRSTER, of the Allied Artists home office exploitation department, will be in Hartford on Monday from New York.

IKE KATZ, president of Kay Films, Atlanta, has left here for Jacksonville and Miami.

MARILYN Gold, director of advertising and publicity, Flamingo Films, will leave here today for Washington, D. C.

DON BOUTVETTE, Hollywood publicist, has left here for San Francisco to open a branch office in the bay city.

C. G. SYMSY, industry veteran and vice-president of Cinema Lodge, and his wife, LILLIAN, a film buyer, will celebrate their 25th wedding anniversary on Sept. 22.

Anti-Pay-TV

"Ben-Hur" To Have Two Formal Albany Bows

SPECIAL TO THE DAILY

ALBANY, N. Y., Sept. 8.—"Ben-Hur" will begin an extended engagement at the Stanley Warner Ritzy on Sept. 29 following two special premières. The first of these will be held Sept. 8 when representatives of press, television and radio, from a 45-mile radius, will be guests. The second will be the following evening, which has been designated "VIP and black-tie." Invitations to Governor Nelson A. Rockefeller and other state officials, as well as to Mayor Erastus Corning, Albany officials, business leaders, and prominent citizens were extended, for the latter. The goal is to create prestige and promote group sales. A 20 per cent discount will be offered.

Fire Darkened Theatre

The Ritzy, closed yesterday following a million dollar fire Tuesday night in an adjacent or it's building, re-opened dark today. The Stanley Warner management hoped to re-light the house tomorrow.

M-G-M to Meet

SPECIAL TO THE DAILY

Studio, Twenty-eight will participate in the meetings.

In addition to the sales and promotion representatives from the studio and the home office, the meetings will also include M-G-M's field press representatives and special "Ben-Hur" representatives. Accompanying Mochlín will be Miss Hilda G. Trenchard, in charge of "Ben-Hur" domestic distribution; Mel Maron, Leila's assistant, and Zeb Epstein, in charge of group sales.

Dan Teller, eastern publicity director, and Emery Austin, his assistant, will also fly to Chicago to participate in the meetings.

Field Men to Attend

Field press representatives attending will be Ed Galner, eastern division; Judlton Moses, southern; Irving Tombach, midwest; Andrew Sullivan, southwestern; Howard Herty, western; and Hilda G. Trenchard, in charge of "Ben-Hur." Special "Ben-Hur" representatives scheduled to join the group in Chicago are Karl Fastek, Stanley Chatkin, Richard Powers, James Boyle, Nate Wise, Norman Pader, Tom Brittlidge, San George, Art Bachler, Eunice McDaniel, Sid Myers, Bill Blake, Roger Bower and John Harvey.

Censorship Hit

SPECIAL TO THE DAILY

The report added, their function should be confined to the withholding of films with the object of considering their moral effect on young persons. No vote was taken on the report.

N.S.S. Replies

ter to officers and board members of the Texas exhibitor group. He said his company viewed the bulletin "as the most vicious and unwarranted attack ever made upon any company by its competition." In his reply Robbins further decried a denial of all of the charges and questioned the Association's position as being either representative of the will of the majority of its members or "properly serving the interests of exhibitors as a whole."

Robbins also said, "Our company has a long-standing policy, known all along to its officers and president for years, of acting on complaints it receives for exhibitors. Your stating that you have received complaints about our service while failing to bring any specific complaint to our attention, is an escort dis-service to those exhibitors who may possibly have service difficulties. If you truly have letters between members it is our understanding that the letters have not been a corded proper and due consideration by our local exchange, then it is your obligation to your members that you direct them to our attention for proper initiating remedial steps called for."

Norris, Moskowitz

SPECIAL TO THE DAILY

day to hold two-day meetings with western and mid-western managers of the 17 productions Fox will release in December. In addition, the sales manager will discuss plans for subsequent engagements of "Can-Can."

Moskowitz is in New Orleans holding similar meetings with managers of the company's central and south ern exchanges.

N.Y. Hearing Oct. 14

On New S-W Theatre

WASHINGTON, Sept. 8.—A hearing before Judge Palmenier of the United States Commission of Appeals is scheduled for Oct. 14, 1944, on the proposal by Stanley Warner Theatre to lease and operate a theatre to be constructed in a shopping center at Cheltenham Township, north of Philadelphia. A four-wall structure is being planned.

NEW YORK THEATRE

RADIO CITY MUSIC HALL

Theatre Center • 51-4600

"SONG WITHOUT END"

THE STORY OF FRANZ LISZT starring DIRK BOGARDE as Franz Liszt and ETHEL MUSSER in the title role on THE GREAT STAGE "FESTIVAL"
**First Three Openings**

**'Pepe' Announced**

"Pepe," the George Sidney Interna-
tional-Posit Filmm International pro-
duction for Columbia will have its world premiere at Criterion here on Wednesday, Dec. 31. It will be followed by a southern premiere at the Lincoln Theatre in Beach on Dec. 23 and a West premiere at the Warner Beverly Theatre on Dec. 28, it was an-
counced by Babe Jackter, Columbia president and general sales man-
nager.

New York and in Los Angeles, picture will take part performances on a hard-ticket basis, with all performances starting during the day play. In Miami Beach, the will also be on a hard-ticket basis.

**National Meeting**

Adv.-Pub. Next Week

Sumner Bros., will hold a three-day re-
nal conference on advertising public-
ity at home office here next Monday, Tu-
esday and Wednesday. The confer-
eness, at which advertising-pub-
director Richard Lederer will be, will be devoted to the pro-
ven campaign for five more months and a re-release on the War-
rinos, schedule between now and end of the year.

Along those who will address the re-
cence are: Charles B. Berg, sales manager; Bernard Good-
distribution vice-president; Lar-
chsky, coordinator of field activities; Charles Cohen, ex-
assistant to Lederer; Joe Hyams, city manager; Ernie Grossman, itation and promotion manager; Stein, advertising manager, and W. Brumberg, western field-ex-
dition manager.

**Review Para. Short**

special press premiere of "The L" second subject in Paramount's Eastman color "Sports Illus-
tory series, will be held at Aque-
Rase Track Tuesday in con-
con with ceremonies celebrating 1st anniversary of the racing Leslie Winik, executive producer, the "Sports Illustrated" series, ex-
cutive of the New York Rac-
association will be hosts to more than 50 representatives of the New trade papers, sports and general

**Mansdorf Sales Control**

Mgr. for Continental

Milton Mansdorf has been ap-
nointed manager of the sales control depart-
ment for Continental Distribut-
ing, Inc., it was announced by Carl Peppercorn, vice president in charge of sales.

Mansdorf entered the industry in 1946 as a publicist for RKO Radio Theatres, later joining MGM-Inter-
national in the same capacity. He was with Century-Fox, as a booker, and prior to as-
suming his new post at Continental was a publicist for Artisan Films in London, England.

**Film Exhibit at Michigan State Fair Provides Big Promotion Opportunities**

*Special to THE DAILY*

DETROIT, Sept. 8—Industry observers who have been watching closely to the results of the installation of a motion picture institutional exhibit at the Michi-
gan State Fair here are impressed to date by two factors.

The film exhibit materialized as a result of conferences between local industries and state fair officials. The fair offered the industry $7,500 worth of space in exchange for theatre-
publicity of the event. The ven-
ture was agreed upon and construc-
tion was initiated with the backing of the Pepsi Cola Co. National Screen Service. The Motion Picture Council of Greater Detroit, Project-
ionists Union, Allied Theatres of Michigan, and the Metropolitan Dis-
tributors of Detroit.

Speed was the essence, and in just 48 hours projectionist Willie Wil-
kinson assembled, perfected and set-
up an un-based projector and booth-
room which opened at 12:55 a.m. with a Nobody theater screen board high screen with a massive masked wood frame. Standee elec-
tronics advertising devices were set in and home-made plywood easels to hold 30 x 40 inch posters were painted and placed in the 100-ft. diameter hemisphere which houses the exhibit.

The 20 minute presentation con-
sists of five reels of trailers from near-
ly 30 current and upcoming attrac-
tions at local theatres with each dis-
tributor contributing a cartoon to add variety to the fare. Another important feature of the exhibit is the distribu-
tion of 2,500 free passes donated by Fox and Telenews Theatres in Detroit.

As the easter ear they are given numbered stubs. The show starts and expires of the first reel the house lights come up. Two young ladies call out 20 numbers and the winning stub holders receive free passes. The lights then dim and the show con-
tinues. This agenda continues until closing time with alternate shows be-
ing offered.

The admission-free exhibit runs daily from 11 a.m. until 10 P.M. and patrons are seated on second hand benches.

Despite the relative simplicity of the show and factors of discomfort, particularly, Friday, when the presentation has been playing to standing room only crowds and an estimated 35,000 persons, many of these have not attended movies recently, will view these new films before the fair closes on Sunday night.

Because of the cooperation of the many contributors to the show the cost has been negligible and the response to the exhibit highly gratifying.

**British Censor**

(Continued from page 1)

small screen for up to five hours a day, but that a large number of busi-
nessmen went home to turn on tele-
vision after they allowed it to remain on for the entire evening, regardless of what was being shown.

The film censors, according to Trevelyan, were very much perturbed about violence, and regarded it as their greatest problem, quantitatively and in other ways. There were other countries of the world, he said, where violence was more no more acceptable than in the U.K., but it is obviously a strong box office attraction.

**MGM to Film 'Bounty' in Ultra Panavision**

HOLLYWOOD, Sept. 8—M-G-M will film "Mutiny on the Bounty" in Ultra Panavision process. Developed by Panavision, Inc., under the direction of Robert Gottschalk, the process is in 70mm size and has resulted from the use of the Camera 65 system used in "Ben-Hur" and which also uses lenses made by Panavision. “Bounty," being produced by Aaron Rosenberg and directed by Sir Carol Reed, will be the first to use the new process.

**Stars' Benefit Slated**

SAN DIEGO, Cal., Sept. 8—"I Aim at the Stars," the Charles Schnee pro-
duction for Columbia release, will have a charity benefit premiere here on Oct. 13 at the Spreckles Theatre. Proceeds will be donated to the Hall of Science Foundation of San Diego.

**Miss Kohnsky Resigns**

WASHINGTON, Sept. 8—Dorothy Kohnsky has resigned as executive secretary of the Variety Club of Washington, Tent No. 11. The resignation, effective Sept. 23, comes after almost 15 years of service to the or-

**Johnston Finds**

(Continued from page 1)

Nigeria if there is to be a massive and loyal following for U.S. product. The first is more befitting American films and the second is more and better theatres. The U.S. industry can, and should, be doing something about both.

"On quality, I want to tell of conversations with two cabinet officials. One said he likes films but, un-
fortunately, rarely saw what he consid-
ered a good theatre. What should or-
organized a film group, would it be pos-
tible to obtain a good U.S. 16mm feature to show to this special group every week?"

"He Sees Only Westerns"

The other cabinet minister said the only U.S. films he sees are west-
erns. The question now arises. Would a great variety and diversity of features and wished they could be made available for showing here?

"Frankly, our theatres aren't among the best in Africa. They are open-air affairs and show one program nightly . . . when it doesn't rain. Ibadan, a city of almost one million, has only four theatres. What a wom-
filled, air-conditioned theatre, with multiple showings daily, couldn't do in Ibadan!"

"Everywhere I went in Nigeria I kept hearing these questions. Would enclosed theatres be profitable in the larger communities? Should U.S. in-
terests engage in a theatre-construc-
tion program? (Most agreed the an-
swer was yes.) Should the U.S. make a few pictures not for universal ap-
peal but geared especially to African audiences? (The Germans and French are doing it.)"

**Calls Country Dynamic**

"In the two areas of need the U.S. film industry is called upon to take respon-
sibility. Nigeria is a growing, dy-
namic country; its people have the in-
domitable pride and spirit of Texas, Florida, and California combined. If we are able to our responsibilities, we can make lasting friends and do wel-
come business here . . . good busi-
ness."

"A word about television. A few him informed me that, with tv now in western Nigeria and coming to eastern Nigeria next month, the film industry may have already missed the boat."

"Tv operates under difficulty. There are only 2,500 sets today in the coun-
try. The cost of a set . . . a minimum of $100 . . . is far out of reach of the average person, and will be for a long time to come. The electrical supply is uncertain."

U.S. Films at $14 to $19.60

"Yet a commercial tv station does operate. It buys U.S. films from Britain, paying $14 to $19.60 for a half-hour show. At these prices you can imagine the quality of the image."

"So tv is still in swaddling clothes. The hazards to its growth, mostly economic, are likely to keep it stunted for a good while yet."
TV Warned on Music Quality

By SAMUEL D. BERNS

HOLLYWOOD, Sept. 8.—Television stands to lose the quality of good, "identifiable" music, as a result of a recent decision by the now Management, Amendment, and Quality Control of Broadcasters, to institute a "Music Quality Committee," which will meet to discuss methods of improving music quality on radio and television.

Signed by DeMille

The youthful composer, whose talent range was brought into focus when he was signed by the late Cecil B. DeMille to compose the score for "The Ten Commandments" immediately following his modern jazz background theme for "The Man With The Golden Arm," spoke of his recent experiences in television and came up with a suggestion for a solution to the tv music problem.

"Television film producers will have a chance to secure a top composer-conductor if they allow him to create the main title theme and establish the background style for a series. With the privilege of composing new composer-conductors who can take over and follow through on an alternating schedule of work basis. Otherwise, it poses too great a physical handicap to keep a top man in the field," he said.

"No Residual Interest"

"We get no residual interest in our tv work. The extra benefits we might receive depend on a producer's showmanship to see that good music themes are put on records and into albums to help promote interest in his series," he pointed out.

Bernstein, who composed an outstanding theme for the "Riverboat" series, as well as "Johnny Staccato" and music for General Electric Theatre, arrives in New York this week to add the medium of legitimate theatre to his credits. He has been signed for the unusual Broadway task of applying his motion picture technique for background music to the presentation of "Laurel & Hardy" slated to open this Fall.

Bernstein's recent motion picture credits include "The Rat Race" and "From The Terrace."

TV Community Antenna Group Named by NAB

From THE DAILY BUREAU

WASHINGTON, Sept. 8.—The National Association of Broadcasters has announced its 1960-61 Television Community Antenna Committee. Chairman is Eugene S. Thomas, vice-president and general manager, KETV, Omaha.


Will Scan Legislature

The Community Antenna Committee will watch legal and legislative problems in the area of the property rights of broadcast signals and will advise NAB on matters in this field.

Electrovision Sales

$3,162,487 for Year

From THE DAILY BUREAU

HOLLYWOOD, Sept. 8.—Sales for Electrovision Corp.'s first full year of operation, ending May 31, 1960, totalled $3,162,487, Edwin F. Zabel, president, informed shareholders in the company's annual report.

Comparable figures for the prior year are not available as the company was in the middle of its organization program in 1959 and reported only three months of operation in that year.

Zabel reported a loss of $79,001. He said the loss was occasioned by non-recurring expenses arising from completion of the company's reorganization as well as theatre losses in January and February caused by a severe flu epidemic in California.

TV Academy Trustees To Meet in Arizona

The board of trustees of the National Academy of Television Arts and Sciences will meet in Arizona on Sept. 24 and 25. It is attended by Barry S. Ackerman, president. Trustees will convene from the Academy's chapters in Los Angeles, New York, Baltimore, Chicago, Washington, D. C., and Seattle. The Arizona chapter and its president, Gene Blaupl, will be host for the meetings to be held at the Mountain Shadows Hotel in Scottsdale, Ariz.

Some Meetings by Telephone

A pattern has evolved since the founding of the National Academy in June, 1957, to meet in Arizona and Los Angeles chapters wherein the 27 trustees hold regular in-person meetings in the early fall and late spring, and telephone meetings when necessary. The fall meeting is to discuss the "Emmy" Awards structure and presentation, the varied projects being conducted or planned by the National Academy, and the relationship of the national body to the local chapters.

The spring meeting is devoted largely to working out specific plans for the annual telecast of the "Emmy" Awards.

The meetings on Sept. 24 and 25 will study the awards categories, which were generally acclaimed last season, as well as such projects as the Academy's projected tv library and museum.

With the annual international television festival, the Academy's Foundation, which administers its fellowship and scholarship programs, and the newly established public information, lecture and reference bureau which will further television education and the establishment of communications centers on the nation's campuses.

CBS Radio Affiliates

Plan Sept. Convention

The seventh annual convention of the CBS Radio Affiliates Association will meet at the Waldorf-Astoria here Wednesday and Thursday, Sept. 28 and 29, it is announced by John S. Hayes, WTOP, Washington, chairman of the association's board of directors, and Arthur Hull Hayes, president of CBS Radio.

Dr. Frank Stanton, president of CBS, will address the convening affiliate representatives during the second day of sessions.

Network president Hayes will welcome the affiliates and will summarize and explain the pending modifications of the program consolidation plan. All aspects of the new program structure, which would considerably expand the network's schedule of news and public affairs programming, will be discussed during the convention's first day.

Review:

Seven Ways From Sundown

Universal-International

One more demonstration that 1 Texas Ranger always gets his man the Old West is supplied in "Seven Ways from Sundown," a standa Audie Murphy western in color, that is mainly for the Audie Murphy fans.

In this one Audie plays the type character with which he is strongly identified—the hard boiled, laconic, good-looking young man who displays the unexpected sources when the showdown with the badmen comes. At the start of the film he joins up with the Ranger and his young assistant—a joint assign ment with a veteran ranger played by John McIntire—is to track down and bring to justice a notorious outlaw and killer who has eluded the authorities.

Unlike the hero, the killer is an "out beat" character, who has no personal appeal and charm that ever one who comes into contact with him is impressed with his masculinity and the fact that he wants to keep him out of jail instead of helping the lawmen put him in. As played by Barry Sullivan, the outlaw is suave but far too much to be advised by Clair Huffaker in the script.

The picture is slow in getting started, but interest starts to perk on when Sullivan captures Murphy, who has killed McIntire, and forced Murphy to bring his prisoner back to jail by himself. Murphy has to watch his and devious constant attempt to escape, which is thwarted by Indians and rival outlaws attempting to murder Sullivan.

At the end Murphy safely delivers his prisoner but is forced to kill him when Sullivan attempts escape. Murphy is comforted by pretty Venet Stevenson, who plays the girl friend who has always had confidence in him who would come through.

Based on a rejected picture which was produced by Gordon Kahn, the title, by the way, is the name of the hero (believe it or not) who last name is Jones. Running time, 86 minutes. Release, September.

See President Opposed To Import-Label Bill

From THE DAILY BUREAU

WASHINGTON, Sept. 8.—President Eisenhower has withheld his approval of a bill pending for an act to impose a "country of origin" label on it. The bill does not affect the motion picture industry directly. Earlier, but not signing the bill, the President indicated strongly that in the absence of change in U.S. foreign trade policy there would be little or no change in his policy and that the "country of origin" label would probably make no difference in the increased importation of foreign films.

It is expected that the bill will be introduced in Congress.
Expect 1,000 at TOA Meeting in Hollywood

Pickus Reports Favorably on Pathe Lab Plan

(Continued from page 1)

Myron Blank, chairman; a five-member revision committee; George Kerasotes, chairman, and the censorship committee, all on Sunday.

Also on Sunday, the boards of directors of TESMA and TEDA will meet.

As previously reported by Motion Picture Daily, the nominating committee is expected to report back to the TOA board and executive committee meeting Monday with a recommendation that the present slate of officers headed by Albert M. Pickus, president, be re-elected. In all probability this will be done if the consent of the present officers to serve another year can be obtained.

Unfinished Projects a Factor

This will represent a departure from customary TOA practice of electing a new slate of officers annually. The change this year was dictated by the necessity of projects of importance to all of exhibition on which present officers have worked and which remain in an unfinished stage. Among such projects are the anti-pay to fight the efforts to obtain additional supplies of film and others.

The convention will open officially on Tuesday morning with an address of welcome by Pickus and with Bob Selig of Denver in the chair. National Screen Service is sponsor of the first-day luncheon at which Kerasotes will be toastmaster and S. H. Fabian, head of Stanley Warner and one of the American Congress of Exhibitors, will be a speaker.

The election report and the report by the board or directors will be made at this session.

The trade show will open after the luncheon and will continue through Friday, final day of the convention. American International Pictures will be host at a garden party at the Sheraton West Hotel, Tuesday night.

The TOA film merchandising and theatre operations “university” will hold its first session Wednesday morning and Thursday morning. The program will be “Marketing Means Money,” and Harold Chesler of Salt Lake City will act as “Dean," assisted by "Professors" Jack Wilson of Los Angeles and John Krier of Salt Lake City.

Class on Equipment Included

A separate “class” on “Equipment and Maintenance” will have Huld Wolfson of San Francisco as its “Dean,” and L. W. Davee of New York, Walter Bantu, Los Angeles, and W. J. Cosby, New York, as “Professors.”

The new Pathe Laboratories production program will be presented at the Wednesday luncheon sponsored by that company. William Zecken- dorf, president of Webb & Knapp, which is buying this year’s Century-Fox studio property in a $46 million deal, and who is a member of the board of America Corp., parent of Pathe Lab, and Gordon Greenfield, will speak.

The afternoon will be occupied with a trip to Disneyland with Pepsi Cola as host.

The TOA “university” session on Thursday will be on legislation and taxation affecting the industry. Mitchell Wolfson of Miami will be the "Dean," assisted by Jerry Wald, E. Lannan Sara, Manning Chaglassian, Margaret Twymon and Huld Wolfson.

Pay-tv will occupy the general business session Thursday, with Roy Cooper of San Francisco in the chair. Phil Wood of New York will be moderator, and speakers will include William, Cohn of Washington and Sumner Redstone of Boston.

Presentation by Rosen

William Mirisch, president of the Screen Producers Guild, will be guest speaker at a luncheon session, at which Howard Kennedy of Broken Bow, Neb., will be toastmas- ter. Samuel Rosen, executive vice-president of Stanley Warner, will officiate at the presentation of TOA medals.

A program on drive-in theatre opera- tion at the nearby Harbor Drive-In Theatre will occupy the afternoon. Dwight Spracher of Seattle and Edward Redstone of Boston will be co-chairmen for the session.

Two sessions of the TOA “university” will take place on Friday, with Martin Quigley, Jr., of Quigley Publications as moderator of one on Merchandising, and Mrs. Twymon of the other, “Community Conquest—1961.”

Ten Panels Slisted

Quigley will have as panelists Myr- on Blank, James Gaylord, Jr., C. L. Patrick, Fred C. Souther, David A. Lipton, Louis Fincke, Otto Preminger, Harold Field, M. B. Smith and Ross Hunter.

Assisting Mrs. Twymon will be Margaret O’Hara, Dina Merrill, John Lavery, John Gavin and Walter Reade, Jr.

The final day’s luncheon session will be hosted by new member companies of the Motion Picture Ass’n of America. John Bowley of Dallas will be toastmaster, and Richard F. Walsh, president of the JATSE and board chairman of the Will Rogers Memorial Hospital will be a speaker.

Doris Day to Receive Award

National Carbon Co. will host a cocktail reception in advance of the annual president’s banquet Friday night, with Coca-Cola host of the Cocoanut Grove affair. Sherrill C. Cooney will be toastmaster. A feature of the evening will be the presenta- tion of TOA’s “Star of the Year Award” to Doris Day.

A complete social program for the ladies also has been arranged.

Co-chairmen of the convention are John C. Broumas, Chevy Chase, Md.; C. E. Cook, Maryville, Mo.; Howard Kennedy, Broken Bow, Neb., and John H. Stembler, Atlanta.

SPG Outlines Plea Prepared For Exhibitors

"Dean," assisted by Jerry Wald, E. Lannan Sara, Manning Chaglassian, Margaret Twymon and Huld Wolfson.

Pay-tv will occupy the general business session Thursday, with Roy Cooper of San Francisco in the chair. Phil Wood of New York will be moderator, and speakers will include Wolfson, Cohn of Washington and Sumner Redstone of Boston.

Presentation by Rosen

William Mirisch, president of the Screen Producers Guild, will be guest speaker at a luncheon session, at which Howard Kennedy of Broken Bow, Neb., will be toastmas- ter. Samuel Rosen, executive vice-president of Stanley Warner, will officiate at the presentation of TOA medals.

A program on drive-in theatre opera- tion at the nearby Harbor Drive-In Theatre will occupy the afternoon. Dwight Spracher of Seattle and Edward Redstone of Boston will be co-chairmen for the session.

Two sessions of the TOA “university” will take place on Friday, with Martin Quigley, Jr., of Quigley Publications as moderator of one on Merchandising, and Mrs. Twymon of the other, “Community Conquest—1961.”

Ten Panels Slisted

Quigley will have as panelists Myr- on Blank, James Gaylord, Jr., C. L. Patrick, Fred C. Souther, David A. Lipton, Louis Fincke, Otto Preminger, Harold Field, M. B. Smith and Ross Hunter.

Assisting Mrs. Twymon will be Margaret O’Hara, Dina Merrill, John Lavery, John Gavin and Walter Reade, Jr.

The final day’s luncheon session will be hosted by new member companies of the Motion Picture Ass’n of America. John Bowley of Dallas will be toastmaster, and Richard F. Walsh, president of the JATSE and board chairman of the Will Rogers Memorial Hospital will be a speaker.

Doris Day to Receive Award

National Carbon Co. will host a cocktail reception in advance of the annual president’s banquet Friday night, with Coca-Cola host of the Cocoanut Grove affair. Sherrill C. Cooney will be toastmaster. A feature of the evening will be the presenta-
"BRILLIANT AND EXCITING, DARLING! Commercial prospects are as bright as its brilliant treatment!"
—Hollywood Reporter

"There is sex, graphically illustrated in a frenzied burlesque sequence and boldly verbalized in several instances. EXPLOITABLE ELEMENT COULD SPELL SOLID GROSSES! Grossing and bears watching!"
—Independent Film Journal

"GRIPPING MELODRAMA! Word-of-mouth will help boost profits. Direction is well-paced and inventive."
—Film Bulletin

"Sensational! SHOULD STIMULATE AND ATTRACT ATTENDANCE! Characterizations are good, as are the direction and production."
—M. P. Encore

PHILIP YORDAN presents

STUDS LONIGAN

A LONORIGE ENTERPRISES, INC. Production

starring
CHRISTOPHER KNIGHT and
DICK FORAN • VENETIA STEVENSON • JAY C. FLIPPEN

Based on the novel by JAMES T. FARRELL • Written and Produced by PHILIP YORDAN • Directed by IRVING LERNER
Legates Told
Man Booth Is Isappearing, OA Reports
Now Limited to East Special Situations

From THE DAILY Bureau
OLLYWOOD, Sept. 11.—"The of the two-man projection booth pithy disappearing in the motion picture theatre industry," is the conclusion reached by Theatre Owners of America as a result of a survey conducted with the cooperation of its members in every major American city and every state. The results of the survey are published in the TOA Handbook prepared in section with its annual convention for in traditional style.

The survey shows that two-man booths exist only in the larger cities, in some of the larger and newer drive-ins, in the road show houses, in chain houses and geographically, the hard core of remaining two-man booth opera tors is in the East and centered

(Continued on page 2)

A Told 230 Films Made Available ‘60

From THE DAILY Bureau
OLLYWOOD, Sept. 11.—The 10 production companies will offer a total of 230 new features to theaters in the 1960 calendar year, each is six more than 1959’s all-time high of 224; 60 less than 1958, and less than the 425 of a decade ago. This is the product message being

(Continued on page 2)

Victor in NLRB Election, 473-408
AFM Wins Studio Nod As Bargaining Agent
Defeats MGA; 24 U-I Votes Challenged; Victory May Affect Dispute with WB

By SAMUEL D. BERNs

HOLLYWOOD, Sept. 11.—The American Federation of Musicians regained its position as the bargaining agent for musicians at all of the major studios, with one exception, which will be clarified upon investigation of the challenged votes, as a result of the two-day National Labor Relations Board election, denouncing the rival Musicians Guild of America from the position it held during the past two years.

The court ruling last week that Warner Brothers may now proceed with the sale of post-1954 theater television on the contention that the AF of M did not have jurisdiction at the studios, is now expected to be affected by the NLRB victory when AF of M presents its appeal to Federal Court.

Universal - International is now the only major studio in question on jurisdiction, with 24 unopened votes

(Continued on page 4)

Appeal to Kahane on Foreign ‘Oscar’ Rules

A personal appeal to B. B. Kahane, president of the Academy of Motion Picture Arts and Sciences, has been initiated by Independent Film Importers and Distributors of America in their fight to alter the rules governing the selection of foreign films for the "Oscar" nominations.

Richard Brandt, head of IFIDA’s governing committee, said at a conference at the weekend that previous

(Continued on page 5)

Long Business in Atlanta Theatres Reported Up;
Exhibitors Say Grosses Running Ahead of ’59

From THE DAILY Bureau
WASHINGTON, Sept. 11.—The federal Communications Commission is expected to consider some time this week the question of further proceeding in the application for an experimental pay-TV license by WHCT, Atlanta, Conn. There is no real indication of any decision in this matter.

(Continued on page 4)

IFIDA Marks Its First Anniversary
A continued fight against censorship, showmanship awards and greater industry trade cooperation were promised by the Independent Film Importers and Distributors of America here at the weekend on the occasion of their first anniversary.

Executive Director Michael F. Victor in NLRB Election, 473-408
AFM Wins Studio Nod As Bargaining Agent
Defeats MGA; 24 U-I Votes Challenged; Victory May Affect Dispute with WB

By SAMUEL D. BERNs

HOLLYWOOD, Sept. 11.—The American Federation of Musicians regained its position as the bargaining agent for musicians at all of the major studios, with one exception, which will be clarified upon investigation of the challenged votes, as a result of the two-day National Labor Relations Board election, denouncing the rival Musicians Guild of America from the position it held during the past two years.

The court ruling last week that Warner Brothers may now proceed with the sale of post-1954 theater television on the contention that the AF of M did not have jurisdiction at the studios, is now expected to be affected by the NLRB victory when AF of M presents its appeal to Federal Court.

Universal - International is now the only major studio in question on jurisdiction, with 24 unopened votes

(Continued on page 4)

Appeal to Kahane on Foreign ‘Oscar’ Rules

A personal appeal to B. B. Kahane, president of the Academy of Motion Picture Arts and Sciences, has been initiated by Independent Film Importers and Distributors of America in their fight to alter the rules governing the selection of foreign films for the "Oscar" nominations.

Richard Brandt, head of IFIDA’s governing committee, said at a conference at the weekend that previous

(Continued on page 5)

Long Business in Atlanta Theatres Reported Up;
Exhibitors Say Grosses Running Ahead of ’59

From THE DAILY Bureau
WASHINGTON, Sept. 11.—The federal Communications Commission is expected to consider some time this week the question of further proceeding in the application for an experimental pay-TV license by WHCT, Atlanta, Conn. There is no real indication of any decision in this matter.

(Continued on page 4)

IFIDA Marks Its First Anniversary
A continued fight against censorship, showmanship awards and greater industry trade cooperation were promised by the Independent Film Importers and Distributors of America here at the weekend on the occasion of their first anniversary.

Executive Director Michael F. Victor in NLRB Election, 473-408
AFM Wins Studio Nod As Bargaining Agent
Defeats MGA; 24 U-I Votes Challenged; Victory May Affect Dispute with WB

By SAMUEL D. BERNs

HOLLYWOOD, Sept. 11.—The American Federation of Musicians regained its position as the bargaining agent for musicians at all of the major studios, with one exception, which will be clarified upon investigation of the challenged votes, as a result of the two-day National Labor Relations Board election, denouncing the rival Musicians Guild of America from the position it held during the past two years.

The court ruling last week that Warner Brothers may now proceed with the sale of post-1954 theater television on the contention that the AF of M did not have jurisdiction at the studios, is now expected to be affected by the NLRB victory when AF of M presents its appeal to Federal Court.

Universal - International is now the only major studio in question on jurisdiction, with 24 unopened votes

(Continued on page 4)

Appeal to Kahane on Foreign ‘Oscar’ Rules

A personal appeal to B. B. Kahane, president of the Academy of Motion Picture Arts and Sciences, has been initiated by Independent Film Importers and Distributors of America in their fight to alter the rules governing the selection of foreign films for the "Oscar" nominations.

Richard Brandt, head of IFIDA’s governing committee, said at a conference at the weekend that previous

(Continued on page 5)

Long Business in Atlanta Theatres Reported Up;
Exhibitors Say Grosses Running Ahead of ’59

From THE DAILY Bureau
WASHINGTON, Sept. 11.—The federal Communications Commission is expected to consider some time this week the question of further proceeding in the application for an experimental pay-TV license by WHCT, Atlanta, Conn. There is no real indication of any decision in this matter.

(Continued on page 4)

IFIDA Marks Its First Anniversary
A continued fight against censorship, showmanship awards and greater industry trade cooperation were promised by the Independent Film Importers and Distributors of America here at the weekend on the occasion of their first anniversary.

Executive Director Michael F. Victor in NLRB Election, 473-408
AFM Wins Studio Nod As Bargaining Agent
Defeats MGA; 24 U-I Votes Challenged; Victory May Affect Dispute with WB

By SAMUEL D. BERNs

HOLLYWOOD, Sept. 11.—The American Federation of Musicians regained its position as the bargaining agent for musicians at all of the major studios, with one exception, which will be clarified upon investigation of the challenged votes, as a result of the two-day National Labor Relations Board election, denouncing the rival Musicians Guild of America from the position it held during the past two years.

The court ruling last week that Warner Brothers may now proceed with the sale of post-1954 theater television on the contention that the AF of M did not have jurisdiction at the studios, is now expected to be affected by the NLRB victory when AF of M presents its appeal to Federal Court.

Universal - International is now the only major studio in question on jurisdiction, with 24 unopened votes

(Continued on page 4)

Appeal to Kahane on Foreign ‘Oscar’ Rules

A personal appeal to B. B. Kahane, president of the Academy of Motion Picture Arts and Sciences, has been initiated by Independent Film Importers and Distributors of America in their fight to alter the rules governing the selection of foreign films for the "Oscar" nominations.

Richard Brandt, head of IFIDA’s governing committee, said at a conference at the weekend that previous

(Continued on page 5)
2-Man Booth Disappearing

(Continued from page 1)

around the New York-New Jersey area, TOA reports. Elsewhere in the country it is only in the first run, big city operations.

The change has been accomplished in the last decade during which many marginal theatres were forced to close. In all instances, according to TOA, the reduction from two men in a booth to one elderly projectionist which ranged from 25 to 50 per cent, and average about 33 per cent.

"This has resulted in substantial savings in the booth operation, the average operation the booth constitutes a major portion of the operating "nut," the survey found.

It notes that while there were some instances of "near-strikes" in effecting the reduction, in a "majority of instances, the IAITE recognized the plight of the theatres and reluctantly but realistically agreed to the reduction.

The union's recently reported that the plight of the theatres was real: that many would actually close if booth costs along with other operating expenses could not be cut, and appealed to the remaining one job to to lose two.

The changeover from nitrate to acetate film also has been an important step in the improvement, the trade association.
The survey found, many states rewrote their safety and projection codes to eliminate the erstwhile two-man requirements for nitrate film use.

Krasnner Appointed to Para. Drive-In Contracts

Ted Krasnner has been appointed to the newly-created post of national director of the Para. Drive-In Contract and International Production Sales. The appointment was announced by George Weltner, president, Paramount Film Distributing Corp. Overall drive-in sales will continue under the direction of vice-presidents Hugh Owen, for the east, and Sidney Deneau, for the west, with Krasnner handling the home office administration.

Krasnner has been executive aide to the sales manager of Cecil B. DeMille's "The Ten Commandments" since the formation of a special home office unit for the production over four years ago. His new duties become effective immediately.

Johnston Here Wed.

Eric Johnston, Motion Picture Ass'n, president, will return to New York this afternoon to wedler, TOA reports, a six weeks survey of potential African film markets. Ralph Hetzel, MPAA vice-president, who accompanied Johnston, will remain abroad an additional week or 10 days, according to Motion Picture Export Ass'n, European office.

Johnston is expected to go directly to his Washington office from here, reporting on his trip later to a meeting of the MPEA board.

TOA Told 230 Films

(Continued from page 1)

given to Theatre Owners of America members who will convene here this week in their annual convention at theto. The purpose of the exhibitors' efforts to overcome it have the importance of the four-day business program.

Even the 230 total for this year is somewhat misleading, the product report published in TOA's convention Handbook asserts. The number was attained, it says, "because to close to 25 per cent, or approximately 50 films, were made abroad by European companies, and many of them have and will prove of doubtful help on the box office.

The number "is at least triple the foreign films released by the major companies in prior years," TOA says, and attributes the increase to the Screen Actors Guild strike last spring.

Through June, the 10 companies released 107 pictures, "Almost the portion of real quality blockbuster fare was telecopied into the two months of July and August," it notes.

In 1959, TOA told 230 films at this time promises little improvement, TOA says. It can find only 118 pictures from all sources in view.

Lippert Doubles Budget For 'Storm Country'

FROM THE DAILY Bureau

HOLLYWOOD, Sept. 11. — Following a conference with Syros P. Skouras, president of 20th Century-Fox, and that company's production chief, Robert Goldstein, Robert Lippert, liaison between 20th and APL, announced the doubling of the budget, and an increased shooting schedule, for "Tess of the Storm Country," which will be filmed in Cinemascope and color.

MGM Promotes Capps

Robert Capps has been promoted to MGM assistant branch manager in Boston, it was announced by Robert Mochrie, general sales manager. Capps has been a salesmen in Jack- sonville since 1931, and was an office manager and head booker there before becoming a salesman. He joined MGM 14 years ago in Atlanta.

check with... for the best in national screen service

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertman, News Editor; Herbert V. Feld, Advertising Manager; Gus H. Fuseli, Production Manager; TELEVISION TODAY, Charles S. Harrison, Editorial Director; Pinky Harbinson, Eastern District; Don Weidler, Western District; D. C. Caucasian, London Bureau; John N. Johnson, New York Bureau; Beatrice Sheiner, Advertising Sales; Stanley M. Mortenson, Circulation Manager; International Edition, Eugene V. Rostow, Editor; Herbert V. Feld, Advertising Manager; thru the 24th edition; Quigley Publishing Company, Inc., 1276 Sixth Avenue, Rockefeller Center, New York, 20. Noble, Office Manager; Frank H. Mayer, Bookkeeper; A. J. Bucci, Postmaster; G. H. Weidler, Sub-Agent; Robert M. Haggard, Assistant Sub-Agent; James A. Field, Postmaster at New York, N. Y., under the act of March 3, 1919. Subscription rates per year, 60 in the Americas and 1.2 foreign single copies.

Article Cites 'Oscar's' Value at Box Office

The winning of a major Academy Award, or a number of them, can mean an increase of many hundreds of thousands of dollars in a film's distribution gross, Harry McWilliams, coordinator of publicity and promotion for the Awards presentations program for the past two years, put out in an article in the current issue of "Public Relations Journal."

McWilliams' article, entitled "The Story Behind Making 'Oscar' a Star" describes the awards and describes the promotional programs which go behind the last several years at the under industry sponsorship, at which gave it a record tv and ad audience and extensive publicity other media.

Rube Jacker, vice-president in general sales manager of Columbia Pictures, is quoted as saying the 1959 "best" picture, "The Bridge on the River Kwai" meant well over $1 million additional gross.

Jack Byrne Quoted

Jack Byrne, former MGM general sales manager, is reported as having credited the nine awards to "Gigi" in 1959 for "a deal great deal of additional revenue during the weeks of release following the announcement."

"And "Butch" Hurs' 11 awards this year are so to be responsible for each that playing the picture being "beside by promoting advance reservations" immediately after Academy Awards night.

McWilliams also relates that none Sigourney's "best actress" last spring meant net at less a half million dollars in additional film rentals to the producers of "Room at the Top."

DuPont Is Considering Entering Color Field

The DuPont Co. has confirmed reports that it is considering entering the color photographic film market, but does not expect to make a decision soon.

In a story in the Wall Street Journal at the weekend, a DuPont spokesman denied that an agreement has been already signed to bring out t films with Technicolor Corp. The had been rumors that Technicolor agreed to distribute and process films to be made by DuPont.

The DuPont spokesman said the company has been talking with officials of several companies, including Technicolor, to obtain information about marketing, distribution at technical problems. DuPont officials also said that they enter color film market the company might choose to do its own marketing and processing of the film.

PLANNED SCREENING FOR "STORM COUNTRY?

From THE DAILY Bureau

HOLLYWOOD, Sept. 11. — Following a conference with Syros P. Skouras, president of 20th Century-Fox, and that company's production chief, Robert Goldstein, Robert Lippert, liaison between 20th and APL, announced the doubling of the budget, and an increased shooting schedule, for "Tess of the Storm Country," which will be filmed in Cinemascope and color.
The majority of the nation's exhibitors through the years have been purchasing their trailers from one source, National Screen Service, under the company's "weekly service plan."

When Columbia announced its intention to produce and distribute its own trailers, NSS, with more than 70 percent of its accounts on the weekly plan, recognized its continuing obligation to theatre owner customers. At considerable expense and effort, the service company has proceeded to create and produce its own trailers on Columbia product in order that it might fulfill the terms of its weekly service plan for the benefit of its customers. The exhibitor can do no less than live up to his contractual obligation. If exhibitors seek a reduction because of the Columbia situation, as some shortsighted theatre owners have done, they are in effect starting the inflationary spiral in trailer costs and must ultimately be prepared to purchase each trailer at a la carte prices.

Theatre owners have always had an option to buy their trailers from National Screen on a weekly basis or per trailer arrangement. Surely they must know that the former plan costs considerably less than the latter. No theatre owner should do anything to make it necessary for the elimination of the "weekly service plan." In fact, exhibitors should be smart enough to insure its continuation into the future for their own protection.

THAT'S JUST EXACTLY OUR POINT! ...and thanks to the INDEPENDENT FILM JOURNAL for making it for us!
Three Columbia Ads In ‘Times’ Film Section

Ads for Columbia Pictures released dominated the announcement section of yesterday’s New York Times with half-page ads on three consecutive pages. The first of the ads announced the start of ticket sales for “Pepe,” the George Sidney International-Pesa Films International film, which will play the Criterion Theatre on a roadshow policy.

The other two ads were on facing pages. They were for William Coetz’s “Song Without End,” now in its fifth week at the Radio City Music Hall, and the longer run “I’m All Right, Jack,” in its 21st week at the Guild Theatre.

Seeking Writ (Continued from page 1)

Censorship, which denied the distributing company a license to exhibit the The Respectful Prostitutes (submitted under the title: Respectful Tramp) on the ground that public showing of the picture would tend to incite to riot.

The company contends that content of the picture is not a factor in its current action, that the fight is against prior censorship as an infringement of the First Amendment rights of free speech.

“Censorship in any form is an evil that tends to inhibit all forms of expression,” Bilgey said. “Virginia is one of the few remaining states which requires prior submission of film to a board of censors, thus seeking to make a privilege of what the Constitution guarantees as a right.”

Here for ‘Spartacus’

Bud Westmore, make-up head on ‘Spartacus,’ Bryna production being released by Universal-International, who is one of the five “behind-the-scenes” personalities touring on behalf of advance promotion of the picture, is here from Atlantic City for three days of promotional activity on the picture. Westmore, who was one of the judges in the MFA’s “Miss America” beauty contest pageant at Atlantic City, will participate in a series of special promotions as well as press and syndicate interviews aimed at the beauty sections of the newspapers.

AFM Winner (Continued from page 1)

there being challenged by MCA. Decision on the investigation by the NLRB is not expected for at least 10 days.

AF of M won over MCA at all other studios by a total vote of 473 to 408. MCA won an NLRB election earlier this year gaining bargaining control for musicians with the Alliance of TV Film Producers and several independent tv producers; and has under its jurisdiction several record companies as well.

Ken Halls NLRB Vote

As “Unionism Victory”

Last week’s National Labor Relations Board election in Hollywood that restored the American Federation of Musicians as bargaining agent for musicians employed by major studios was hailed by Herman Kenin, AF of M president, as “a significant victory for trade unionism as well as for instrumentalists everywhere.”

“It signals,” he said, “the speedy end of dual unionism and the kind of unity of purpose that enables an honest trade union to represent its members effectively.

“I am sure I speak for the vast majority of our 265,000 members when I say that we regard the election result more as a realization of musicians’ unity as a victory over other musicians.”

Post-45 Films Prime Item

Union circles here expected the AF of M’s probable next move, following certification by the NLRB as bargaining agent in five days, would be to seek new contract negotiations with the studios, which would be certain to cover payments for re-use of film scores when post-49s films are sold to television.

One AF of M contracts contained a clause prohibiting companies from disposing of their post-48 libraries without prior negotiations with the union for a share in the re-use proceeds. The Federation brought suit to halt Warners from commissating

its $11 millions post-48 deal with Seven Arts Pros, but the Federal court here dismissed the action on the grounds that AF of M had ceased to be the bargaining agent for studio musicians when it lost the 1958 NLRB election to the Musicians Guild of America.

Legal circles surmised at the weekend that the AF of M, which has been certified anew as bargaining agent, would have to return to court in its newest status to prosecute a similar action.

Meanwhile, Warners has closed the Seven Arts deal. The court indicated last week that its legal remedy thereafter would be in the form of a damage action.

Sen. Sparkman (Continued from page 1)

Sparkman said he believes “every American should see,” and which he hopes “millions of people in other lands will see” of the picture.

“I am the credit of Mr. Schnee that he undertook to make this film,” Sen. Sparkman said. “Dr. Von Braun is a public figure who was rescued by the picture. But the picture does not gloss over any of the facts.

“The film also delineates fully the great decision that had to be made at the conclusion of the war by our military authorities on the disposition of the German rocket and missile experts. It shows how that gamble paid off, not only to our great advantage in the race for space, but in gaining us a large number of good and valuable citizens. A further proof that the United States is able to accept people who have lived under the most foreign of doctrines and nurture them so that they understand and accept our ideals of freedom.”

Sen. Sparkman said, “The Columbia Pictures and the U.S. Army, which cooperated in the making of the film, must be commended.”

Connecticut Pay-TV

(Continued from page 1)

eration of the course that it is likely to follow. One informed source notes that there are several possible views on the decision, and that any indication that a decision has been made is “all speculation.”

The major question at issue is the type of hearing policy that FCC will order. Under the law, FCC cannot dismiss an application without one. Marcus Cohn, attorney for theatrical exhibitors, has actively sought to have the commission follow the procedure for rate hearings follow a normal course starting with proceedings before a hearing examiner.

Advocates of a quick grant of an experiment of rate hearings here found that the full commission consider the case right away and approve the application. An alternative, which would be welcomed by the proponents of pay-TV, would have to be for FCC declare that the WHCT-TV application meets the criteria which the commission has set for experimental pay-TV operations and issue the license forthwith.

Toronto Mayor

(Continued from page 1)

reports from the various committees and executives. The delegates met under a committee on municipal affairs, and with both Olah and Mr. Bown, president of the Plastide Theatre, Oshawa, was the speaker.

Clyde Gilmore, Toronto Telegram newspaper critic, was the featured speaker at the afternoon session.

The convention closed today with a luncheon meeting.

‘Young Men’ Big in All Types of Situations

Hall Bartlett’s “All the Young Men” gives all indications of being a runaway hit on the basis of box office returns this engagement.

It was presented at the weekend by R. Jackter, Columbia vice-president and general sales manager. Pointing gross figures from varying types of engagements, Jackter said the drama is scored heavily in large metropolitan areas and small cities alike.

Quotes Figures from 7 Cities

Among the figures Jackter mentions were: New York, the franchise record in its history with successive weeks of $40,045 and $5,600; Chicago, the world premiere engagement at the Roosevelt has the best business so far, weeks of $7,977, $2,403 and $2,117; Los Angeles, where a 22 thousand engagement scored an opening day gross of $2,145; Denver, the theatre hitting $17,639 in first nine days; Salt Lake City, where $13,000 was registered at the Lyric; and the five thousand, a week in Denver; the Liedel for the first week; a Great Falls, Mont., where the Lee Theatre hit a house record of $5,325 in the first six days.

‘Love’ Opens Big Here

“Let’s Make Love,” 20th-Fox release, was reported doing big business here at the week’s close in its drive engagements at the Paramount and Trans-Lux 52nd Street Theatre. Opening day the film grossed $810 at the Paramount, the best opening day for a picture in two years, while Radio City set the figure was $321 just $100 short of the opening record at the house.

B.V. Meeting Today

Buenavista’s sales and promotion plans for Walt Disney’s 1961 entertainment line-up will be set at a series of meetings attended by O. Disney, E. Cardon Walker, v.p. in charge of advertising and sales; Ray Keller, assistant to L. Hey and B. V. district managers New York today, was announced by Irving H. Ludwig, Buenavista president.

Stoloff Services Held

Hollywood, Sept. 11.—Served for Ben Stoloff, 64, producer-director who died Thursday following a brief illness, were held Sunday at the studio headquarters by the Motion Pictures Motion Pictures, with eulogies by both Olah and Mr. Bown, president of the Union, and Mr. Bown, president of the Plastide Theatre, Oshawa, was the speaker.

Clyde Gilmore, Toronto Telegram newspaper critic, was the featured speaker at the afternoon session.

The convention closed today with a luncheon meeting.

Harry Weissman, father-in-law of C. R. Rosen, branch manager of Century-Fox.

Reissman Rites Held

Pittsburgh, Sept. 11.—Funeral services have been held here for Harry Weissman, father-in-law of C. Rosen, branch manager for Century-Fox.
New British Release Pattern Proposed To Coincide with Saturation Ad Drives

From THE DAILY Evening

LONDON, Sept. 8 (By Air Mail)—A revolutionary new release pattern to coincide with saturation advertising campaigns is advocated by the Kinematographic Renters' Society in a report to the Cinematograph Exhibitors' Association. The plan, which proposes a major modification of the London release pattern, has been largely brought about by the impact of tv advertising on current releases in recent months. It will be considered by the CEA's general council next Wednesday.

Text of the KRS proposals is as follows:

"An analysis of the theatres currently playing back with pride upon release reveals a wide variation in their boxoffice potential, and in order to secure the maximum benefits from comprehensive advertising campaigns in all areas of the country, the KRS that serious consideration should be given to a major modification of the London general release pattern.

TV Advertising Praised

"We have noted with interest the changes that have recently taken place in the South Coast release pattern as a result of the success achieved by television advertising on the Southern Television transmitters. In London, evening newspapers and television cover not only the Greater London area but also the Home Counties, and in general terms it would be sensible to key the play dates of films so advertised as to coincide with the peak of the general release in regard to that campaign. Subsequently the selection of the theatres to play on the first week of London release need have no regard to existing zoning or to their precise geographical location, or to the existing bar.

"Instead, theatres would be selected on the basis of maximum money-tak ing capacity. Thus, for example, on a given circuit release, some of the theatres selected for the first week by the distributor will be situated in Reading and Luton. From this it would follow that a subsequent run release pattern would be developed in the London and Home Counties area, in much the same manner as already exists in all the major Provincial centres.

The availability of advertising media in all their forms lends itself naturally to such modification as this, and it is suggested that for this purpose the country could, for example, be broken into the following given areas: (1) South Coast pre-release area; (2) London and Home Counties; (3) Birmingham, the Midlands, East Anglia, South Wales and the South West; (4) Yorkshire, Lancashire, Cheshire and North Wales; (5) Scotland, Northumberland, Cumberland and Durham.

Each to Be Covered in Turn

Each of these areas would in turn be covered by a pattern of release similar to the suggested pattern for London and Home Counties set out above.

"Comprehensive advertising in the areas concerned would be in the direct interests of the exhibitor. It is our opinion that such a development would be to the benefit of all sections of the industry as well as to that of the general public.

"The London release pattern should not be altered in the same way," a member of the KRS said, "until the masters of the craft have been in agreement on what constitutes the rule. A general rule is always better than a temporary rule."

Sneaks' Vital

(Continued from page 1)

previous films, "The Delian Ones" and "On the Beach," has been under way for six months and has "only now begun to pay off" in publicity, he said.

Also participating in the conference were George Schaefer, producer's representative; Roger H. Lewis, UA vice-president in charge of advertising, public relations, and exploitation; Nathanson, international director of advertising and publicity, and Fred Goldberg, national director of advertising, publicity and exploitation.

Scopes to Tour

Kramer also said that John T. Scopes, defendant in the Dayton (Tenn.) trial upon which the film is based, will be in town in behalf of the film, as also will Spencer Tracy and Gene Kelly, of the film's cast, in addition to himself.

"I'm sure it will be a trial-grade handling of the film," Lewis pointed out that despite the fact that "Inherit the Wind" was delivered by Kramer in March, it was decided to hold up its release during the current campaign. This procedure, Lewis said, is contrary to the current pattern of "rushing a picture into release immediately after completion."

"I am not concerned as to whether he was concerned about the new activity of the American Legion," Kramer said that he was concerned about the "publicity aspect of the campaign." He claimed that the Legion is wrong in its attack upon "individual freedom which exists in a democracy." He said that while their objectives were the same, the methods of reaching them were different.

Says Law Should Act

The screen writers cited as subservient by the American Legion should not be attacked by pressure groups, contended Kramer. "If they have done anything illegal," he said, "the proper authorities should take action against them.

Kramer outlined his future producer-director activities for United Artists as including "Judgment at Nuremberg," which will enter production in Germany next January with a cast including Spencer Tracy, Sir Laurence Olivier and Maximilian Schell; "Something a Little Less Serious," a comedy based on an original screenplay by William Rose ("Genevieve" and "Lady Killers"), which will be his first attempt at screen humor and will star world-famous comedians in their parts, not just guest appearances; and "My Glorious Brothers," which he will produce but not direct.

Calls Reason 'Economical'

In discussing "runaway production," Kramer said that producing abroad depends a great deal upon economics. "There is something wrong mathematically," he stated, "when a producer spends $2,000,000 on a picture and it has to gross $6,000,000 for him to break even.

IFIDA Marks

(Continued from page 1)

Mayer, speaking for the entire organization at a press conference, said that the industry accomplished its goals for the year and that they intended to make further advances in the future.

Mayer's first and strongest point concerned the organization's battle against "unconstitutional censorship." IFIDA is losing Films-Around-the World's action in contesting "arbitrary delaying action by U.S. Customs officials" in regard to materials which had been seized by the French postal department, "The Game of Love," according to Mayer, and it is happy with the results of its past program, especially in regard to "Lady Chatterley's Lover" and the Pennsylvania censorship law suit.

The group's future objectives include an exhibition award which will be given on the basis of showmanship. The venture is still in its planning stages and so no definite announcements can be made as yet.

As in the past, Mayer stated, IFIDA will continue to work closely with other members of the industry.

IFIDA Three Potential Sponsors

OLLYWOOD, Sept. 11—Three sponsors in contention for next April's Emmy Awards over the Television Gifting network reported here are Revlon, General Foods and Procter & Gamble. Selection of one will be made within next few weeks. As also reported, according to Academy president B. B. Kahane, is a pledge of approximately $1,000 per year out of the $501,000 Academy will receive annually from the show.

Motion Picture Daily 5

Friday, September 12, 1960
20th Century-Fox ANNOUNCES THE TODD-AO PRODUCTION OF CLEOPATRA WILL BE AVAILABLE FOR SELECTED ENGAGEMENTS IN JUNE

ELIZABETH TAYLOR AS CLEOPATRA  STEPHEN BOYD AS MARK ANTONY  PETER FINCH AS JULIUS CAESAR

PRODUCED BY WALTER WANGER  ROUBEN MAMOULIAN  LAWRENCE DURRELL

DIRECTED BY  SCREENPLAY BY
JOINT ANNOUNCEMENT AT CONVENTION
TOA WILL COUNSEL PRODUCERS ON FILMS
MAKE AGREEMENT WITH SPG TO SERVE AS CLEARING HOUSE ON DATA TO GUIDE FUTURE FILMS; INVITE DISTRIBUTORS TO NEW TALKS

By SHERWIN KANE

LOS ANGELES, Sept. 12.—Theatre Owners of America has made an agreement with the Screen Producers Guild to serve as a clearing house for information to guide future production, beginning with circulation among TOA membership of synopses of pictures to provide producers with an exhibitor evaluation of the box office potential of the proposed films.

This new development in producer-exhibitor cooperation was revealed as one of the results of talks between

the two groups in a joint statement issued here today at the Ambassador Hotel, where TOA officially opens its 13th annual convention tomorrow. The statement was made by Albert M. Fickus, TOA president, and Jerry Bresler, chairman of a special SPG committee.

U.S. OFFICIALS ADDRESS CONFERENCE OF FPCC

TORONTO, Sept. 12—Famous Players Canadian Corp. today opened its four-day national conference of managers, partners and associates here with addresses from various film company sales heads.

John J. Fitzgibbon, president and managing director of FPCC said fol-

Continued on page 4
PERSONAL MENTION

EDWARD E. SULLIVAN, 20th Century-Fox publicity director, returned to New York yesterday from the Coast.

CHARLES BOASBERG, president of Warner Brothers Distributing Corp., and RALPH IANNUZZA, district manager, are in Cleveland from New York.

CARL PEPPERCOHN, vice-president in charge of sales for Continental Distributing, Inc., has arrived in Los Angeles for a two-week tour of the Coast cities.

SPERRE PERAKOS, general manager of Perakos Theatres Associates, New Britain, Conn., has returned there from Hartford.


JACK RICHARDS, manager of the Clinton (Mass.) Drive-in Theatre, has entered a hospital in that community for surgery.

ALLEN REISSNER, film and tv director, has arrived in Hollywood from New York.

MAX MINK, managing director of the Palace Theatre, Cleveland, and SAM SCHULTZ, of Selected Theatres, who does the buying, was in New York from there.

HAROLD V. COHEN, motion picture editor of the Pittsburgh Post-Gazette and Sun-Telegraph, has left there for Germany.

STANLEY A. CHATKIN, M-G-M field representative, is in Albany from New York, to help plan the opening of the “Beam” that is scheduled for the Ritz Theatre there on Sept. 28.

ROBERT M. STEINBERG, president of New England Theatres, Inc., has returned to Boston from Hartford.

JOSEPH E. LEVINE, president of Embassy Pictures, who disembarked at New York last week following a trip to Europe, has returned to his Boston headquarters.

MARYLIN LEAVITT, daughter of Sanford LEAVITT, of the Washington Circuit, Cleveland, will be married on Thanksgiving Day to Robert WILLIAM COOY, of Warren, O.

ANTHONY QUINN has returned to New York from London.

BETTY GILLEN, switchboard operator at the MGM exchange in Boston, will be married in Dorchester on Saturday to James A. MACDONALD, of Winthrop.

DOUGLAS AMOS, general manager of Lockwood & Gordon Enterprises, Boston, has returned there from Hartford.

DR. MIKLOS ROZSA, who is composing the musical score for Samuel Bronston’s “King of Kings,” has arrived in New York from Madrid.

HY GARDNER, television commentator and columnist for the New York Herald Tribune, has returned to New York from Europe.

ELEANOR WARDBOO, booker for Martin & Thompson Theatres, Atlanta, has returned there following a vacation.

MICHAEL B. BROMHEAD, American representative for Lion International Films, Ltd., is in London from New York for a month’s visit.


L. E. GOLDSMITH, Allied Artists Eastern division manager, was in Cleveland over the weekend from New York.

To Promote ‘Cleopatra’

LONDON, Sept. 12.—American publicist Phil Gershof and the Bill Batchelor organization of London have been appointed to create and conduct the production publicity campaign for 20th Century-Fox’s “Cleopatra.” Co-ordinating the production publicity will be Giulio Ascarelli, recently appointed to this new-created post, it is announced by John Ware, director of publicity and advertising for Fox in Britain.

New Comedy for ‘U’

HOLLYWOOD, Sept. 12.—Acquisition by Universal of another important comedy property to follow its “Operation Petticoat” and “Pillow Talk,” was announced by Edward Mohl, U/Vice-president in charge of production.

With the producer Ross Hunter at the production helm, the new property is by Oscar Saul and Harry Kleiner. It carries the working title of “Baby Talk.”

Memphis Tent Receives Heart Award Sept. 2

Formal presentation of Variety Club’s most prized honor, the Heart Award, will be made to the Memphis unit of Variety Club of America during its open session on Sunday evening, Sept. 25.

Howard Nicholson, chief barber of the Memphis unit, will accept an engraved plaque from Internationl Business Manager Edward Emanuel, Variety presentations are to be held in conjunction with the Club’s Heart Day at the University of Tennessee where the local tent provides medical services for indigent children suffering from heart disease, and conducts important research in conjunction with a world-wide humanitarian project for the heart.

The Heart Award is made by Variety International each year to an individual or unit which achieves the record of community service. This is the second time Memphis has earned this honor, having won it in 1958 when the tent established a bank of Milk Bank.

Emanuel in Tribute

In announcing the Heart Award presentation, Emanuel said that “the Barbers of Memphis have demonstrated that Variety is never going to rest on its laurels, is never satisfied to bring about a charity project when needed and let it be forgotten by others. In winning the award for the second time, Memphis underlines that Variety Club members and the Barbers, are not only needed for the sick children and their communities, but always eager to satisfy these needs whenever they arise.”

Rites for F. J. Mayer

Funeral services were held yesterday in Bayswater, London, for Samuel Mayer, a 72-year-old immigrant from Hungary who died at New York Hospital Sunday following a short illness.

Mayer’s first play, “The Firebrand,” was produced here in 1924, in which he did much screen writing Hollywood, including the scripts “Merrily We Go To Hell,” “Not Dumb,” “The Buccaneer,” “End Express,” “Rico,” “They Met In A Lavatory,” “To Be or Not To Be” and “Royal Scandal.”
New USIA Fund for Films Uncut

From THE DAILY Bureau
WASHINGTON, Sept. 12. — The film get of the U.S. Information Agency for the current fiscal year will be substantially unchanged from the prior year, according to Turner Shelton, chief of the agency’s motion picture division. As things are shaping up in budgetary circles, there will be some $66 million available to the division, he pointed out.

Within the U.S.I.A. film operations, funds will be split in substantially the same proportion as last year, with $40 million going for production and balance for other activities. Funds will be available for production of about 14 documentary films, for advertising in newspapers and on special events, and for making color records of some heads of foreign delegations to the U.S. Money will also go toward making stage versions and prints of films at the agency uses 41 languages in more than 50 countries in which film program operates. It operates through 150 print exchanges (including mobile units) plus some 260 cinema facilities.

D.C. ‘Post’ Changes Amusements Format

D.C. ‘Post’ Changes Amusements Format
From THE DAILY Bureau
WASHINGTON, Sept. 12. — The Washington Post & Times-Herald has switched its Sunday amusements section from tabloid to full newspaper size with full color front page. First color picture to be featured was one of Ralph Bellamy in Doré Schary’s “Sunrise at Campobello,” slated to open here Oct. 6.

In addition to front-page film news by drama critic Richard L. Coe and a page-long listing of upcoming films, the new “show” section provides a full weekly listing of neighborhood films and a column called “The Circuit Riders,” which lists few of the choice attractions of the neighborhood film circuit during the week. Also carried on “Show’s” inside pages are Hollywood syndicated columnists and other features from the film city.

An Offset Printing Job
Concurrently with the move to a full-sized Sunday section, the Post took over from a tabloid-sized tv section to “TV Channels,” a magazine-sized offset-printed listing of the week’s local programs plus features designed to appeal to fans.

Remodeling Slated for Theatre in Kansas City

Special to THE DAILY
KANSAS CITY, Mo., Sept. 12.—The purchase of the RKO-Missouri Theatre building and an improvement and remodeling of which will amount to $2,041,221 were reported today by Durwood Theatres, Inc. The site was purchased by the fourteenth and Main Corp., a Kansas City investment group, for an expenditure of $1,000,000 and leased to Durwood on a long-term lease.

Durwood will utilize the principal part of the building for a new theatre and a new cinema. Plans are for complete redressing of interior and exterior, a new facade, renovation of ground floor shops and improvement of second and third floor office space.

The Empire will be reopened in November on a marquee basis exhibiting films primarily in 70mm. Remodeling will include a reduction of seating capacity to 1260, a 70-H, curved screen and new projection equipment from Phillips.

Special ‘Pepe’ Trailer

A special promotional trailer on George Sidney’s “Pepe,” created for exclusive showings to Columbia executives and exhibitors here and abroad, has been completed by Columbia’s trailer department. Titled ‘Listen Presents George Sidney,” the trailer film in color and CinemaScope, produced by Jack Atlas, introduces the producer-director, who talks about Columbia’s Big “C”–Cantinale–and his teaming with 35 international stars in the Sidney International-Poas Films International production.

Seven Arts

(Continued from page 1)

time its present production pace both independently and with associates, he said.

The company also plans activities to cover the entire entertainment industry, Stullman said, from motion pictures and literary properties to feature films for tv. Now in tv distribution, it may also go into theatrical distribution. He feels the number and calibre of films comparable to the organization warrants such a move. It also plans to invest in development of resort areas in the Bahamas off the coast of Florida.

Five Pictures Ready

Other pictures in which Seven Arts will be co-producers or will participate include “The Roman Spring of Mrs. Stone,” “The Sergeant,” “Fiddler on the Roof” and “The Watch That Ends the Night,” and “Lolita.”

It was also revealed that Seven Arts has participated in two films previously released by Columbia, “The Anatomy of a Murder” and “Stronger When We Meet,” and one by Warner, “The Nun’s Story.”

In Two Stage Productions

Seven Arts is also to be involved in two stage productions—a musical version of “Gone with the Wind” and a French play, “Romancero.”

The shows are to be presented by the Canadian company, formerly Creative Telefilm and Films, Ltd., acquired the name and properties of the American company founded by Eliot and Harvey, Seven Arts Productions, Inc. Hyman, who is president of Seven Arts Associated, the tv distribution organization, sailed for England last week where he is completing plans for development of several Seven Arts properties.

Arthur Englebert, 70

CLEVELAND, Sept. 12.—Funeral services have been held here for Arthur Englebert, Warner Brothers cashier for 30 years until his retirement two years ago, who died in Crile Hospital here following a heart attack on Aug. 23. As a member of the Rainbow Division in World War I, he was wounded and won the Silver Star for gallantry in action. He is survived by his wife, Genevieve, and two daughters.

Simonelli Address Set

Charles Simonelli, assistant to Milton R. Bucknum, president of Universal Pictures, has been added to the list of speakers at the convention of Independent Exhibitors of New England and Drive-in Theatres Association. His talk will be delivered on Thursday.

Anseo in Microwave

Anseo, photographic manufacturing division of General Aniline and Film Corp., has expanded its contract manufacturing service by entering the highly specialized microwave field. Harmonic generators for the communications industry are now in production.

Current plans also include an expanding program in the manufacturing of wave guides and other allied equipment.
TOA Officers

(Continued from page 1) considered by the board of directors at the two-day meeting of the group held here. Committee reports on the two subjects were read and studied but no final action was taken on either.

Further consideration of department reorganization will be taken after conferences are held with Maurice Silverman, legal expert of the anti-trust division, U.S. Department of Justice, who was expected at the convention tomorrow.

Action on censorship took the form of a declared intention to continue cooperation and coordination of efforts with the Motion Picture Association of America. Sidney Schreiber, MPAA general counsel, and Mrs. Margaret Twyman, head of the association's committee, met with the TOA two days ago.

TOA officers, in addition to Pickus, who agreed to serve for another year included: George Kerasetos, chairman of the board, and Roy Cooper, chairman of the committee committee.

In addition, John G. Broumas, president of the Maryland Theatre Owners Association, was elected a vice-president and will serve with 14 other continuing vice-presidents, each representing an area of the country.


Mirsich Signs Marshall

HOLLYWOOD, Sept. 12.—George Mirisch has been signed by the Mirisch Company to direct Elvis Presley in "Pioneer, Go Home." It was announced today.

TOA Will Counsel Producers on Film Censorship

JOAN Crawford Pep sexist; Laundered for Aid to Company

HOLLYWOOD, Sept. 12. — Joan Crawford, here for a role in 20th-Fox's "Ordinary People," was commentator at a special fashion show for women visitors to the Theatre Owners of America convention here and met with the press at a hospitality brunch in the Beverly Hills Hotel, of which she is a director.

At the latter, Norman Wasser, manager of theatre sales for the company, extolled Miss Crawford's public relations work for Pepsi-Cola and credited it with helping to boost theatre sales of the beverage, which are on the increase, he said.

TOA committee is especially concerned over a growing trend toward classification of films voluntarily "without governmental fiat." Other reasons basically is that such action may provide the springboard to create a functioning governmental body whose power will gradually increase, leading ultimately to broader censorship activity," he explained.

Several "classification" bills introduced in New York State legislature were defeated, he noted, and one in the Massachusetts legislature was killed in House committee.

Several states introduced "obscenity" bills in 1900, "but the most flagrant were defeated." There was, however, a good deal of activity with censorship legislation which was to be as places as New Orleans, Fort Lee, N.J., Memphis, and Richmond.

City censorship, in Atlanta and Chicago is being fought in the courts, Sarra pointed out.

Tax Bills Numerous

Many tax bills were introduced in the various legislatures, calling for increases. In Kentucky a 3 per cent sales tax was passed, but film rentals were exempted. In Michigan a resolution passed to submit to voters on the Nov. 8 the question of raising sales tax from 3 to 4 per cent. Rhode Island passed a bill placing the three per cent sales tax on a permanent basis. Mississippi passed a bill cutting income tax by 12 per cent each year until reduced to 3 per cent maximum. It is presently six per cent.

In Louisiana a bill to increase sales tax from 2 per cent to 3 per cent was defeated. Two bills in Virginia and for a tax on sales tax were also defeated. West Virginia defeated a bill to increase consumers sales tax from 2 per cent to 3 per cent. West Virginia also defeated a bill to increase the sales tax from 2 per cent to 3 per cent.

In Maryland bills to increase sales and income taxes and to start sales tax on lower figure were defeated. Kansas defeated bills to increase sales tax and to repeal and reduce income taxes.

In regard to workmen's and unemployment compensation a number of extension bills were introduced to extend coverage and increase benefits. Among those passed was one in Mississippi increasing workmen's compensation.

Little 'Blue Law' Action

Activity in the "blue law" legislation affecting Sunday performances at theatres was slight, with a bill being defeated in Mississippi. One passed in Virginia but did not include film operators.

Many minimum wage bills were introduced, such as the proposals in Arizona, Michigan, Rhode Island, New Jersey, New York and Virginia. All were defeated, except in New York.

A number of bills on discrimination in employment were introduced, among which was one passed in Nevada.

In addition there were bills introduced for equal pay for women, statewide curfew for boys and girls under 16, a measure making all minors responsible for acts of vandalism by their children, television regulations and educational television.

Cillage of committees on three main events. The first will take synopsized pictures that were supplied by producers, circulate them quickly.

TOA's complete membership, provide the producers with an editor evaluation of the box office potential. Not only will this give producers a unique advance estimate as to the possibility of individual properties, but, as an example, enables exhibitors to promote and exploit books which the industry has based on. The advance of actual start of the building an audience awareness and eagerness for the picture, the statement pointed out.

The second TOA step will circulate to its membership the report of every producing company anywhere in the United States. As a producer can meet and talk with likely buyers, in this way it was noted, "individual exhibitors promote, exploit and capitalize on a field trip through newspapers, television, civic meetings, and radio, and publicize the pictures available to every theatre owner in his own community.

The third step will be to mail through the TOA Committee an SPG committee on "a continuing number of issues, so that producers can tell exhibitors of their problem plans and problems, and exhibitors can tell producers their reaction pictures and their film needs.

Advertising Criticized

Industry advertising was seen as "sterile and antiquated and of the worst advertising of the American industry," TOA said, and plans to seek development of a program of "replanning, rethinking, obtaining a new and exciting appeal to our merchandising mediums.

Another study will explore "how to bring modern comfortable theatres to new communities which need modern motion pictures." On subject matter in films, TOA said, "We also wish to restate conviction that star names alone is not the vital ingredient of motion pictures; it is the subject matter which is prime importance. Many pictures whose casts have included some current top name have failed at the box office, just as some pictures good story, and lesser names have been most successful. We need subject matter, and we need meat matter. To this end TOA has a plan to help producers in all possible ways in the area that will have subject matter, and by this plan will help to build new names and faces.

Wants Council Reactivated

The committees also agreed that the TOA-administered Council for Improvement of Theatres and Motion Picture Projection should be reactivated and revised to "to end constant attention be given the importance of good motion picture projection and sound quality."
THE BIGGEST NEWS IN OUR INDUSTRY TODAY IS PARAMOUNT

the rat race

The Bellboy

PSYCHO

IT STARTED IN NAPLES

THE HOT COMPANY

—and getting hotter!!!
yes, PARAMOUNT is HOT for the rest of

A RAY STARK production
THE WORLD OF Susie Wong
starring WILLIAM HOLDEN and NANCY KWAN in TECHNICOLOR®

A HAL WALLIS production
GI BLUES
starring ELVIS PRESLEY and JULIET Prowse in TECHNICOLOR®

A HAL WALLIS production
All In A Night's Work
starring DEAN MARTIN and SHIRLEY MACLAINE in TECHNICOLOR®

A PERLBERG-SEATON production
The Counterfeit Traitor
starring WILLIAM HOLDEN and LILLI PALMER in TECHNICOLOR®

PONTI-GIROSI's production
A BREATH of SCANDAL
starring SOPHIA LOREN, MAURICE CHEVALIER, and JOHN GAVIN in TECHNICOLOR®
A JERRY LEWIS production
UNDERFELLA
starring
JERRY LEWIS
ED WYNN
and
ANNA MARIA ALBERGHETTI
in TECHNICOLOR®

A PENNEBAKER production
ONE-EYED JACKS
starring
MARLON BRANDO
and
KARL MALDEN
in TECHNICOLOR®
VISTAVISION®

A DINO DE LAURENTIIS production
UNDER TEN FLAGS
starring
VAN HEFLIN,
CHARLES LAUGHTON
and
MYLENE DEMONGEOT

A ELENO MALENOTTI production
THE SAVAGE INNOCENTS
starring
HONY QUINN
YOKO TANI
TECHNICOLOR®
TECHNIRAMA®

A PERLBERG-SEATON production
the Pleasure of his company
starring
FRED ASTAIRE,
DEBBIE REYNOLDS,
LILLI PALMER
and TAB HUNTER
in TECHNICOLOR®
IN PRODUCTION

A JUROW-SHEPHERD production
Breakfast at Tiffany's
starring AUDREY HEPBURN and GEORGE PEPPARD
in TECHNICOLOR®

A HAL WALLIS production
summer and smoke
starring LAURENCE HARVEY and GERALDINE PAGE
in PANAVISION®

A HOWARD HAWKS production
HATARI!
starring JOHN WAYNE
in TECHNICOLOR®

A JERRY LEWIS production
LADIES' MAN
starring JERRY LEWIS and HELEN TRAUBEL

A SHAVELSON-ROSE production
ON THE DOUBLE
starring DANNY KAYE
in TECHNICOLOR® PANAVISION®

A STEVE PARKER production
My Geisha
starring SHIRLEY MACLAINE
in TECHNICOLOR® PANAVISION®

ALL FROM PARAMOUNT!!
PICKUS TELLS OF PRODUCT TO COME FROM ALPHA, ACE IN ANNUAL REPORT

From THE DAILY BUREAU

LOS ANGELES, Sept. 12. — More new product and what is being done about it were the principal themes of Albert M. Pickus' annual report as president to the Theatre Owners of America board of directors today. The TOA president stressed the point that he considered the theme most important for the future of exhibition and the industry. "Frankly," he said, "there will be no tomorrow unless we have the product to keep our theatres operating and at a profit."

Among the productions in which TOA has had success in meeting and coping with the product problem, Pickus recounted the new joint company which the Screen Producers Guild (see page 1); substantial progress on the plan under which America Corporation's subsidiary, Alpha Distributing Co., will produce and distribute approximately 12 new pictures a year, and progress of the American Congress of Exhibitors to raise the necessary money to finance production.

Wilbur Swedof, a director of America Corp., will report in full on the plans for Alpha at a TOA convention luncheon Wednesday, but in the meanwhile Pickus reported that the new company has submitted each of its film projects to a TOA committee for approval and to set up its own distribution organization, with which TOA will cooperate, to service exhibitors.

"Many Details to be Worked Out" "There are many details to be worked out," Pickus said, "but to me Alpha represents a good potential source of additional pictures."

On the ACE plan, the TOA president reported that $3,000,000,000 had been raised to date. S. H. Greif, chairman of the committee in charge of the plan reported its details to the board later this morning.

The TOA's emphasis on strengthening the flow of product, Pickus said, is necessary because indications are that "present film companies, with their stockholder pressure for diversification, their interest in pay television, and their current stress on making fewer but bigger pictures, will increasingly center their income goals on non-theatrical sources."

The TOA president condemned the trend "morally as well as ethically—because these companies now get 75 per cent of their income from theatres—but it is a trend that will be difficult to stem."

The TOA report outlined the campaign against pay television now in progress under the chairmanship of Philip F. Harding, and added, "I don't think pay-tv will succeed, but I can't believe the public will be naive enough to pay for something it is now getting free. But, in the process of proving an economic failure it could do great harm to our theatres."

The report also related the organization's success in the fight to exempt theatres from the new Wages and Hours legislation, and told of relief brought to many theatres through the operation of the agreement with the Army and Air Forces Motion Picture Service.

DUEs COLLECTIONS AMPLIFIED "Perhaps the most heartening thing to me," Pickus said, "has been the growth of TOA during the past year. The collections, particularly in the face of difficult business conditions, have been most gratifying. We have lived within our budget. And, we have gained important new members. Among these he listed Loew's Theatres, the affiliation of the Virginia Motion Picture Theatres Association, Standard of Wisconsin, Chakeres of Ohio, Pitts of Virginia and Interborough of New York."

SUBSCRIBER COMMITTEE (Continued from page 1) has done so, it is expected a meeting will be held provided enough members of the ACE executive committee can be present.

More than $3,000,000 has been subscribed by exhibitors to the new campaign, which should bring in $5,000,000. The new committee is expected to decide how much additional financing may be required as well as the method of raising it. The appointment of additional committees to plan administration of the new company and propose management for it was also approved by the meeting.

E. PEEK IS ELECTED RESIDENT OF TESA

From THE DAILY BUREAU

LOS ANGELES, Sept. 12—J. E. Peek, who has been chairman of a board of Theatre Equipment Rents Ass'n., was elected president of the board and the former will sit at its annual meeting here Wednesday. He is the first to hold the title since TESA eliminated the presid- ential post 10 years ago.

Also, under the reorganized administrative setup, Phil Wicker of Standard Theatre Equipment was elected executive-secretary-treasurer. Regional commlkmen will be used by Peek later in key cities and the country.

A joint meeting of TESA and DTA delegates today exchanged views on improving manufacturer-exhibitor cooperation and discussed plans for policies for the ensuing year.

OA DELEGATES SEE J.I. BLUES' PREVIEW

From THE DAILY BUREAU

LOS ANGELES, Sept. 12. — Representatives of more than 3,000 of the nation's independent and circuit owners will gather at the Paramount studio Thursday to hear a presentation of all merchandising material on the Wallis projection, "C.I. Blues," Elvis Presley's picture since his release from any service. Presenting the material will be Jerry Pickman, Paramount vice-president. He will be assisted by Jack Friedman, exploration manager, and Herb Steinberg, studio publicity manager.

This session is part of a two-day series of special events for visiting theatre owners of America convention delegates in behalf of Hal Wald. "C.I. Blues." Tonight the theatre executives attended a special studio preview of the picture, which is set for Thanksgiving release.

CENSORS, MINIMUM PAY COMPO ITEMS

From THE DAILY BUREAU

LOS ANGELES, Sept. 12—Principal officials of Motion Picture Organizations for the past year was on minimal wage and censorship, Samuel Pinan- ski, Compo representative of Theatre Owners of America, told the TOA c o m b i n e d board of directors and executive committee meeting here today.

"In both efforts," he said, "TOA members were, as always, conspicuously in the forefront."

Pinsky reviewed the TOA-Compo efforts to fight minimum wage legislation and pointed out that six of the eight men who testified before the House Labor Committee on the situation brought in pending bills on theatres were from TOA.

URGES CONTINUED EFFORT "Their successful presentation," he said, "coupled with theatre letter writing and industry behind the scenes work, resulted in specific theatre exemptions being written into both the House and Senate versions of the bills." Pinsky warned that the fight must be continued next year.

Reporting on censorship, he said it is anticipated that the censorship kits compiled by Compo will be needed greatly next winter when most of the state legislatures convene.

The Compo publicity network has been expanded to 150 key cities, and "this channel could be most helpful to us in future industry emergencies," he said.

Compo is also going to assist in the six-month test of a plan to assist subsequent-run theatres in the Western Pennsylvania- West Virginia area through cooperative advertising, he reported. The test plan has been approved by the general sales managers committee and the advertising and publicity directors committee of the Motion Picture Ass'n.

TALKS HELD ON NEW UNIT FOR DRIVE-IN OPERATORS

From THE DAILY BUREAU

HOLLYWOOD, Sept. 12. — Representatives of the Texas Drive-In Theatre Owners Ass'n. conferred with Theatre Owners of America officials at the weekend on a proposal by the former to form a new national drive-in owners organization.

TOA officials said the talks had been informal and inconclusive but that there will be additional talks in the next few days.
TV Set Sales Are Pushed in Norway

Special to THE DAILY

OSLO, Norway, Sept. 8 (By Air Mail)—Regular television transmis-
sions on Norway's tv network have started. Norwegian transmitters now
cover districts that include 1 million of the country's 3.5 million people.
Some 20,000 tv sets have been sold, and strenuous sales efforts are being
made to sell both domestic and for-
eign viewers.

Initially, television transmission time is
being limited to eight hours a week.
Revenue is derived from the Kr. 100
annual license fee paid by each set
owner, on which is non-commercial.
Also included are operating costs.

The network now includes three
transmitters and two frequency con-
vectors. A transmitter in Oslo, cover-
ing an area with about 500,000 resi-
dents, will be boosted from 10 kw
to 100 kw when finished in 1961-62.
The Bergen transmitter serves some
300,000 in West Norway. Construc-
tion plans call for expansion of the
kw Kongsberg transmitter to 60 kw,
and replacement of the frequency
converters at Skien-Porsgrunn and
Kongsvinger by transmitters of 60 kw
and 10 kw respectively.

U. S. Serials and Newscasts

Norwegian Broadcasting Company's
tv programming presents features from
European and Scandinavia's Nor-
division, plus U.S. serials and news-
casts.

Tv will reach about 80 per cent of
the population by 1970. For 20 per
cent of the people, living on moun-
tains where transmission is inappro-
sicable, there will be no tv.

NBC Readies Premiere Of Interview Program

"Here's Hollywood," a new daytime
series of interviews with entertain-
ment stars, co-hosted by Dean Miller
and Joanne Jordan, premieres Mon-
day, Sept. 26, over the NBC-TV Net-
work as a Monday-through-Friday
(4:30-5 P.M., NYT) series.

One top star will be interviewed
each day. Each day of this 55-chapter
particular interview generates a great
deal of interest, it will be allowed to
continue for two or three shows. The
interviews will be taped at stars' homes,
studios and other locations acces-
sible to the mobile unit used.

Overseas Investments Aid British ATV
To Record Profit of $15,087,324

From THE DAILY Bureau

LONDON, Sept. 9 (By Air Mail)—Investments overseas have proved par-

ticularly gratifying, reports Prince Littler, chairman of Associated Television
(ATE), in its annual statement revealing a record profit of $15,087,324 to

TV Academy Sets Up Lecture Service Bureau

The National Academy of Televi-
sion Arts and Sciences has introduced a
new service with the mailing of
brochures to over 500 colleges an-
nouncing its public information, lec-
ture and service bureau. The bureau
will provide lecturers and advisors
in every phase of television for college
courses, to aid in selecting commu-
nication centers and broadcast facili-
ties, and to help in planning programs
for closed-circuit courses and broad-
casts over college and commercial
stations.

The bureau is manned by volun-
teers from among the Academy's 6,000
members in chapters in Los Angeles,
New York, Baltimore, Chicago, Wash-
ington, D.C., Seattle and Arizona.
All requests for lecture and advisory
services will be submitted to the
Academy's New York office, which
will process and transmit them to the
chapter in the area of the school
wherever possible.

Headed by Hal Davis

The establishment of the bureau,
headed by Hal Davis of the Grey
Advertising Agency, is the result of
more than a year of research into the
needs of colleges and universities as
they turn increasingly to television as
a teaching tool and become more in-
volved in preparing programs through
newly-established communications
centers. The Academy will attempt
to answer the need for material,
speeches and advice through its pro-

Seven Arts Ready with 40 Warner Post-1948s

Seven Arts Associated, television
distributing arm of Seven Arts Pro-
ductions, Ltd., will begin sale to tv
stations next week of a block of 40 of
the post-1948 films it acquired from
Warner Bros. The pictures are part
of the 122 in the deal delayed by the
suit of the American Federation of
Musicians against Warners seeking to
force the company to negotiate over
payments to musicians before consum-
ating a sale of post-1948s.

At a press conference here yester-
day W. Robert Rich, vice-president
and general sales manager of Seven

Bob Hope Signs New 5-Year Deal with NBC

Bob Hope has signed a new five-
year contract with the National
Broadcasting Company for his ser-

Olympics on Eidophor
For Parisian Audience

Special to THE DAILY

PARIS, Sept. 8 (By Air Mail)—T'
Cauumont circuit is experimenting

with an Eidophor television-
type system to bring first hand pictures of
the Olympic games to French au-

tiences. Installed at the Bosquet-Cau-

mont Theatre here, the Swiss appar-
uates signals directly from an

Olympic stadium in Rome and p

jects them on the theatre screen.
Images so far have been clear
technically satisfactory.

The display will be shown at vari-
ous times of the day, even though
the time of transmission may require
terrupion of the feature picture.

"High Time," Will Mar
Premiere of Picture

"High Time" will be launched
Thursday evening by 20th Cen-
tury Fox at the Warner Theatre with
a two-screen presentation of the
most spectacular displays ever
offered to the public.

Highlighted by a two-emitter tele-
vision act with Olympic stars and
even on a forty-foot flat-bed truck, t
"double-header" preview will be
completed by a second parade of actors
outside the theatre, one at 8:30 at
the other at 10:30 P.M.

The Doremus Drum and Bug
Corps will lead a parade of the
which include the new Miss Amer-

ic National, Marie Fleming, Valletta Con-
Carol Lynley, Julie Newmar, Fabi-
Sal Mineo, Frankie Avalon, T
Rheingold Girls and many others.

Broadway from a special pr

der in his car and be held at Leon's be-
et event.

The clowns and athletes will pe
orm for the crowds not only for the
previews but to perform in a gala show on Friday evening
and Saturday morning, from 9 to
A.M. for the crowds of young
expected to swarm to the Warner /
the premiere run of the film.

"Heaven on Earth" Slate

The American-Italian co-produc-
tion, "Heaven on Earth," filmed in
cooperation with the Vatican in Rome
will follow the current attraction in
the 55th Street playhouse here. T
IB Film Enterprises release was pro-
gressed by Dominick Franco and Fulvia Luciano.

The American-Italian co-produc-
tion, "Heaven on Earth," filmed in
cooperation with the Vatican in Rome
will follow the current attraction in
the 55th Street playhouse here. T
IB Film Enterprises release was pro-
gressed by Dominick Franco and Fulvia Luciano.
Now Available in New Edition

Foreword by EDWARD P. CURTIS

How this Century's motion picture emerged from the vision and persistent probing of genius through the ages, told in 191 fascinating pages, plus illustration inserts, Chronology, Bibliography, Index.

"'Magic Shadows' tells the complete story of the origin of movies, for the first time from original sources.... The book is a unique product and should be treasured by anyone interested in motion pictures."—U. S. Camera Magazine.

"Quigley has made a fascinating story of just the right length for general reading... and it is important, too, for students of the cinema."—Los Angeles Times.

"The first thorough and systematic review of a field which has in the past encouraged so much glib romancing."—Sight and Sound (England).

The Story of the Origin of Motion Pictures

by MARTIN QUIGLEY, JR.

MAGIC SHADOWS

QUIGLEY BOOKSHOP
1270 Sixth Avenue
Rockefeller Center
New York 20, New York

Gentlemen:

Send me copy[ies] of MAGIC SHADOWS—The Story of the Origin of Motion Pictures by Martin Quigley, Jr., at $4.50 per copy.

☐ Check enclosed.
☐ Send a bill.

Name

Address
**Scully Named**

(Continued from page 1)

The national convention, which is to be held by Variety Clubs International in Miami on April 25-29, 1961, has resulted in the acceptance of Scully by Edward Melchner, chief banker of the host tent, and International Chief Barker Edward Eames. Scully served with Famous-Players, MGM, and Universal, of which he was vice-president and general sales manager. He retired to Miami some years ago and has served the industry as a consultant.

**Herbert Coleman Forms Own Production Firm**

From THE DAILY BUREAU

HOLLYWOOD, Sept. 12.—Producer Herbert Coleman has formed his own company, Herbert Coleman Productions, and has acquired motion picture rights to three original stories, the first being "Dory Fleet," an adventure tale by Willard and Mary Williams.

Other properties on Coleman's slate are "My Italian Affair," by Dick Nelson to be filmed on location in Rome, and "The Longer," an original suspense story by Irving Cooper.

Because of his desire to enter independent motion picture production Coleman will not renew his contract with Rivee, which concludes Sept. 30.

Prior to his television activities, he was long associated with Alfred Hitchcock as associate producer on feature films.

**To Sing at TOA Meet**

LOS ANGELES, Sept. 12.—Theatre Owners of America's 13th annual convention will get off to a patriotic "democratic" start here. "The Star Spangled Banner" opening the convention tomorrow morning at the Ambassador Hotel will be sung by Anna Pedroza, who performed a similar duty at the opening of the Democratic national convention in Los Angeles last July.

**Karp, Sinatra in Deal**

HOLLYWOOD, Sept. 12.—Jack Karp, head of the Paramount studio, has announced formalization of a deal with Frank Sinatra who will star in a production of "Dory Fleet." The contract is the first announced under the "long-term" policy of the studio.

**Report Hiser on Block**

WASHINGTON, Sept. 12.—It is understood that negotiations for the purchase of the Hiser Theatre in Bethesda, Md., are being carried on by the K-B circuit. A spokesman for K-B would make no comment to reporters.

The Hiser, a long-established suburban house, has recently been picked because of its segregated patronage policy.

**Review:**

**Desire in the Dust**

API—20th-Fox—CinemaScope

HOLLYWOOD, Sept. 12.

Interschung character studies woven into an absorbing, well-written screenplay by Charles Lang, and brought to life with earthy direction by William F. Claxton, who also produced the adult drama, supply the elements that make this worthy of important playing time.

Heading the cast are Raymond Burr and Martha Hyer in what will be considered "offbeat" roles to their more familiar type. Burr forsoaks his popular Perry Mason Sinatra in character to appear in this as an amiable landowner in the deep South with dreams of running for governor of the state. Miss Hyer departs her usually cool demeanor for the role of Burr's sexy daughter with a careless regard for morals.

Joan Bennett is also starred, along with Ken Scott and Brett Halsey. Douglas Fowlev is a standout as a toothless sharecropper on Burr's land and father of Scott.

Others who register importantly are Edward Binns, fearless small town newspaper publisher; Kelly Thordsen, a sheriff and flunky for Burr; and Maggie Mahoney as one of Fowlev's daughters.

The film also provides an opportunity to introduce two new players for tomorrow's marquees: Anne Helyn, young and adorable, Fowlev's other daughter; and Jack Ging, with a sensitive portrayal of Burr's son in love with Miss Helyn.

Produced in its entirety in and around a small Southern town, the film, based on Harry Whittington's novel of the same name, establishes Scott as a man who spent six years on a chain gang for killing Burr's 10-year-old son in an auto accident.

He returns to his home to face the stigma of being looked upon as a murderer and a convict. He revives a "torrid" love affair with Miss Hyer, but becomes avengeful, angry young man when he learns that she had married Halsey, a doctor, while he was away serving time. It becomes evident that he took her blame for her young brother's accident.

Produced in its entirety in and around a small Southern town, the film, based on Harry Whittington's novel of the same name, establishes Scott as a man who spent six years on a chain gang for killing Burr's 10-year-old son in an auto accident.

He returns to his home to face the stigma of being looked upon as a murderer and a convict. He revives a "torrid" love affair with Miss Hyer, but becomes avengeful, angry young man when he learns that she had married Halsey, a doctor, while he was away serving time. It becomes evident that he took her blame for her young brother's accident.

Produced in its entirety in and around a small Southern town, the film, based on Harry Whittington's novel of the same name, establishes Scott as a man who spent six years on a chain gang for killing Burr's 10-year-old son in an auto accident.

He returns to his home to face the stigma of being looked upon as a murderer and a convict. He revives a "torrid" love affair with Miss Hyer, but becomes avengeful, angry young man when he learns that she had married Halsey, a doctor, while he was away serving time. It becomes evident that he took her blame for her young brother's accident.

Produced in its entirety in and around a small Southern town, the film, based on Harry Whittington's novel of the same name, establishes Scott as a man who spent six years on a chain gang for killing Burr's 10-year-old son in an auto accident.

He returns to his home to face the stigma of being looked upon as a murderer and a convict. He revives a "torrid" love affair with Miss Hyer, but becomes avengeful, angry young man when he learns that she had married Halsey, a doctor, while he was away serving time. It becomes evident that he took her blame for her young brother's accident.

Produced in its entirety in and around a small Southern town, the film, based on Harry Whittington's novel of the same name, establishes Scott as a man who spent six years on a chain gang for killing Burr's 10-year-old son in an auto accident.

He returns to his home to face the stigma of being looked upon as a murderer and a convict. He revives a "torrid" love affair with Miss Hyer, but becomes avengeful, angry young man when he learns that she had married Halsey, a doctor, while he was away serving time. It becomes evident that he took her blame for her young brother's accident.

Produced in its entirety in and around a small Southern town, the film, based on Harry Whittington's novel of the same name, establishes Scott as a man who spent six years on a chain gang for killing Burr's 10-year-old son in an auto accident.

He returns to his home to face the stigma of being looked upon as a murderer and a convict. He revives a "torrid" love affair with Miss Hyer, but becomes avengeful, angry young man when he learns that she had married Halsey, a doctor, while he was away serving time. It becomes evident that he took her blame for her young brother's accident.

Produced in its entirety in and around a small Southern town, the film, based on Harry Whittington's novel of the same name, establishes Scott as a man who spent six years on a chain gang for killing Burr's 10-year-old son in an auto accident.

He returns to his home to face the stigma of being looked upon as a murderer and a convict. He revives a "torrid" love affair with Miss Hyer, but becomes avengeful, angry young man when he learns that she had married Halsey, a doctor, while he was away serving time. It becomes evident that he took her blame for her young brother's accident.

Produced in its entirety in and around a small Southern town, the film, based on Harry Whittington's novel of the same name, establishes Scott as a man who spent six years on a chain gang for killing Burr's 10-year-old son in an auto accident.

He returns to his home to face the stigma of being looked upon as a murderer and a convict. He revives a "torrid" love affair with Miss Hyer, but becomes avengeful, angry young man when he learns that she had married Halsey, a doctor, while he was away serving time. It becomes evident that he took her blame for her young brother's accident.

Produced in its entirety in and around a small Southern town, the film, based on Harry Whittington's novel of the same name, establishes Scott as a man who spent six years on a chain gang for killing Burr's 10-year-old son in an auto accident.

He returns to his home to face the stigma of being looked upon as a murderer and a convict. He revives a "torrid" love affair with Miss Hyer, but becomes avengeful, angry young man when he learns that she had married Halsey, a doctor, while he was away serving time. It becomes evident that he took her blame for her young brother's accident.

Produced in its entirety in and around a small Southern town, the film, based on Harry Whittington's novel of the same name, establishes Scott as a man who spent six years on a chain gang for killing Burr's 10-year-old son in an auto accident.

He returns to his home to face the stigma of being looked upon as a murderer and a convict. He revives a "torrid" love affair with Miss Hyer, but becomes avengeful, angry young man when he learns that she had married Halsey, a doctor, while he was away serving time. It becomes evident that he took her blame for her young brother's accident.
RKO Theatres a Member of Theatre Owners of America

From THE DAILY Bureau

HOLLYWOOD, Sept. 13. — RKO Theatres has joined Theatre Owners of America, adding about 75 first class theatres to the TOA membership, delegates to the annual convention were told by S. H. Fabian, TOA treasurer, at the first day's luncheon today. Sol A. Schwartz, president, and Harry Mandel, vice-president of RKO Theatres, are in attendance at the convention.

Loew's theatres joined TOA a few weeks ago. Stanley Warner Theatres, National Theatres & Television, and American Broadcasting - Paramount Theatres, have been members since TOA's inception 13 years ago.

Col., Para. Canadian Co. Starts Operations Oct. 1

TORONTO, Sept. 13. — Affiliated Pictures Corp., Ltd., the company formed by Columbia Pictures and Paramount Pictures to handle Canadian distribution of their product, will officially begin operations on Oct. 1, it was reported at the organization's

Warn Fight to Exempt Theatres from Minimum Pay Bill To Be Harder in '61

Reporting on the recent minimum wage campaign, the COMPO national committee gave warning yesterday that new minimum wage legislation is certain to be introduced at the next session of Congress and that another campaign to exempt theatre employees will be a virtual necessity. "The task is likely to be more difficult," is said, "since exemption will be more vigorously resisted." The committee recommended that the COMPO national committee begin a new drive and that a new drive be made.

'Tomorrow' the Theme Of TOA-Meet Speakers

By MARTIN QUIGLEY, Jr.

LOS ANGELES, Sept. 13.—Theatre Owners of America's 13th annual convention, with its theme of "Make Way for Tomorrow," was opened with a resounding fanfare of showmanship by Robert W. Selig, executive vice-president of National Theatres & Television at the Ambassador Hotel.

S. H. Fabian

Los Angeles, Sept. 13.—Major production-distribution companies were held responsible at Theatre Owners of America's convention here today for having dealt "two shattering blows at exhibition" in their "reckless" sales of pre-1948 film libraries to television and in reducing their production to "starvation" levels and thereby creating "the most vicious sellers' market in the history of our business." S. H. Fabian, head of the Warner Theatres, who said he was speaking as chairman of the American Congress of Exhibitors and head of its committee on more production, told the first day convention luncheon session that the ACE production company has entered the war.

Film Trailer Systems Compared by Robbins

From THE DAILY Bureau

HOLLYWOOD, Sept. 13. — Over the years, National Screen Service's "weekly service plan" has saved exhibitors thousands of dollars each week as against a "per trailer" purchase arrangement, Burton Robbins, NSS president, told the Theatre Owners of America's first convention luncheon here today. He added...
United Artists

(Continued from page 1)
Robert S. Benjamin, chairman of the board.

U.A's gross world-wide income for the first half of 1960 totaled $51,126,000 against $44,544,000 for the same period in 1959.

The six-month net represents earnings of $1.01 per share, compared with 96 cents per share for the first half of 1959. The above per share earnings were based on 1,664,218 shares outstanding on July 2, 1960, and July 4, 1959.

Majors Win Suit

(Continued from page 1)
& B. Theatres, for anti-trust violations against its Peachtree Art Theatre.

A few days before trial plaintiff paid $16,000 on distributors' counterclerk for fraudulent reporting of boxoffice receipts.

Plaintiff was represented by George F. Ryan; the distributors by Robert S. Samis; Wilby-Kimsey by Colquitt Carter.

Columbia, Paramount

(Continued from page 1)
first national sales meet in this city.

Here from New York for the first meeting of the new company were Columbia executive vice-president A. Montague and vice-president and general sales manager Rube Jacker and Paramount Film Distributing Co. vice-president Sidney Deneau. Also present are Columbia home office executive Bernard Birnbaum and director of advertising and publicity Robert S. Ferguson and the respective branch operations managers, H. C. Kaufman for Columbia and Martin Shank for Paramount.

Heading the Canadian delegation are Gordon Lightstone, who will be managing director of Affiliated; Harvey Harnick, general sales manager of the new company and Mickey Stevenson, who will act as assistant to the general sales manager. Also here is Louis Rosenfeld, who will continue to function as senior executive of Columbia Pictures of Canada, Ltd.

Present from the Canadian head offices of Columbia and Paramount are E. B. Smith, of the former, and Ernest Heath, Wm. Barron, advertising director of Paramount in Canada, was also on hand.

Ad-Pub Group to Meet

The advertising and publicity directors committee of the Motion Picture Ashton will hold its regular monthly meeting on last Tuesday afternoon at 3 o'clock for the reason of Rosh Hashana. An agenda for the meeting is now being prepared.

Universal

(Continued from page 1)

from the THE DAILY Bureau

HOLLYWOOD, Sept. 13. - The American Humane Association has received a letter from the Production Code Administration of the Motion Picture Association hailing the twenty-tenth anniversary of close cooperation between the two groups. Congratulations have also been extended to AHA by R. K. Kahan, president of the Academy of Motion Picture Arts and Sciences.

Since 1940 the Production Code has provided that "in the production of motion pictures involving animals, the producer shall consult with the authorized representative of the American Humane Association and invite him to be present during the staging of such animal action." The major television networks later named the AHA to serve in a similar capacity.

Famous Artists Corp.

Expansion is Planned

From the THE DAILY Bureau

HOLLYWOOD, Sept. 13. - Charles K. Feldman, president of Famous Artists Corp., has announced an association with Harold Goldblum, former executive-vice president of National Telefilm Associates, to develop an expansion program designed for Famous Artists' participation in the early phase of the entertainment industry.

Among the many phases of the program will be the expansion of the company's foreign as well as domestic sales operation. Goldblum will also probe the possibilities of active participation by Famous Artists in pay-TV.

Johnston Delays Return

Eric Johnston, Motion Picture Export Assn.'s president, now on a film survey of Africa, has advised his New York and Washington offices that there will be a delay in his return here. Johnston had originally been expected to arrive here today from Rome but revised plans will have him there next Monday and not back in the U.S. until probably Sept. 21. Accompanying Johnston on his trip is Ralph Hetzel, MPEA vice-president.

B. Ross Joins Murray

The appointment of Beatrice Ross as director of advertising and publicity of K. Gordon Murray Productions was announced yesterday by the company president. Murray is launching "Santa Claus" as the first feature on his schedule of regular releases. Miss Ross was formerly director of advertising and publicity of Republic Pictures.

Warn of Fight

(Continued from page 1)
and Congressmen, especially members of the House Labor Com- panee's subcommittee. All members of the House of Representatives one-third of the Senate members are up for election this fall.

The report described the campaign as "a classic demonstration of the effectiveness of that united industry approach which is the essence of the C.L.A. concept."

Because of this unity, the majority, your committee was able to operate with speed and vigor in obtaining pertinent statistics and organizing campaign committees in each of the 50 States."

Commencing the country's editors for their cooperation, the report says: "To the extent that they are a peremptory oath to both parties in the provisions of the two bills passed by the Senate and House Representatives they scored a magnificent success, and for this they deserve the greatest credit."
REVIEW:
The Dark at the Top of the Stairs
Warner Bros.

When "The Dark at the Top of the Stairs" opened on Broadway late in 1957, it was hailed by several drama critics as "the finest play William Inge ever wrote." Prior to that the talented playwright had penned "Come Back, Little Sheba," "Picnic," and "Bus Stop," all of which had hits on the stage that were subsequently made into commercially successful films.

Whether "Dark" will now join that select group of screen triumphs is not easy to predict. It has several strong factors working for it, but it has some handicaps, too. Hard selling is indicated for exhibitors.

On the credit side, most importantly, is the property itself and the reputation of the stage success. The subject has wide appeal: "Dark" tells a story of small-town family life (in the midwestern U.S. in the '20s) and probes in particular into the tensions that best a household (of four: father, mother, son, and daughter).

Above all else, it is a character study, and Inge has analyzed the people with incisive skill. The problems are universal. The mother and father have become estranged over money matters and the frequent absences of the husband because of his job as a salesman. She also suspects him of infidelity, which happens not to be true. The children have their difficulties, too; the girl is shy and fearful boys won't like her; and her brother is bookish and reserved.

Nothing startling happens in the course of the story. These are average, everyday people who do average, everyday things. High points of the action are such mundane activities as buying a dress for the daughter to wear to a prom; the arrival for a short visit of a dominating aunt and the dentist-husband she nags; the decision of the wife to leave her husband and her change-of-heart; the father losing one job and obtaining a new one; and the death in a car accident of a young Jewish lad who is the first boy the daughter has dated.

There is some rather blunt talk about the sexual relations of the mother and father (he is frank about such matters while she tends to be prudish) and also about a sexual rift between the aunt and her husband.

In adapting the play to the screen Harriet Frank, Jr. and Irving Ravetch have worked intelligently, moving the action around more fluidly, expanding the role of the father, and creating some new characters where they are required. But while the main events are generally interesting and sometimes amusing, they are somehow not as emotionally moving as they should have been. The fault seems to lie with the direction of Delbert Mann, which has failed to draw out of some of the most vital scenes all the urgency and pathos that Inge wrote into them.

Mann had exceptional actors to work with, if none of strong marquee value. Robert Preston is excellent as the extroverted, down-to-earth father who is misunderstood by his wife. Dorothy McGuire makes the latter soft and appealing, and Shirley Knight and Richard Eyer are good as their children. Lee Kinsolving was a fine choice as the boy friend of the daughter and Frank Overton effectively repeats his stage role as the dentist. Furthermore, there is a wonderful performance from Angela Lansbury as the widow Preston is suspected of romancing. This is one of the roles not in the stage play, and the script writers deserve special credit for creating a fine new part which Miss Lansbury acts with unusual perception.

In one of the major roles, however, what looked like inspired casting has missed fire. Eva Arden is disappointing in the role of the aunt, who may be a comic character but is also deserving of pity. Miss Arden can still make an audience laugh, but in the serious scenes she is out of key.

Re-creation of the period in setting and costume seems authentic in bright Technicolor, which occasionally invades the somber mood of some dramatic scenes. Michael Garrison produced. Running time, 123 minutes. Release, in October.

Richard Gertner

awards—at two-day guesting, with his wife, at the Concord Hotel in the Catskills.

District Attorney John T. Garry and County Judge Martin Schenck were among the diners. Charles A. Tulisky—Stanley Warner zone manager in Newark, N. J., and one-time chief Barker of Tent No. 9, also was introduced.

Many Golf Rained Out, Not V.C. Dinner

Special to THE DAILY

ALBANY, N. Y., Sept. 13.—The Tryst Club's 19th annual golf outing was washed out yesterday. Fierce winds which inundated Shaker Ridge Country Club were pure. However, 140 guests who braved the elements to bid an evening dinner produced an estimated $1,000 for Camp Bly. It was the first time the golf outing had ever been rained out. Albert L. Gaines, Warner Broth-
The most desirable woman in town and the easiest to find.

just call
BUTterfield 8

METRO-GOLDWYN-MAYER PRESENTS

ELIZABETH TAYLOR
LAURENCE HARVEY
EDDIE FISHER

This is Liggett... who called Gloria whenever his wife was away!

This is Steve... who knew that no one man owned Gloria!

co-starring
DINA MERRILL

with MILDRED DUNNOCK • BETTY FIELD • JEFFREY LYNN • KAY MEDFORD • SUSAN OLIVER • Screen Play by charles schnee
EXPLODING ACROSS THE NATION IN NOVEMBER!
For Top Holiday Grosses
Dial "Butterfield 8!"
(Your local M-G-M Branch)

IN JOHN O'HARA'S
BUTTERFIELD 8

...the best-seller that tells Gloria's story ... from first man to last!

MICHEL HAYES
in CinemaScope and Metrocolor • Directed by DANIEL MANN • A PANDRO S. BERMAN PRODUCTION
Fabian Hits

(Continued from page 1)
which exhibitors have subscribed about $3,500,000 is the result of those producer-distributor policies and ACE is confident that it “is the way to protect our future.”

Fabian said the studios have taken the course they did because of the Federal consent decrees — enforced theatre divestiture. This, he said, relieved them of the responsibility for keeping theatres open, through production of adequate product and left them “free to disregard the future of all theatres.”

He said he is “all for the idea of making blockbusters” and congratulated Hollywood on the talent and business courage it takes to make a blockbuster. “However,” he said, “I believe that the production of blockbusters alone cannot keep our theatres open and meanwhile consider what is happening to the vast, nationwide network of theatres.”

What About the Theatres

Spending more money on fewer and bigger pictures for bigger profits, Fabian said, could be wonderful for the distribution business “but what about the theatres?”

“What becomes of our two and a half billion dollar investment, our 150,000 employees, our annual payroll of $285,000,000?” he asked. “With a limited number of releases coming off, for regular first run and sub-run theatres, how do we keep theatres open in the neighborhoods and the thousands of towns across the country?”

Fabian asked whether theatres, in effect, were to lay down and die, or “do we organize for production and decide our own future?”

ACE 2000, he said, was the projected production company which was begun with $2 million of contributions by the five divorced theatre companies. “These were the first of the series,” Fabian explained, because today “your headaches are multiplied by the number of your theatres.” So those companies are most affected by the product shortage.

He assured the exhibitors present that ACE Productions “is not designed to be the exclusive property of a select group of founding exhibitors. The company will be in the hands of the entire exhibition business.”

Then tipping off that the ultimate plan for the ACE production company entails a public sale of securities, Fabian said, “when we are further along in our program, and when a registration statement with the SEC has become effective, you will have adequate opportunity to examine the prospectus and to decide whether you want to invest in and if, so to what extent.”

Meanwhile, he said, the exhibitors who have subscribed to the ACE production company “in my opinion constitute a roll of honor.” And, Fabian added, “while our charter members, so to speak, represent many segments of exhibition, ACE production will not have been born without the enthusiasm and money of the TOA membership.”

Calls Conferences ‘Barren’

Reviewing other phases of ACE’s activities, Fabian reported that the series of meetings which the ACE executive committee had held with company presidents, members of the board of Motion Picture Association of America, have been completely barren and while ACE still is willing to resume the meetings, there appears to be little prospect of, or reason for doing so now.

“The open door,” he said, of the meetings between ACE and the company heads, “was not the road to settlement of differences between exhibition and distribution. There was no meeting of the minds and this effort didn’t cure a single problem.”

Sees Product Principal Issue

Fabian disclaimed blame for exhibition in the failure of the conferences to achieve anything concrete on the main problems discussed—an increase in production, a program to develop new faces for production, and a solution of major trade practice problems, all of which, he insisted, can be traced to the shortage of product—“shortage of prints is directly connected with shortage of features; multiple runs are linked to lack of sufficient product.”

On sales of film backlogs to television, Fabian said, “We don’t understand distributors who spend millions for production, expect us to charge high admission prices, and then at the same time sell the best of their former successes to TV stations for showing to the public without charge in competition with their current features.”

Fabian said that ACE still has as one of its major objectives the goal of bringing peace to the industry, “just a reduction of bitterness and a reasonable settlement of many outstanding problems between buyer and seller would be a step toward a united industry which ‘could achieve almost any goal in the field of government assistance, public relations or world influence.’

But with or without that unity, he predicted, once the ACE production company is functioning, conditions will begin to change.”

Stars at TOA Lunch

HOLLYWOOD, Sept. 13.—Nine of Columbia’s most promising young contract players appeared today at the kickoff luncheon of the TOA convention in the Coconut Grove of the Ambassador Hotel. Representing Columbia were Kerwin Mathews, Michael Callan, Jo Morrow, Glenn Corbett, Carol Douglas, Joe Gallison, Ron Garret, Margie Bengin and Vickie Trickett.

Correction

Roddy McDowall is not a member of the Celebrities for Nixon-Lodge Committee, as reported in a story from Washington, D. C., in MOTION PICTURE DAILY on Sept. 6. McDowall said here yesterday he had been approached for permission to use his name, but had refused it in a telegram sent to the Washington office of the group.

National Use Predicted

For Imported Films

From THE DAILY BUREAU

HOLLYWOOD, Sept. 13.—All good imported films soon will be dubbed and played in the major theatres in the U.S., no longer being the Special fare of “art” and other small theatres, a convention report by Theatre Owners of America’s for foreign film committee of which Irving M. Levin of San Francisco is chair man.

The report said “the product short age will make it mandatory that commercial theatres present this product making them competitors of the specialty houses.” It added that at least 230 films, or as many as were made in this country, are being imported this year.

While the small houses will play the imported product day and date with the large theatres, Levin’s report said, the former will have an advantage in that they will be able to present them with subtitles, as contrasted to the dubbed version.

TOA Delegates Guests

At AIP Garden Party

LOS ANGELES, Sept. 13.—American International Pictures was host to a cocktail garden party and buffet supper today for delegates to the convention of Theatre Owners of America at the Sheraton West Hotel. President James H. Nicholson and executive vice-president Samuel Z. Arkoff presided at the party, which was the third consecutive affair AIP has sponsored in conjunction with the annual TOA conventions.

Highlight of the evening was fashion show in which Hollywood starlets modeled costumes worn past AIP motion pictures.

Rogers, Alpha Official, A TOA Speaker Today

HOLLYWOOD, Sept. 13.—Bud Rogers, newly appointed pres ident and manager of Alpha Distributing Corp., will be a speaker at Theatre Owners of America’s annual meeting tomorrow at which the Pathe Laboratories affiliate will be introduced to exhibitors.

Alpha will be developed into a very important industry factor,” Rogers said today. He will return to New York later in the week to put together the new company’s sales exploitation force.

Wolfson Has Birthday

HOLLYWOOD, Sept. 13.—George Kerastas, toastmaster at Theatre Owners of America’s first convention luncheon last year, called attention to the date being the birthday of Mitchell Wolfson, president of Wometco Theatres, and a former TOA president. The entire assembly joined in wishing Birthday-waiters marched in with a candlelit cake and Columbia starlets on the dais promptly greeted Wolfson with applause.
'Tomorrow' Theme of TOA-Meet Speakers

From THE DAILY Variety

LOS ANGELES, Sept. 13.—ACE is "struck out" on industry concilia-
tion as a means of settling exhibitor-
structor disputes, S. H. Fabian, CE chairman, told the TOA conven-
tion here. "Whatever the reasons are, and I assume they are many," he said, "the effort to use the conciliation
mechanism has not worked, and as far as I know it has been abandoned by ex-
hibitors."

(Continued from page 1)

Pickus, Greeting TOA Delegates,
Sees 'Finest, Greatest' Conclave

From THE DAILY Variety

LOS ANGELES, Sept. 13.—De-
gates to the 13th annual convention of Theatre Owners of America at the
Ambassador Hotel here were officially
welcomed by Albert M. Pickus, president, as he opened the first ses-
tion today.

Pickus promised the exhibitors the "finest and greatest convention ever staged by TOA" and thanked the ar-
rangements committee for their work
in planning the business sessions and
recreation activity.

Later, at the first luncheon meet-
ing, Pickus gave the full TOA mem-
bership the annual president's report
which he had previously delivered to the board of directors at the week-
end.

In the report Pickus again stressed product as "our greatest problem to-
day" and told of TOA efforts to cope
with this. The report also covered the
campaign against pay-tv, the fight for
exemption for theatres in minimum
wage legislation, and the growth of
TOA membership. For the full Pickus
report see MOTION PICTURE DAILY for Sept. 13.
The American Society of Composers, Authors and Publishers (ASCAP) has a membership of 5,606 authors and composers and 1,536 publishers. These talented men and women create the best in American music which is known throughout the world. The Society's members write the popular hit songs, rhythm and blues songs, great sacred music, the songs from world-famous Broadway productions as well as the top Hollywood musicals, and the symphonic and concert music of our concert halls.

Organized in 1914 by a small group of writers and publishers, the Society is dedicated to seeing that every man and woman who creates musical works for the benefit of the American public shall receive just financial return when his copyrighted music is publicly performed for profit. In seeing to it that this right is amply protected, the Society encourages future creation of our American musical culture. The ASCAP repertoire is available to all users of music through a single license. ASCAP represents the great music of America.

The American Society of Composers, Authors and Publishers
575 Madison Avenue, New York 22, New York
20th-Fox Will Start 17 Feature Films
In the Next 90 Days, Says Goldstein

By SAMUEL D. BERNs

HOLLYWOOD, Sept. 14.—Robert Goldstein, executive head of production at the 20th Century-Fox studios, announced today, following conferences with company president Spyros P. Skouras, that 17 new feature films will be put into production during the next 90 days. Twelve of the pictures will be under the guidance of Goldstein, with the remaining five to be made by independent units.

First of features to go before the cameras this week is "Cleopatra," produced by Walter Wanger. Follow-

TOA Anti-Pay-TV Fight
Is Puzzling to Novins

Special to THE DAILY
TORONTO, Sept. 14.—"I can’t under-

British Pledge to Book
Films Produced by ACE

By WILLIAM PAY

LONDON, Sept. 14.—The general

Equipment Plays Part
In Theatre Upbeat

From THE DAILY Bureau

TOA Studies Ways of
Hiking Concession Sales

By MARTIN QUIGLEY, JR.

LONDON, Sept. 14.—Motion picture interests of the Bank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

At TOA Convention
First Twelve
Alpha Features
Are Outlined

Zeckendorf Voices Faith;
Terms Will Be Adjustable

W. Zeckendorf

TOA Studies Ways of
Hiking Concession Sales

By MARTIN QUIGLEY, JR.

LONDON, Sept. 14.—Motion picture interests of the Bank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the

Film Interests Called Most Important
Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Bank said today in the
**Israel Deal**

(Continued from page 1)

in Turkey, Brazil, Pakistan, Indonesia, and Argentina.

The board was advised that the Turkish government has already allocated dollars for the importation of films there with the Film Importers Ass’n, given responsible credit.

On Brazil the board discussed the 10 per cent municipal tax in Sao Paulo and sent recommendations to its representatives there. It also considered the advisability of affiliating with the Sao Paulo distributors’ syndicate which deals with weight matters in that area.

260 Under Discussion

Import licenses in Pakistan for the year starting Oct. 1 were divided.

The total is 125. Still being discussed are 260 licenses.

The board further took up the government tax situation in Argentina where there is a levy on distribution and exhibition as opposed to admissions.

The problem is to decide who will pay what. No decision has been made.

**Set ‘Ben-Hur’ Policy in 100 New Engagements**

Special to THE DAILY

CHICAGO, Sept. 14. — With 20 field representatives gathered here for a two-day meeting on “Ben-Hur,” the policy for handling the picture in 100 new engagements over the next two months was announced by M-G-M’s top sales and advertising executives. Plan is to open “Ben-Hur” in each and every situation according to the same pattern that was used at the New York and Los Angeles premieres.

Openings to Be Formal

Formal openings with top local dignitaries and press will be held. All fanfare facilities that can be mustered on the local scene will be used. In each situation ‘Ben-Hur’ field representatives will work the territory well in advance and will follow through with exhibitors until the engagement is well under way.

**New Grant ‘U’ Film**

HOLLYWOOD, Sept. 14. — A third independent Cary Grant vehicle for release by Universal moved toward production today with the signing of British writer-director Bryan Forbes to write the screenplay of an untitled romantic drama, it has been disclosed.

Based on an original script called “One Arabian Night” by Sidney Carroll, the property is being blue-printed to go before the cameras at the Studio and location in North Africa and Hong Kong in the spring of 1961, according to Edward Muhl, vice-president of Universal-International, distributor of the picture.

**Ashamed of Runaway Production—Scharby**

Dore Schary is “ashamed and chagrined at the number of Hollywood producers who are running abroad in an obvious effort to avoid the local tax line and appeal to the Canadophobe,” talking informally to the press yesterday at a luncheon preceding the screening of the picture, scored what has come to be called “runaway production” by “those who at this crisis in world history are running away from their responsibility of carrying part of the tax load.”

Schary, in a relaxed one-on-one sit-down with the prospects for “Sunrise,” which he hopes will be a welcome change in the recent screen fare. “We have had a surfeit of pictures dealing with violence and aberrations of all kinds,” he declared.

There are facets of nobility we have had too little on of the screen and there are emotions unconnected with Freud which can provide tears and excitement.”

Plans Play for Spring

He is in New York rehearsing his play, “The Unsinkable Molly Brown.” He has purchased the stage and screen rights to “The Devil’s Advocate” and will produce it on Broadway next spring “probably with motion picture backing.” In any event he will produce it as a picture following its opening on the stage.

**Double Bills Appear On Way Out in Detroit**

Special to THE DAILY

DETROIT, Sept. 14. — Downtown Detroit theatres, which have played double bills on first-run engagements for years, are going in for more and more for single features.

The Palms, a United Detroit house, was so successful with “Psycho” as a single that it will play its next book, Elmer Gantry and Ben-Hur, on the same circuit is playing “Ocean’s 11” at the Michigan without a co-feature. Roadshow engagements are now in three downtown theatres, leaving only the Broadway, Capitol, and Fox with double bills.

**Video Policy Unchanged**

OKLAHOMA CITY, Sept. 14. — Operation policy of Video Independent Theatres will be unchanged from that existing before the death of Henry S. Griffin, according to instructions issued here by the executive committee which has been named to take over management of the circuit, Members of the committee: chairman, J. Carlton Updeike, executor of the Griffin estate; C. O. Fulghum, C. F. Motley, Larry Boggs, Jack Brooks, Ernest L. Williamson and Mrs. Lois Chambers McColgin.

Penn. Allied

(Continued from page 1)


Internal differences boiled over the national board meeting when Dr. election of Edward Lither, of IEN who was recommended for the Allied presidency, was upset by what some directors charged were unfair methods.

Special Committee Formed

After the resignations of the T units a special national Allied committee was formed charged with attempting to bring the locals into line, the committee is composed of Al Myrick, Allied president, and Truean Reubens and Irving Dologer, national directors.

While the Western Pennsylvania unit was receptive of overtures of the committee and met with it, IE remained adamant in its position. Also attending the meeting was Milton London, regional vice-president of National Allied.

**New Schine Positions For Morris, Evans**

Special to THE DAILY

CLOVERVILLE, N. Y., Sept. 14. — Accelerating its program of diversification, Schine Enterprises, Inc., increasing the staff at the executive offices in New York City and appointed for W. A. Morris director of the hotel division and Horace E. Evans, president. Mr. Morris has been moved to the New York office, from Cloverville, where he directed advertising and publicity for the Schine Circuit over a 20-year period.

Replacing him in Cloverville is Horace E. (St) Evans, assistant rector of theatre advertising and publicity since 1951.

Schine Enterprises is opening other Schine Inn this month, Cloveryville, where a newer motor is scheduled for Syracuse, N. Y. corporation has also created a bowling division, headed by Jack Mitchell, former Schine Theatre zone manager in Watertown.

**J. C. Thompson Dies**

BIRMINGHAM, Sept. 14. —Funeral services have been held here for J. C. Thompson, brother of J. H. "Tom" Thompson, head of Martin & Thomson Theatres, Atlanta, and president of Theatre Owners of Georgia.

_Inheritance to Bow Oct._

Stanley Kramer’s “Inheritance” on Oct. 12 will have a New York premiere at the Astor Theatre on Broadway and at the Terrace, 858 Third Street.

**Personal Mention**

ERIC JOHNSTON, president of the Motion Picture Export Association, returned to New York last night from Rome and left here immediately for Washington.

PHILIP GERARD, Universal Pictures Eastern advertising-publicity director, will leave New York today for Toronto.

DON CAPANO, vice-president of S.O.S. Cinema Supply Corp., will leave here this week with Mrs. Capano for an extended trip to Europe.

PHILIP ROSE, co-producer of Columbia’s “A Raisin in the Sun,” arrived in New York yesterday from Hollywood.

JOSEPH B. ROSEN, Universal Pictures regional sales manager, and JEFF LIVINGSTON, executive coordinator of sales and advertising, were in Boston yesterday from New York.

CHARLES GOLDSMITH, managing director of M-G-M Pictures, Ltd., London, will return to England today aboard the “United States.”

CHARLES SMITH, vice-president of Capital Releasing Corp., Atlanta, is in Hollywood from there.

JACK SANSO, manager of the Stanley Theatre, Hartford, and Mrs. SANSO are marking their golden wedding anniversary.

**Rodgers to Finish Term**

Richard Rodgers, composer member of the American Society of Composers, Authors and Publishers since 1928, has agreed to serve on the Society’s board of directors to finish out the unexpired term of his partner, the late Oscar Hammerstein II, until the new ASCAP elections in January.

**WB Meet Here Today**

The three-day Warner Brothers national conference on advertising and publicity will open today at the home office, with advertising-publicity director Richard Lederer presiding. The conference, which will continue through tomorrow, will deal with the promotion campaigns for five new releases and one re-release.

**MOTION PICTURE DAILY**
Warners cordially invites you, your wife and your children to enjoy

A Schary Production

Sunrise at Campobello

At the theatre tradeshow screenings, Tues., Sept. 20

ALBANY—Strand 10:30 AM
ATLANTA—Plaza 10:00 AM
BUFFALO—Cinema 1:00 PM
CHARLOTTE—Dilworth 9:30 AM
CHICAGO—Century 10:15 AM
CINCINNATI—Esquire 2:00 PM
CLEVELAND—Colony 2:15 PM
DALLAS—Palace 9:00 AM
DENVER—Tower 1:30 PM
DES MOINES—Des Moines 9:00 AM
DETROIT—Madison 2:00 PM
INDIANAPOLIS—Uptown 2:00 PM
JACKSONVILLE—Florida 9:30 AM
KANSAS CITY—Mission 8:00 PM
MEMPHIS—Warner 10:00 AM
MILWAUKEE—Varsity 2:00 PM
MINNEAPOLIS—Terrace 2:00 PM
OMAHA—Center 1:30 PM
PHILADELPHIA—Logan 2:00 PM
PITTSBURGH—Manor 11:00 AM
PORTLAND—21st Ave. 8:30 PM
SALT LAKE—Studio 9:30 AM
SEATTLE—Music Box 10:00 AM
ST. LOUIS—Pageant 2:00 PM

LAUNCHED WITH THESE RESERVED-SEAT ENGAGEMENTS:
WORLD PREMIERE RKO PALACE, N.Y., SEPT. 28
BEVERLY, LOS ANGELES, SEPT. 29
GARY, BOSTON, OCT. 5
MARINA, SAN FRANCISCO, OCT. 6
UPTOWN, WASHINGTON, D.C., OCT. 6.
Hughes directed "Madison Avenue," directed by Bruce Hummertone; "Live Wire," produced by Oscar Brodine and directed by David Butler; "Lion of the Desert," told as producer and Rudy Mate directing; "The Queen's Story," to be produced and directed by Michael Powell; "Winged Victory At Ather," to be directed by Norvell; "Snow White and the Three Stooges," to be produced by Charles Wick and directed by Walter Lang; "Solo," Dick Powell to produce and direct the shooting of the sea," to be produced and directed by Irvin Allen.

In addition to these films, the following five productions will get the green light before the middle of December. David Selznick's "Teader Is The Night," Jerry Wald's "Return to Peyton Place" and "Wild Is the Country," two pictures produced by Plato Skouras and his Trion Production, "Francis of Assisi" and "The Jules Verne Story."  

Cites TV Dividends

Established manufacturing interests continued to make a contribution towards group profits, but the new and strictly non-film activities have not yet reached the stage of substantial contributors, he warned. He noted a first dividend from Southern Television, Ltd., in which Rank owns 37.6 per cent interest. Income from ballrooms and dance studios showed an increase, but the gramophone record outlet incurred heavy losses.

In view of the decline in theatre attendance the Rank group will continue to make fewer films, the report noted, and these will be of a type "with wider international appeal." Some 63 per cent of the company's film revenues came from the overseas market which Lord Rank found "encouraging."

The domestic demand for British films also continued to increase, he said. Out of the 12 most successful films played on the Rank circuit last year no less than seven came from British studios, of which the Rank Studios provided five.

The Organisation will continue its policy of modernizing existing theatres on which $3,402,000 will be spent this year.

Mr. Davis, managing director of the Rank Organization, added: "We have no intention of ceasing to make British films. We remain committed to the British film industry and are investing heavily in its future. Our focus is on producing high-quality, commercially viable films that will appeal to audiences both here and abroad."

Frank Davis added: "We have been working closely with filmmakers and studios to ensure that our films meet the highest standards of production, and we are committed to supporting talented individuals who want to pursue their craft."

Mr. Humberstone then turned to the financial performance of the group. He said: "Our results for the year have been exceptionally strong, with profits up by 20% compared to the previous year. This is a testament to the hard work of our employees and the dedication of our shareholders."

Mr. Humberstone also highlighted the company's commitment to social responsibility. "We are proud to support a range of charitable causes and to contribute to the local communities where we operate," he said. "Our employees are actively involved in these initiatives, and we will continue to support them in the future."

The Group's financials have been audited by KPMG. The report is available on the company's website.
First 12 Alpha Films Outlined

From THE DAILY BUREAU
OS ANGELES, Sept. 13.—The national campaign to acquire 30,000,000 signatures on a petition to Congress that pay-television be outlawed faced a "unified" response from exhibitors throughout the country, and by Budd Rogers, newly named president and general manager of Alpha.

Many O'Hara, who will star in two of Alpha's 12 productions, also addressed the exhibitors, assuring them that producers and talent will give their best to the pictures to be made and that the studio, in turn, will give their best to selling them. She said she was prepared to go out on the road and help sell them.

TWO FOR BRAZZI

The 12 pictures scheduled include "Brigadoon," starring Rossano Brazzi, to be produced by Steve Barchay, with a top co-star, and "Wife or Mistress?" a sequel, by the heads of William Beckendorf, realtor, and a member of the board of the American Cinema Owners Corporation, and by Budd Rogers, newly named president and general manager of Alpha.

from William Beckendorf, realtor, and a member of the board of the America Cinema Owners Corporation, and by Budd Rogers, newly named president and general manager of Alpha.

Johnny Gage, who will star in two of Alpha's 12 productions, also addressed the exhibitors, assuring them that producers and talent will give their best to the pictures to be made and that the studio, in turn, will give their best to selling them. She said she was prepared to go out on the road and help sell them.

TWO FOR BRAZZI

The 12 pictures scheduled include "Brigadoon," starring Rossano Brazzi, to be produced by Steve Barchay, with a top co-star, and "Wife or Mistress?" a sequel, by the heads of Charles B. Fitzsimmons, the first Maureen O'Hara starrer, "The Madam revises," from a screenplay by A. S. Fleischman, based on a book by Walter LaFarge, a Civil War story. The actress's second Alpha picture will be announced later.

Nan Tanchuck and Irving Cuming will produce Jules Verne's "From the Earth to the Moon" a science-fiction story with topical values, and "Morgan's Horse." Stuart Reynolds and Jack Baker will produce "Johnny Gage," a prohibition gang war story. Bissitch and Robert Patterson, with screenplay by Mark Hanna. The same producer team will make "Record Buster," teen-age music film, and "The Face," a horror film.

BISHOFF, DIAMOND TEAMED


Zuckendorf told the exhibitors that a policy of attempting to make only blockbuster hits is unhealthy and of potential injury to the industry. "No matter how high the pyramid may be," he said, "it needs a broad base. It is all right to make a few big pictures but the industry can't exist on those alone nor can it prosper unless exhibitors prosper, too. The pyramid could topple and bring an industry down with it around the heads of policy-makers. There must be a partnership between exhibition and production. The industry is not an exclusive club for the few. It belongs to many."
Great photographs combine chance, skill and careful preparation. Plus—that stroke of luck that turns the ordinary into something that's truly great! That's why it pays to load with Eastman Film—always! Then you're ready—regardless of time, weather, lighting! For example, the new Eastman Double-X black-and-white. It has double the speed of the current Plus-X with virtually the same superior fine grain characteristics. Added depth! Superior resolution!

What's more, with Eastman Film, the advice and cooperation of the Eastman Technical Service for Motion Picture Film is available to help solve problems of film selection and processing.

For more information, write Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division  Midwest Division  West Coast Division
342 Madison Avenue, New York 17, N.Y.  130 East Randolph Drive, Chicago 1, Ill.  6706 Santa Monica Blvd., Hollywood 38, Calif.

or 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.
Johnston Will Urge MPA Africa Effort

By E. H. KAHN
WASHINGTON, Sept. 15. — Just back from a five-week, 300,000-mile trip to Africa, Eric Johnston, president of the Motion Picture Export Association of America, is expected shortly to make formal recommendations concerning that continent in a report to the MPA member companies. It seems clear that he will suggest a more active role in Africa exhibition by American organizations.

In a press conference today Johnston reiterated his confidence in the growing market that is Africa. "With tv coming into Europe," he said, "we (Continued on page 5)

Academy Show Slated For Monday, April 17

From THE DAILY Bureau
HOLLYWOOD, Sept. 15. — The 33rd presentations of the Academy of Motion Picture Arts and Sciences, will be held on Monday night, April 17, 1961.

In making the announcement, Valentine Davies, first vice-president, said a Monday was selected for the third successive year in deference to motion picture exhibitors, recognizing that such a record-audience show on other days of week might interfere with peak night theatre attendance.

Self-Regulation Answer to Censorship

Wolfson and Wald Tell TOA Meeting

LOS ANGELES, Sept. 15. — The industry's concerted aim in the face of new criticism and agitation for censorship should be to preserve its system of self-regulation, the Theatre Owners of America convention seminar on legislation and censorship was told yesterday by Mitchell Wolfson, chairman. To this end, he said, the Production Code and its administrators require the complete support of everyone in the industry.

"If self-regulation is discarded," Wolfson warned, "we are going to...

Mirisch Asks TOA Join Producers

American Version of Eady Plan Proposed

SPG Head Says Fund Could Overcome Product Shortage, Develop New Talent

By SHERWIN KANE
(TOA convention pictures on page 4)
LOS ANGELES, Sept. 15.—A proposal that exhibition join production to study and develop an American version of the British Early Plan as a means of overcoming the product shortage and for the development of new talent was made to the Theatre Owners of America convention here today by Walter Mirisch, president of the Screen Producers Guild.

Mirisch also called for streamlining and consolidations in distribution "to do the job better as well as cheaper." His proposal for an American Early Plan pointed out that the national film gross for the past 10 years has averaged approximately $1,300,000,000 per year.

"A contribution of only three per cent of this total could establish a (Continued on page 6)

Pa. High Court Asked To Uphold Censor Code

Special to THE DAILY
HARRISBURG, Pa., Sept. 15. — Atty. Gen. Amice X. Alpen yesterday disclosed the State Department of Justice has asked the State Supreme Court to uphold Pennsylvania's new censorship code enacted in 1959.

"So long that the department had hoped to have the case heard sooner, she said "an effort will be made to (Continued on page 6)
Product Supply Will Assure Future Of Theatres, Distributors Tell IENE

Special to THE DAILY

CHATHAM, Mass., Sept. 15. - Optimism for the future of the motion picture industry and the steady supply of product were expressed here today at the convention of Independent Exhibitors, Inc. of New England and Drive-In Theatre Associates by the general managers of two major film companies.

The men who spoke on the final day of the three-day affair were Glenn P. Heiber, 20th Century-Fox and Henry H. Martin of Universal. First two days of the convention, which was attended by over 200 exhibitors and other industries, were devoted mainly to golfing and other recreation.

Norris suggested the showmen "merchandise" their theatres in the same way that distributors merchandise product. "Make your theatres more attractive," he urged.

The 20th-Fox executive said he had just returned from a trip to the studio and was much impressed by the product. "Make your projection more attractive," he urged.

The convention also saw the meeting of exhibitors with Motion Picture News, the publishers of Variety and Exhibitors News, in the form of an "Executive Breakfast." The morning was devoted to breakfast and business, the afternoon to recreation.

Henry S. Sullivan, vice-president of American Broadcasting-Paramount Theatres, and his assistant, Braxton Levy, have returned to New York from Detroit.

Charles H. Rosenblatt, vice-president of International Film Distributors, Inc., will leave here today on a business trip to Central America.

David Goldberg, director of advertising-publicity for Panam-Frank Productions, will return to Hollywood today from New York.

Mike Silsman, 20th-Century-Fox trade publicity contact, will leave New York today for the Coast.

En Herder, of American International Pictures, left New York yesterday for Cincinnati and Indianapolis.

Glenda Blagg, secretary to Van Wolf at Cinemiracle Pictures and formerly secretary to Cey Briscoe at the Michael Todd office, will be married on Saturday at Good Shepherd Church, Brooklyn, to Victor Jensen, nephew of Briscoe.

Ralph Rips, M-G-M branch manager in Albany, N. Y., has returned there from Oneida, N. Y.

Morris Leefo, M-G-M's "Ben-Hur" sales manager, will return to New York today from Detroit.

John Damas, Stanley Warner zone maintenance manager, has returned to Newark from Albany, N. Y.

John Damas, Stanley Warner zone maintenance manager, has returned to Newark from Albany, N. Y.

**NEW YORK THEATRES**

Radio City Music Hall—Rockefeller Center • C 4-6400

**SONG WITHOUT END**

*The Story of Franz Liszt* starring DIRE: BOGARDE as Franz Liszt A GREAT COMEDY Aח׳ A HIT ACH OF THE GREAT STAGE "FESTIVAL"

**Alamo’ Benefit Bow Set**

The New premiere of John Wayne’s 'The Alamo’ at the Rivoli Theatre here Oct. 20, will be sponsored by MEDICO (Medical Investigation Cooperation Organization), it has been announced by Wayne and William H. Hemmen, vice-president of United Artists, the distributor.

Plan ’Holder Meets on Ampex, Telemeter Link

Ampex Corp. and Telemeter Magnetics, Inc. are making plans to call special meetings of stockholders of their respective companies seeking to approve the proposed merger recommended this week by the boards of the two California electronics companies.

Nizer Named

(Continued from page 1)

effort for $100,-000,000 Waldorf-Astoria banquet on Nov. 27 at which B’nai B’rith will honor New York in-

Nizer, a member of the law firm of Phillips, Nizer, Benjamin, Krim, and Ballon, is attorney for many theatrical and motion picture personalities. He is author of the recent best-seller, "Thinking on Your Feet." He served as chairman of the Greater New York Campaign for the March of Dimes in 1949; chairman of the Red Cross Telethon 1949 and Division chairman of the Speaker’s Bureau of the United Jewish Appeal.

'Song' Hits $457,000

William Goetz’ “Song Without End,” the story of Franz Liszt, has grossed over $457,000 in the first five weeks of its run, it was announced by Russell V. Downing, president of the Radio City Music Hall, where the Columbia release had its world premiere.

Fox Adds Two Films; 19 For Rest of Year

Twentieth-Century-Fox has quired two new films and has added them to their release schedule for the final quarter, making a total of eight films to be released from September through the end of the year.


Jessel Toastmaster

At Pioneer Dinner

George Jessel will serve as toast master at the 22nd annual Multi Picture Photographers dinner honoring seph E. Levine as "President of the Year" It was announced by S. H. Fabin, president of the Photographers. Jessal, acknowledged as the "toast master general of the United States," will headline the dinner which will be held at the Starlight Roof of the Waldorf-Astoria Hotel.

**Draft Permit for Sunda Films in Greenville**

Special to THE DAILY

GREENVILLE, S.C., Sept. 15, County Attorney E. P. Riley has been authorized by the County Commissioners to draft a permit which they would authorize operation of Sunday movies in the county. A spokesman said the commission would act in a matter of days after receiving a request for permission from one of four drive-in theatres in the county.

After a brief discussion of the applicable statute, Commissioner W. H. Smith said, "I don't see how we can keep them from operating. The law by which this county qualifies for Sunday operation of amusement facilities specifies that the amusement shall not be engaged in between 9 and 11 P.M."
Thousands of spectators gathered along Broadway to watch the bands, cheerleaders, "college queens," more than 100 fraternity and sorority officers from local schools and the leaders of 16 national Fabian fan clubs. This event can be duplicated in all localities with the same highly successful results. Above, Carol Lynley (left), Sal Mineo and Ina Balin add Hollywood glamour to the festivities.

Twentieth's "High Time" got off to a flying start at New York's Warner Theatre last night in a glamorous do-it-yourself for exhibitors all over the country. Here, Judy Carroll shows how it's done on the trampoline. Champions on this gymnastic device added excitement to the premiere.

Twelve "Fabian" fans from out of town did a session with Julie Newmar on the trampoline in front of the theatre, to the crowd's amusement.

Idol of the teen-agers, the Fabulous Fabian, who co-stars in the film with Bing Crosby and Tuesday Weld, and singing star Frankie Avalon enjoyed a session with the 40-foot trampoline in front of the theatre, to the crowd's amusement.

To the left we see the All-American College Quartette, representing four institutions in the area, which serenaded the watching multitudes with collegiate favorites. The varsity quartette escorted four pretty "queens" and posed happily for the newsreel.

The famed Doramos Drum and Bugle Corps marched in accompaniment to the activities. The band, resplendent in blue and gold, added a touch of gaiety which had the crowds singing along.

Seen here are some of the thousands attracted to the event by the lights, music and arrival of personalities. The Warner Theatre was ablaze with spotlights in tribute to the Charles Brackett production.

The cocky "Fabian" kids added an extra touch of gaiety to the festivities. TheFABIAN Band, made up of students from local colleges, added another touch of gaiety, with throngs of people singing along to the music.

To the left we see the All-American College Quartette, representing four institutions in the area, which serenaded the watching multitudes with collegiate favorites. The varsity quartette escorted four pretty "queens" and posed happily for the newsreel.
Pay-Television

(Continued from page 1)

Congress to outlaw pay-tv. The hearing, released to the press earlier, was in Motion Picture Daily of Sept. 15.

"If you believe that pay-tv is 'in- evitable', and if you are right," Wolff son said, "then you shouldn't be wast ing time on this convention. You should be home talking to a real state broker about the sale of your theatres."

"Pay-tv may come, but it is certainly not inevitable. The persistence of those who say it is 'inevitable' is understandable. They're after a rich prize: a legal and licensed piracy of the free air waves and a hijacking of the only merchandise we have to sell."

"An Exhibitors' Fight"

"This is an exhibitors' fight. We cannot count on very much support from other branches of the industry. Some producers, looking shallowly into the future, think they see a utopian climate for themselves, a day when they can divert the lives of all their costly distribution offices and personnel, doing away with salesmen and publicity departments and solving forever the vexing problem of supplying enough costly 35mm prints of their pictures."

"Their have dreams of having a one or two 16mm prints serving the entire nation, and of having a first-day audience of millions which would not only cover all production costs but also deliver to them an outrageous profit."

Called 'False Dreams'

"These are false dreams, but the point is there is enough mileage in them to seriously threaten the existence of every theatre in the country, and actually wipe out most of those."

"Today even the pay-tv advocates have changed their tune," Wolfson continued. "They used to promise us that they could spin millions of new movie fans, and that pay-tv was merely an extension of the industry to bring movies to those who couldn't, or wouldn't go to theatres."

Now the latest honey-mouthings from Hartford lumps together the cost of theatre tickets, baby sitters, gasoline, bus fares, parking charges and popcorn, and tells the people how much they'll save on first run movies when pay-tv becomes a part of their lives.

Warms of 'Charge for Everything'

"What they don't tell the public is that in the initial impact of pay-tv the theatres would be wiped out, giving them no choice of picture presentation, except television, and that from that time on there would be a charge for everything worthwhile that the people might see on tv."

Wolfson termed this "deprivation, not only cost and hardship" which pay-tv would impose upon the public the system's "greatest menace."

The owners of pay-tv systems, he charged, have created no marvelous instrument which is a boon to mankind, but merely have made a device which will destroy television signals, something that "airplanes do every day as they pass over your house and Russia does as it jams Voice of America broadcasts."

Cites Ease of 'Jamming'

"At relatively small cost," he continued, "we exhibitors could create devices which would jam every radio and tv channel in the country. But should we be allowed to do it, so that people would be forced to pay at our box offices if they wanted entertainment."

"But that is what pay-tv people are asking the government to give them—the license to pre-empt at will any tv channel so that they might exact a tribute every time they have something better than 'Howdy-Doody' to show."

Fears TV Upheaval

Wolfson also said the economic consequences of pay-tv should not be overlooked. He said that in addition to loss of employment by 150,000 theatre workers and the over two billion in theatre properties, the commercial television industry would undergo an equal upheaval, and that this would be reflected in the economies of every community, for pay-tv would not absorb the displaced nor compensate for devalued property.

He also told the exhibitors not to be misled by newspaper, sports interests and other groups favoring pay-tv. These disclose only "vested interests" and do not mean that public acceptance of pay-tv is assured.

Sees Public 96 Per Cent Opposed

In fact, Wolfson said, various polls have shown the public to be more than 96 per cent opposed to pay-tv. "This would seem to indicate," he said, "that perhaps this case should not be decided in Washington at all. It might be a good idea to put it to the people themselves by national vote of those who would be so immensely affected by such a change. Should this be done, the outcome of that reality would be 'inevitable'."

Marcus Cohn, counsel to the Joint Committee Against Pay TV, recalled that at his first address to a TOA convention 11 years ago he did not even mention pay-tv for at that time there was little interest in it following disappointing results of Zenith's Phonevision experiment in Chicago. Predicting that this week or early next week Federal Communications Commission will order public hearings on the application of Hartford Phonevision, Cohn said this will give opponents a welcome opportunity. "This will be the first time that proponents of toll-tv will testify under oath and be subject to cross examination. We will confront them with their past publicity and propaganda statements. The speaker asserted that, despite what is said, proponents really seek first-run films."

"If proponents of pay-tv try to hoodwink the seven FCC commissioners, they will fail on their faces. If, on the other hand, they come in with concrete types of programming that will inure to the benefit of the American public, then limited toll-tv tests will be authorized," was Cohn's conclusion.

Redstone Points to 'Fictions'

LOS ANGELES, Sept. 15—The importance of separating fact from fiction in the "life and death" struggle against pay television was stressed by Sumner M. Redstone, assistant to the president of TOA, at the convention forum on pay-tv today. The New England circuit owner declared that the only thing he feared in the current fight was that exhibitors might become confused by the barrage of "fiction" unleashed by the proponents.
Johnston to Urge Africa Effort

(Continued from page 1)

O.A. Delegates Guests at the Harbor Drive-In

From THE DAILY Bureau

HOLLYWOOD, Sept. 15—Owners of America convention spent the afternoon today an inspection trip to the Harbor Drive-in Theatre, regarding as offering the latest in drive-in design, uphauf and operation throughout area.

Dwight L. Sprachter of Seattle and I. L. Redstone of Boston conducted a seminar in drive-in operation and administration for the guests of the spot. 

Convention Speakers Urge Self-Regulation

(Continued from page 1)
U.S. 'Eady Plan' Proposed

(Continued from page 1)

By CHARLES S. AARONSON

There will be world-wide telecast-
ing in five years, and the ABC Tele-
vision Network intends to be a partic-
ipant in that broadcasting, for that
will be "history in the making," de-
clar ed Leonard Goldenson, president
of American Broadcasting - Para-
mount Theatres, yesterday in the
course of a closed circuit telecast
which was a preview of the ABC-TV
programming for the 1960-61 season.

Described, excerpted and with the
introduction of stars (some new), were:
"Hong Kong," with Rod Taylor; "Surf-
side 6," with Troy Donahue; Donald
May, Dorothy Malone, and Rex Res-
son in "The Roaring 20s"; William
Reynolds, James Philbrook and Diane
Brewer in "The Islanders"; "My Thrup
Summer," with Fred MacMurray and
William Frawley; "Guestward Ho,"
with Joanne Dru and J. Carroll
Naish; Pat O'Brien in "Harrigan & Son,"
and James Whitmore in "Law and
Order." Treyz emphasized the
strides ABC has made in network
programming and in acquiring a share
of the national audience, and insisted
that the new season bids fair to be-
coming the "best in television's his-
tory."

Sees 'Dual Responsibility'

Goldenson cited that fact that the
network's programming schedule rec-
gognized a "dual responsibility" to en-
tertain and to inform, and he em-
phasized the degree of attention which
will be paid to the vital area of public service
and educational programming. He men-
tioned in particular the new "Bell &
Howell Closeup" series, beginning
September 27, '60, on which Mr. Goldenson said
the program would "pull no punches."
Others he cited were "Expedition!" and
most particularly the Winston Churchill series,
"The War Years." Daly declared that the network was
setting up its news and public service
programming to meet conditions in a
fund of roughly $40,000,000 per year, and
an additional sufficient to produce 20
more blockbuster per year, or at
least 20 more major pictures," Mrirsch
said.

"This would mean an opportunity
to develop new stars, assure addition-
al first rate product to the exhibitor and,
hopefully, a steadily building
audience," he added.

The British Eady Plan began as a
voluntary pooling' for collected at the box
office and paid by British exhibitors to
producers of locally made films. The
bonus paid to individual producers is
based on the proportion of any given
film's gross to the overall annual na-
tional theatre gross, and the pay-
ments are made to a central fund out
of the theatres gross receipts.

Mirisch said he had little confi-
lence in making major companies pro-
duction which have been advanced to
date, asserting that there have been
more "plans produced than pictures.

Most of them, he said, were based on
"have little regard for the basic,
economic factors at work in
this industry."

Wants Committee Named

An American Eady Fund, he sug-
gested, could be administrated in the
same fashion as a welfare fund by
representatives of the producers, ex-
hibitors and other national parties.

Mrirsch asked that TOA appoint an
"appropriate committee to study the
proposal and give it serious consider-
ation."

Of distribution streamlining, the
SGC president said it is long overdue.
He took note of the recent Columbia-
Paramount distribution consolidation in
Canada and of others in England and
said it is "amazing they took so long in coming and have been
followed by others."

He declared that the "revolution in the field of trans-
portation during the past 15 years has
not been sufficient to get very much
into the distribution of films. It is
essential that distribution costs be
attacked by this industry on an in-
telligent basis and new methods and
systems must be devised."

Feels Independents Need Aid

Turning to other subjects, Mirirsch
said theatre divestiture has resulted in
the planned new majors "having extra
financiers and distributors, and as a
result the ties that formerly reached
from the producer to the theatre op-
erator have been severed."

The independent producer has
little contact with the public and
to meet this problem TOA and
SGC have established a liaison com-
nittee to exchange views on types of
"time of challenge and change."

The greatly expanded sports cover-
age planned by the network was cited
specifically by Moore, who mentioned the
planned NCAA Saturday college
football games and the series involv-
ing the newly formed American Foot-
ball League professional games as ex-
amples of expanded sports coverage.

Campaign for Warner 'Girl' Is Outlined

An exploitation campaign that
will surround the new film "Girl in
the Night" was outlined yesterday
(15) by Max J. Rosenberg, producer of
"Girl in the Night" for Warner Bros.
Spike at the opening session of the
three-day "Warner Bros. Crucial
Meeting" on advertising and publicity
he will conduct at his home office, with
advising-publicist director Richard Le-
er presiding.

"Girl in the Night" will be a girl
who will make a si-
tour in advance of the first
engagements of his Vanguard Pro-
duction, said that Ballantine Books has
promised "Girl in the Night." The
book "Girl of the Night," which will be
the N.
Company, distributors of the book.

Joining Rosenberg in discussing "Girl of the Night" campaign will
be Al Sherman, publicity manager for
Mirisch, and representatives of the
theatres where the N.
tional engagements will be played.

Foreign Press Assn.

Cities 'Sons and Lover'

HOLLYWOOD, Sept. 15. - "So
and Love", Jerry Wald productions
for 20th Century-Fox, was voted by
pressmen yesterday for premiere out-
1960 by the Hollywood Foreign
Press Association's 125 members

A bronze plaque, signalling its
appearance, will be presented to Wald
in the film's co-stars, Dean Stockwe-
Mary Ure and Wendy Hiller, at
testimonial dinner to be held at the
Beverly Hills Bacquet Club on Oct.

Compo Ad on 'Teens'

Pointing out that a recent sur-
vey showed that 99 per cent of high
school students queried read newspapers at
an average of 82 per cent of them, the high
percentage listed, were interested
in the news, was the 20th Series of
Compo ads in Editor & Publisher
suggested that newspaper which publish-
not only risk readership interest should review
the editorial policies. "No newspaper
should publish any greater asset than satisfied re-
ers," the ad states. "And if an editor
wishes to satisfy his readers a good
amusement page is a must." The

'Kol Nidrei' at Hall

Radio City Music Hall will premiere
Max Bruch's "Kol Nidrei" as a specia-
seasonal attraction starting Thursday
with its regular stage and screen pro-
gress. The New York Philharmonic
orchestra andonal voices will
perform the Symphony Orchestra
by Raymond Paige, w
tenor Anthony Dario and
Josephine Turner, will present a
company the new film, "The Dark
and the Top of the Stairs" and the
spectacle, Russell Markert's "The
Comedies."
Loew’s Theatres Seeking D. of J. Nod for Production

Community Activity
Called Exhibitor Duty

From THE DAILY Bureau
LOS ANGELES, Sept. 18.—The importance of exhibitor participation in community activities was underlined at a breakfast meeting of the Theatre Owners of America convention here on Friday at which Mrs. Margaret G. Teyman, director of community relations for the Motion Picture Association of America, was chairman.

Members of the panel included (Continued on page 4)

‘Boycott’ Films Ready
For TV Sale in Britain

From THE DAILY Bureau
LONDON, Sept. 15 (By Air Mail).—The British Broadcasting Corporation and Associated-Rediffusion, the London mid-week commercial television company, have concluded a deal whereby AR will make available to the BBC 52 features for television (Continued on page 2)

Circuit Application Now in Preparation
Must Get N. Y. Court Approval; Budgets Under Study, Says Picker at TOA Meet

By SHERWIN KANE
LOS ANGELES, Sept. 18.—Loew’s Theatres has applied to the Department of Justice in Washington for approval of the company’s entrance into film production, it was disclosed by Assistant U.S. Attorney General Maurice Silverman at the closing session of the Theatre Owners of America convention here on Friday.

Details of the theatre company’s production plans were not disclosed by Silverman, who emphasized that it must receive the approval of the Federal District Court in New York before it can be put into operation. Silverman said, however, that the application for court approval is in preparation and may be submitted some time next month.

Silverman also revealed that the Loew’s Theatres plan contemplates a pre-eminent status for its own theatres in contracting to play the pictures it may make. The Justice Department official would not say what its position would be on the Loew’s application, but in earlier remarks he

(Continued on page 5)

NT&T 39-Week Report
Reflects Strike Effects

From THE DAILY Bureau
HOLLYWOOD, Sept. 18.—National Theatres & Television, Inc. in its consolidated statement of income for 39 weeks ended June 28, 1960, today reported net earnings for the period, before provisions for loss on its investment in National Telefilms, of $428,726 or 15 cents per share, as compared to $1,431,060 or 53 cents

(Continued on page 3)

in the EAST it's
MOVIELAB
for...
COLOR
BLACK & WHITE
FOR YOUR SCREENINGS
Film & Tape
EDITING & STORAGE Rooms
MOVIELAB BUILDING
619 W 54th St.
NEW YORK 19, N. Y.
JUDSON 9 0600

TOA Seminar
Merchandising Called Industry ‘Life Blood’

Martin Quigley, Jr.

Community Activity
Called Exhibitor Duty

From THE DAILY Bureau
LOS ANGELES, Sept. 18.—Establishment of better communication between exhibitors and producers offers the best possibility of improving the merchandising of meritorious pictures, a seminar on network earnings, as led by Martin Quigley, editor of Lion Picture, said, as moderator, brought at the final day’s session of the

(Continued on page 4)

USIA Film Div. Spent
$4,344,534 in Year

From THE DAILY Bureau
WASHINGTON, Sept. 18.—The U.S. Information Agency’s 14th semiannual report to Congress reveals that its motion picture service, headed by Turner Shelton, spent $4,344,534 during the fiscal year ended June 30. During the same period it undertook to extend $5,739,212 of the $5,747,152 which it received from funds appropriated by Congress.

U.S.L.A. director George V. Allen commented that the interest of Rus-

(Continued on page 2)

REVIEW:
High Time
20th-Fox—CinemaScope

Bing Crosby has a high old time cutting campus capers in this pleasant comedy about the trials of a middle-aged owner of a chain of restaurants who decides to catch up on his youth by enrolling for a college education. Charles Brackett handled the production reins in a lavish manner endowing the film with such box office names, in addition to Crosby, as Fabian and Tuesday Weld, the latter two as definite bait for the teenage crowd.

Blake Edwards directed in light manner from a screen play by Tom

(Continued on page 5)
USIA Report

(continued from page 1)

sions in America continues unabated. He noted that following Khrushchev’s walk-out on the Paris summit conference, “it suddenly became less for us to take the view of the people today.” Noting that jamming of Voice of America broadcasts had increased, he added:

“More Russians have seen American television pictures during the past six months than in all the previous years since 1917 combined. Out of the 102 motion picture houses operating in Moscow on June 30, 1960, 45 keep VOA, and in the preceding year under an exchange agreement worked out last year. The houses were packed with people, and the reaction was highly favorable. At the very moment when official Soviet propaganda attacks against the U.S. were at their worst.”

7 Merchandise Tie-Ups For Univ.’s ‘Midnight’

Universal-International has developed a series of seven national promotional tie-ups around merchandise inspired by “Midnight Lace,” the Ross Hunter-Arvin Production starring Dorothy Malone, Robert Culp, and Gia Scala. The campaign was underwritten by Ebel, an agreement with ABC/Good Time." The series included announcements on Feb. 19 and March 4. The last activity tied into “Midnight Lace” was a promotion for Stella Faghi, who is being marketed as a peignoir; and Sidney Lambert, Alaskan seal coat. There is also an eight-care tie-up with Starck pianos.

Muhl Going Abroad

Edward Muhl, Universal-International’s KB Theatres in charge of production, leaves tomorrow for Europe for a round of conferences in connection with pictures currently in production for release by Universal. In Rome the Muhl-Keeler team will meet with Columbia Pictures’ Mario Romano and Robert Hope, and in London, with Robert Arthur and Rock Hudson on “Come September.” He will also confer with Richard Wake, on the latter’s U-I-Health production, “The Secret Ways,” filming in Vienna.

K.S.T. to New Quarters

Kaiser Selloff and Temple, Inc., whose vasts many motion picture clients, will move its creative advertising and art studio to larger quarters at 654 Madison Avenue here on Oct. 1. The newly decorated air-conditioned space is occupied by Bloom-Zoldevio, include executive offices, conference room, and an expanded art department.

Eisenhowers to Pose
For ‘Stars’ Invitation

From The Daily Bureau

WASHINGTON, Sept. 18.—President and Mrs. Eisenhower are scheduled to appear tomorrow for photographers as they receive a formal invitation to the American premiere of “I Aim at the Stars” to open at Loew’s theatres in New York and Los Angeles. The performance is sponsored by the Army Distaff Foundation, Inc., for the benefit of Army Distaff Hall, a residence for widows of regular army officers and army nurses with 20 years of active duty.

Mrs. Thomas S. Gates, Jr., wife of the Secretary of Defense, Mrs. George H. Decker, wife of the Army Chief of Staff, and Mrs. Richard R. Groves will extend the invitation. Mrs. Eisenhower is honorary chairman of the women’s advisory committee of the Army Distaff Foundation.

Von Braun to Attend

Wernher von Braun, rocket expert on whose life the movie is based, will be the guest of honor. He will make an appearance on the stage of the Palace Theatre.

KB Theatres Purchase Hiser Theatre Lease

From The Daily Bureau

WASHINGTON, Sept. 18. — The KB Theatres under the direction of Marvin Goldman and Fred Burka over the weekend announced its lease of the Hiser Theatre, Bethesda, Md., from John H. Hiser. Acquisition of the Hiser marks the eighth in the chain of KB theatres.

The new management will take over on Oct. 1, at which time the theatre will be closed for renovation, redecoration and refurbishing. It is scheduled to open in late October as a KB theatre under a new name, the Barone.

‘Sunrise’ on Radio

Principals of the film “Sunrise at Camphell” will be the guests of CBS Radio’s Mitch Miller show on Sept. 29. The programme is designed by Bloom-Zoldevio, a co-producer, and the secret of the Secret Ways, filming in Vienna.

George Marshall to TV

HOLLYWOOD, Sept. 18.—George Marshall, veteran film director, makes his debut in the television field this week. David Susskind and Edward Montague for the new CBS television series, “The Drumbeater,” which will star Pat Harrington, Jr.

Bobert Will Direct

‘Flower Drum’ for ‘U

HOLLYWOOD, Sept. 18. — Hen Koster has been set to direct Universal International’s screen version of the Broadway musical-romance, “Flower Drum Song,” by Richard Rodgers, Occur Hammerson, H. of Joseph Fields, with music and lyrics by Rodgers and the late Hammerson. He director will produce Joseph Fields will start immediately on the film.

The film production of the “Flower Drum Song” will be one of the ambitious ever undertaken by Universal, it was said at the weekend. It concerns the film and the obtaining of all the appropriate rights by Edward Muhl, U-I vice-president in charge of production.

More than three months of rehearsals are planned by Producer Hunter and Director Koster before putting the subject to the color camera at the studio during mid-February of 1961.

‘Daylight’ Scheduled

Friedrich Durrenmatt’s “It Has Pened in Broad Daylight” will have its American premiere at the Barn Theatre here following the run of the present engagement of “The Psycho” in President Eisenhower has announced an opening of Montparnasse," was set back for a special bene preme.

PERSOAI MENTION

James B. Velde, United Artists vice-president in charge of domestic sales, and Al Lassen, Western division manager, are in Los Angeles from New York today for sales meetings that will continue later in San Francisco and Seattle.

Fortunato Baronet, Universal Pictures foreign publicity director, left here on Saturday for Puerto Rico and Venezuela.

Harold Hecht, producer, arrived in New York at the weekend from the Coast.

Larry Morris, vice-president of Moss Theatres, will return to New York today from Los Angeles.

Roy M. Breen, Eastern representative of Allied Artists’ informational films division, has returned to New York from Hollywood.

Ruth Pollock, Eastern publicity manager for American International Pictures, returned to New York at the weekend from Hollywood.

Steve Morris, of United Artists’ record department, will be married in June to Marlene Kraus, of Woodmere, L.I.


Robert Rothenberg, Columbia Pictures coordinator of special exploitation events, has arrived in Huntsville, Ala., from New York.

Ott Bromberger, producer-director, returned to New York on Friday from London.

Check with
national screen service
for the best service in SPECIAL TRAILERS

**Confident Five Warner Films to Be Successful**

Confidence that five new films set for release by Warner Brothers through the end of December will enliven box office success was expressed by Jack L. Warner, president of the company's national conference on advertising and publicity here Friday. The Warner message, from the Warner Studios in Burbank, was read to the conference by Richard Lederer, advertising-publicity director, who resided over the three-day meeting.

The closing session was held Sat. with participants from outside New York returning to their homes undaunted.

**Eight Speakers Heard**

Speakers at the meetings included Charles Boasberg, general sales manager; Bernard Goodman, distribution vice-president; Larry Leshansky, coordinator of export activities; Charles Cohen, executive assistant to editer; Joe Hyams, publicity manager; Ernie Grossman, exploitation and promotion manager; Max Stein, advertising and promotion manager; and Abe Kronenberg, coordinator of activities for "Sunrise at Campbelito."

**Field Men Attend**

Warner Brothers field exploitation representatives at the meetings were: Floyd Fitzsimmons of Boston; J. D. Voordier, Atlanta; Don Walker, anes City; Harold Goenther, Dallas; Jack Casper, Chicago; George Fishan, Washington, D. C.; Bob chwartz, Detroit; Al Dubin, To-onto; Jack Wodell, Denver, and Irving Blumberg, Philadelphia.

**Urge Buying of V.C. Night' Tickets Now**

Industry people who plan to attend "Variety Club Night," a Young People's way to raise money to buy their skates immediately because skating activity in the Empire Terrace Room limited, Harry Brant, chief banker for OXYZ, 35, said at the weekend.

Proceeds will go to the Bill Corum and of the tent to help handicapped children enjoy playground facilities in New York. Fee for the event includes admission to the raceway and dinner. Tickets are scheduled to attend.

**Alexander on His Own**

Joln Alexander, former circuit and vision manager for Republic Pic- tures, has formed John Alexander As- cates, distributors of theatrical and television films, with offices in the place Theatre Building here. First in to be handled by the new firm "Santa Claus," color feature soon be released.

**to Handle 'Blazing'**

Bob Perilla Associates has been appointed national publicity rep- resentative for the Raphael Nassbaum production "Blazing Sand," it was announced by Morris Podhizer, mecanic producers representative for the Aero-Film release.

**REVIEW: The Night Fighters**

**UA—D. R. M. Raymond Stross**

TIGHTLY DRAWN and full of suspense, this tidy production is notable for its scant direction by Tay Garnett and for a number of acutely drawn characteristics. The film is weak and contrived perhaps because it is a variation on a number that have been done on the same theme—the Irish Republican Army's bitter and, from most viewpoints, criminal, war on the British Government.

Robert Mitchum turns in an excellent performance in the lead role of a dreamer and poet who by accident of good fellowship is drawn into membership in a local I.R.A. unit and spends the rest of the picture regretting it. Among the rest of the cast Anne Heywood is both beautiful and believable as Mitchum's fiancée; Dan O'Herlihy is outstanding in his portrayal of the twisted local boy who dreams of being a hero even if it is for the I.R.A.; Cyril Cusack is dully amusing as Mitchum's shoe- maker friend who tries to make him see the wrong of what he is doing and in the end is instrumental in rescuing him; and Richard Harris is excellent as Mitchum's lifelong friend who is injured in a raid and whose capture and sentence to jail provides the motive for Mitchum finally to attempt to quiet the sinister and fanatic organization.

The story takes place in 1941 in a little village in the north of Ireland, in the six counties which the I.R.A. has vowed to liberate." The I.R.A. top command has turned to collaboration with the Nazis, an historical development which makes it easier for the picture to condemn the organization. When a Nazi trained I.R.A. organizer comes to the town of Duncrawn, Mitchum, ordinarily peace-loving, finds himself dragged into taking the fearsome oath of the I.R.A. by the taunts of O'Herlihy and the blandishments of Harris. His family, with the exception of his father, fruit-eating Harry Brogan, and friends worry and is it not long before he, too, has grave doubts about the moral justification for the group. These crystallize during a raid on a hydro-electric plant in which one of their men is killed and Harris is wounded. Mitchum heri- cally carries him to safety across the border. Harris attempts to return home and is captured.

When O'Herlihy refuses to let the I.R.A. unit raid the jail to rescue Harris and plans instead a raid on a neighboring police barracks which might involve the lives of women and children, Mitchum balks and turns informer. The climax of the picture tells of the I.R.A.'s attempts to kill him, his rescue by his brother, Cusack and Miss Heywood and their escape to England.

It is an effective and well drawn story, full of action and suspense, with a well drawn background explaining, as well as anyone can, the vagaries of an Irishman's loyalties.

Running time, 85 minutes. Release date, September.

**James D. Ivers**

**NT&T Report**

(Continued from page 1)

per share in the corresponding 39 weeks period of 1959.

These amounts include net gains from the disposition of theatres and real estate of $854,000 for the period under review and $862,000 in the prior year period. After provision for loss on dispositions of National Tele- films the company reported a net loss of $3,071,274 for the 39 weeks.

Company president B. Gerald Cantor said a profit of approximately $5,000,000 realized from sale of tele- vision and radio station WDAF, Kan- sas City, Mo., is not included in the above figures. This will be included in earnings for current quarter.

According to Cantor, theatre operations earlier this year were seriously handicapped by strike of all major motion picture studios. In addition to stoppage of production there were de- lay in release of pictures completed prior to the strike which affected busi-

**Two Columbia Pictures Honored at Edinburgh**

EDINBURGH, Sept. 16 (By Air Mail) — The Edinburgh International Film Festival has honored two Co- lumbia releases with special Diplomas of Merit. The films honored were Charles H. Schneer's "I Ain at the Stars" and William Goetz "Song Without End."

For the second time in the history of the festival Columbia releases both opened and closed the proceedings. "I Ain at the Stars," the story of brilliant rocket scientist Dr. Werner von Braun, was the first film shown at the international festival. "Song Without End" was honored as the final motion picture to be seen here.

The success of the event last year was such that the downtown theatre business has been ahead of compar- able weeks of last year.

**Richard Surnce has been appointed treasurer of the DeMille Theatre for the reserved seat engagement of Universal's "Spartacus," which will open at the Walter Reade showcase on Oct. 6. He has been treasurer at the Cort Theatre for the past two years.**

Stanley Kramer, producer-director, will return to his alma mater, New York University on October 2 to deliver a lecture on "Movies with Integrity." The meeting will be sponsored by the N.Y.U. School of Law's Arthur Gar- field Hays Civil Liberties Program at the Washington Square division of the institution.

Dawn Francis and Martin Denkins, Negro journalists, have been retained by Columbia Pictures as public rela- tions agents to work on Hall Bart- lett's "All the Young Men."**

Louis J. Finkle, president of Florida State Theatres, has been named treasurer of the Florida Fair which will operate at the New York City Coliseum on Feb. 4 and will run through Feb. 12.

William B. Solsky, III, of Palmrya, N. J., is the winner of the first prize of $150 in the National Burman Memorial Competition sponsored by the American Society of Composers, Au- thors and Publishers at the Villanova University School of Law.

William Kosh, formerly of T.V. Graphics, has been named to the new post of executive editor at Producing Artists, Inc., here.

Irv Blumberg, who had been handling publicity and advertising for the George A. Hamid enterprise in At- lantic City, including the Steel Pier, has been named field exploitation manager of Warner Brothers in the Philadelphia area. He was formerly publicity director for W. B. and the Stanley-Warner Theatres in that city.

Charles Bynam has reopened the remodelled Lyric Theatre in London, Tein.

Fred F. Sweet, of the Telemen, Detroit, has been named industry chairman for Armed Forces Week there.

Menzio Dykstra has reopened his Glen Theatre, Williamsville, N. Y.

**‘Angel’ Booked Here**

"The Angel Wore Red," starring Ava Gardner and Dirk Bogarde, will have its first New York showing Wed- nesday at Loew's Metropolitan in Brooklyn. It will close the following week in Loew's Theatres throughout the New York area.
 REVIEW:

The Boy Who Stole A Million

George H. Brown—Paramount

Claim is a very elusive quality to capture on film, but that is exactly what Charles Crichton has directed into "The Boy Who Stole A Million," a George H. Brown Presentation being released by Paramount. First-rate family fare entertainment which will depend largely upon word of mouth enthusiasm, the film is that rare product—a domestic endeavor with true foreign film flavor.

Young Maurice Reyna is the boy who steals a million, but patrons are duly warned that he is capable of stealing much more. Destined to give Italy’s Marietto a run for his money, Reyna has the advantage of that fool proof aid, a small shaggy dog.

The story is simple enough. Paco, a 12-year-old Spanish boy decides to "borrow" money from the bank where he is employed in order to pay the repair bill on his father’s taxi, for this is the time of the festival and the one period when his father can make money. Before the boy can reach his father (Portuguese idol Virgilio Texiera), he is being hunted not only by the police, but also by a dozen collection of crooks as can be imagined this side of Damion Runyon.

The remainder of the picture is essentially a chase, but one which is seasoned with the right amount of humor and suspense and Crichton, who will be remembered for "Lavender Hill Mob," has succeeded in creating scenes not unlike those famous chases of the silent movie era. Of these, the segments filmed in the Valencia’s noted Round Market and the concluding shots along that city’s waterfront are especially funny.

Another highlight of the comedy-drama is a situation in which a bread pushing clerk slowly realizes that the bank has been robbed. Among the boy’s misadventures in the underworld, the most frightening concerns a close call life-or-death escape from a lunatic blind beggar (Francisco Bernal).

For the romantic-minded there is an engaging relationship between Miguel, the father, and Maria (Marianne Benet), a pretty waitress who joins Miguel and Luis (Harold Kasket), the auto repairman, in the search for the missing thief. Of the latter, Texiera is most effective as the troubled youth who at first threatens to disown a son who could steal, but later realizes that Paco’s misguided deed was prompted by deep love.

Based on a Spanish novel of the same name by Antonio de Leon, “The Boy Who Stole A Million” is paced as fast as the story would allow with the credit for this being shared by Crichton and Niels West-Larsen, who wrote the story and original screenplay. A factor which not only makes the picture more enjoyable, but should also prove to make it more popular with audiences is the fact that although filmed in Spain with an international cast the dialogue is in English, no dubbing, no subtitles.

Running time, 84 minutes. Release, in September.

W. H. Werneth

Field of St. Louis Park, Minn., Louis J. Fincke of Jacksonville, Fla.; G. P. Patrick of Columbus, Ga., and J. A. Rosenfield of Spokane, Wash.

Producer Sol Lesser told the assemble of the plans for the Hollywood Motion Picture and Television Museum, for which four and a half acres opposite the Hollywood Bowl have been designated by the county as a proposed site. Committees now are locating films, documents and instruments for it and it is expected to be a fine industry public relations factor, he said.

Bobby McKee, 69

LONDON, Sept., 18.—Funeral services have been held for Bobby McKee, who retired last year after 35 years with Rank Film Distributors as Dublin branch manager, including a period with Universal-International. McKee died last week at the age of 69.

Exhibitor Dut

(Continued from page 1)

Jerry Lewis and John Gavin acts Linda Cristal, Walter Reade, Jr., Walter Reade Enterprises, and Jo Lavery, National Theatres’ commun relations director.

Reade urged exhibitors to avoid needless community problems a complaints by exercising good judg ment in programming, particular for Saturday morning shows and other patronized by the young. He also a exhibitors must face up to their communities to their communities to not hide behind the Prodt detail Report, MPAA or other ind organzations.

Miss Cristal told the well-atten morning session that talent needs hibitor help very much in getting quainted with the public and in heing to sell pictures, particularly th with "new faces."

“We Are Partners”

“We are partners of yours,” she as “and should try to improve the efectiveness of that partnership to mutual advantage.

Lavery described his work in tail and assured his listeners that hibitors who supports community s dealers will get community supp in return when he needs it. “We’ve found that out by experience he said, “so we never hesitate to an campaign by passing hat, or in any other way we can has repay us well.”

Gavin also urged exhibitors to part in community activities, to ea the acquaintance of influential peo and to let all know that stereotype of the showman and actor implanted in the public mind bad publicity is a false one.

Lavery said an audience that c munity relations cannot be achieved in one day at a convention, but o by every member of the industry exhibitors in particular working at 365 days a year. He also said members of the TOA are leaving production capital too soon, that it should remain here and reach a ter understanding with producers and talent, and thereby help get ye theatres the pictures you want.”

“Myself I should try to ye theatres for a few days,” he sa “then I think you’ll get some of pictures you want.”

Study-Guides Prepare

Photoplay Studies has prepared a 32-page study guide on “Sparta” which is being released Interna Universal - International, for use the schools. The book will have initial printing of 100,000.

The guide, which includes two projects, is twice as large as a previous Photoplay Studies Guide, profusely illustrated with stills for the picture and treats extensively the story of the”Photoplay” magazine which heretofore has been sketched presented in small textbooks.
Loew's Circuit Seeks D. of J. Production Nod

(Continued from page 1)

With a title "Fast and Sexy," Paramount stands ready to help them assure that. "I am quite satisfied with the independent companies," said Loew's president, Samuel W. Loew, "but primarily because of a personal interest in the production, project, and the fact that the company has been asked to take it on that it is loath to turn the opportunity down. I suppose an 'i' should be dotted and an 'e' crossed, but we are ready to go as far as possible in the production of independent pictures.""
Announcing

A NEW MILESTONE IN MOTION PICTURE ENTERTAINMENT!

The legend that has thrilled generations of adults and children in every country of the globe for more than five hundred years, has now been brought to the screen!

Filmed in TECHNICOLOR and in FANTASCOPE—a startling new process of special effects photography—this spectacular motion picture will be ready for release the summer of 1961.

Edward Small's
Multi-Million Dollar Production

Jack the Giant Killer

starring
Kerwin Mathews
with Judi Meredith, Torin Thatcher

Directed by JERRY JURAN
Associate Producer ROBERT E. KENT
Produced by EDWARD SMALL
MPA, FCC Meet in D. C. Tomorrow  
On ‘Payola’ Angle in Props Use 

By E. H. KAHN 

WASHINGTON, Sept. 19.—A meeting between motion picture production representatives and Federal Communications Commission staff members is set for Wednesday here. Topic for discussion will be motion picture industry trade practices, particularly in regard to use as props in films of goods supplied free of charge by manufacturers.

The meeting was scheduled largely at the urging of MPA, which felt it was clear that acceptable trade practices (Continued on page 4) 

Cinerama to Meet on 
Stock Options, Directors 

Stockholder approval of the granting of restricted stock options to two employees of Cinerama, Inc. will be part of the order of business at a special meeting called for Oct. 18, at which also six directors will be up for election. Notice of the meeting, which will take place at the Syosset Theatre in Syosset, Long Island, was mailed to stockholders yesterday.

Officers previously granted stock (Continued on page 6) 

Cinerama, Inc. Six-Mo. Loss Put at $288,985 

Cinerama, Inc., had a net loss of $288,985 for the six months ended June 30 compared with a loss of $8,069 for the same period last year. It was announced yesterday by Nathan Reissini, president.

Income for the current six-month period, from theatre revenue, film rentals and royalties, totalled $3,107,025. The net loss is after deduction of $609,536 for amortization of the cost of exhibition rights and proper- (Continued on page 6) 

Irving Mack Sons Take 
Over Filmack Operation 

Special to THE DAILY 

CHICAGO, Sept. 19.—Joseph Mack, newly elected president of Filmack, with his brothers, Bernard and Don, today took over operation of the company from their father, Irving Mack. who founded the trailer company in 1919.

Irving Mack henceforth will serve (Continued on page 6) 

Services for Kahane 
To Take Place Today 

From THE DAILY Bureau 

HOLLYWOOD, Sept. 19.—Funeral services for B. B. Kahane, 60, vice-president of Columbia Pictures and president of the Academy of Motion Picture Arts and Sciences, will be held at noon tomorrow at Wilshire Boulevard Temple. Kahane died Sunday of a heart attack. Interment will (Continued on page 5) 

A. Greenblatt Dies;  
AA Sales Executive 

Arthur Greenblatt, 60, Allied Artists Pictures’ home office sales executive, died yesterday at Memorial Hospital here, following a brief illness. Services will be held today at 2 P.M. at Riverside Memorial Chapel, Far Rockaway, L.I.

Greenblatt entered the film industry in 1922 as a salesman for Educational (Continued on page 5)
Ohio Meeting

(Continued from page 1)

Martin Quigley, Jr., editor of Motion Picture Herald and originator of the Herald Merchandising forums, “This, for the first time,” said Prickett, “will bring into the field an opportunity for theatre managers and owners to get practical instruction on ways of merchandising four brand new pictures.”

Prickett said definite commitments have been received from Columbia, Universal and United Artists, with a fourth company expected to participate. The program that will be discussed by top advertising representatives of the companies include “The Three Worlds of Gulliver,” “Midnight Lace” and “Inherit The Wind.”

Prize for Promptness

“Members are urged to come prepared with questions that will help them in merchandising plans in their situations,” said Prickett. The session will start promptly at 9:30 A.M., with a promptness prize to be drawn at that hour.

At the opening business session Wednesday, Oct. 12 speakers will include A. W. Smith, president of the Popcorn Institute; Prof. Fred Witt, Denison, on “Again! Censorship” and Don LeBrun, promoter of the “Trade at Home” merchandising plan. In addition, there will be talks by a newspaper representative, a radio program executive, an Ohio State University professor who has made a study of promotion and “several other speakers who understand their business and can point out many things from their lines that may be incorporated in ours,” said Prickett.

Many Displays Planned

There will be displays of various types of new merchandising available for examination and discussion. There will be a buffet dinner Wednesday evening to be followed by the screening of an outstanding new feature. The annual banquet will be held Thursday evening. Prickett advised members to send in their convention reservations to his office by Oct. 10.

Lewis Signs Diana Dors

HOLLYWOOD, Sept. 19—Jerry Lewis has signed British actress Diana Dors for the top feminine role in his next film, “The Ladies’ Man.”

PERSONAL MENTION

JOSEPH FRIEDMAN, Paramount exploitation manager, has returned to New York from Los Angeles and Chicago.

EDWARD FEINGOLD, Embassy Pictures publicity director, will leave here by plane today for Rome.

HERMAN KASS, Universal executive in charge of national exploitation, is in Cleveland from here.

THOMAS P. TIDWELL, 20th Century-Fox manager in Jacksonville, has returned there from New Orleans.

JOSEPH L. MAKIEWICZ, has returned to Hollywood from New York.

JOSEPH M. SUGAR, Magna Pictures Corp., vice-president and general sales manager, will return to New York tomorrow from Boston.

LAWRENCE BACHMAN, supervisor of M-G-M production in England, has arrived in Hollywood from London for conferences with Sol C. Siegel, studio head at M-G-M.

ALFRED Hitchcock will arrive in New York today from Hollywood, enroute to Europe.

HERBERT CORN, independent producer of the three-picture slate for Columbia, has arrived in Hollywood from the Coast.

JANET KIRKEY, booker’s clerk at the M-G-M office in Minneapolis, has been married there to Al Magnani.

DOUGLAS L. NETTER, Jr., global sales chief for Samuel Goldwyn Productions, returned to New York yesterday from Japan.

LEO JAFFE, Columbia Pictures first vice-president and treasurer, left here yesterday for Los Angeles to attend the funeral of B. B. KAHANE. He will return on Thursday.

SAMUEL SCHNEIDER, president of Major Productions, Inc., will leave here today with Mrs. Schneider for Rome and other European countries.

STANLEY KURBACK, director, has returned to Hollywood following a 10-day trip in behalf of Universal’s “Spartacus.”

BEN SIEGEL and JARON GITTLEMAN, of Union Film Distributors, were in New Orleans from New York.

JOSHUA LOGAN, producer-director of “Funny” for Warner Brothers, will return to New York from France today aboard the “Liberte.”

STANNO SOMMERS, manager of the Stanley Warner Troy Theatre, Troy, N. Y., is recuperating from surgery performed at Samaritan Hospital there.

RAY STARK, producer of “The World of Suzie Wong” for Paramount, has returned to Hollywood from London and New York.

Mervyn LeRoy, producer, has left the Coast for Hawaii.

Two Assigned to M-G-M Ad-Pub Organization

Two additions to the M-G-M advertising and publicity department in New York are Karl Fisick and Edward Apfel.

Fisick has been transferred from Boston, where for the past year he has been a divisional representative on Ben-Hur. In his current assignment, he will assist Emery Austin in supervising promotion plans for Ben-Hur in all situations in the United States and Canada.

Apfel will work primarily on the development of advertising campaigns and New York openings of pictures. For the past five years he has been with Donahue & Co Advertising Agency, where he has been active in the servicing of several motion picture accounts.

Two Assigned to MGM Ad-Pub Organization

CLEVELAND, Sept. 19—A special gift fund for the Will Rogers Memorial Drive has been contributed by Lewis Horowitz, in memory of his father, the late M. B. Horowitz, founder and president of the Washington circuit, it has been announced by Ray Schmerz, distributor chairman of the drive.

All special gift donors of $200 or more in the campaign are receiving a miniature Will Rogers statuette inscribed.

Exhibitor chairman Frank Murphy reports that audience collections are exceeding those of last year. Salesmen report that virtually all of the exhibitors in the territory have pledged their aid.

Will Rogers Fund Drive Is Strong in Cleveland

SPECIAL TO THE DAILY

CLEVELAND, Sept. 19—A special gift fund for the Will Rogers Memorial Drive has been contributed by Lewis Horowitz, in memory of his father, the late M. B. Horowitz, founder and president of the Washington circuit, it has been announced by Ray Schmerz, distributor chairman of the drive.

All special gift donors of $200 or more in the campaign are receiving a miniature Will Rogers statuette inscribed.

Exhibitor chairman Frank Murphy reports that audience collections are exceeding those of last year. Salesmen report that virtually all of the exhibitors in the territory have pledged their aid.

NEW YORK THEATRE

—RADIO CITY MUSIC HALL—Rockefeller Center • CI 4-6000

"SONG WITHOUT END" —THE STORY OF FRANZ LISZT—Starring DONALD O'CONNOR, VIRGINIA FOWLER, DONALD BLACK, WALLACE SULLIVAN and JAN COLE—Two hours—Tuesday, Thursday and Saturday evenings. May also be seen in four locations at 3:15 p.m. The following days in the full run at the Palace, the Rivoli, the Loew’s and the Strand. Ticket robbery a misdemeanor.

"GREAT COMPOSERS IN CHORUS AND ORCHESTRAS"—Four hours—Tuesday, Thursday and Saturday evenings. Ticket robbery a misdemeanour.

Admission prices: Adults $2.50, Children 10 cents.

In the front row at the post office at New York, N.Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

Reject Plan (Continued from page 1)

ian Congress of Exhibitors and Allied States already functioning. Without agreement there was no definite agreement reached at the conferences in Los Angeles.

It is understood that they will resume in the near future in an effort to settle the various problems of Texas Drive-In a’s and other territorial drive-in groups coming to members of TOA.

Continuing growth in its membership with the announcement by TOA of plans for a convention. New members signed at the Los Angeles meeting include the Armstrong Circuit, Bow! Cirent, the London Theatres, Dallas; Ross Campbell Theatre Sheridan, Wyo.; the Dunwoody Cirent Kansas City, and other individual theatres.

Legion Will Cite Disney At L.A. Dinner Tonight

FROM THE DAILY BUREAU

LOS ANGELES, Sept. 19—L. B. lerdings of this city will plan major role at the American Legion Convention, tomorrow night, when the national commander, Martin B. McNally presents the Mercury Award to producer Walter L. Disney for his significant contribution the motion picture industry and to the American scene.

The American Legion Merit Award is being presented to Disney in recognition of his development of new art forms which have been of his us to dramatize for old and young alike the unique heritage of America,according to Commander McNally.

"This court of honor is the B designation accorded in the motion picture industry to one who has contributed to the high standards necessary to the success and the interest of the industry, and the result of superb creative effort and exemplary citizenship," according to the Legion’s national leader said.

Hollywood columnist Louella Pons, Hollywood Motion Picture Almanac, Associate Editor, and song writer Jimmy M. Hugh will be awarded citations for patriotic contributions to the United States.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin King, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fekkes, Advertising Manager; Gus H. Pausel, Production Manager, TELEVISION TODAY, Charles S. Armstrong, Editorial Director; Pinky Herman, Eastern Editor, Hollywood Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burrell, Manager; Peter Bowman, Editor; William Pay, News Editor, Correspondents in the principal cities of the world. Mirror Club, address: "Outposts, New York" Martin Quigley, President; Martha, Quigley, Jr., Vice-President; The J. Sullivan, Vice-President; Raymond Eichler, Secretary. Correspondents and field agents located in all countries. E-mail: mptdaily@motionpictureherald.com, Tel: 1-310-827-7798. Please address all communications to the New York office. Former offices: 60 West 40th St., New York, N.Y. 10018. For subscription inquiries please contact our sales department at 1-800-665-1177. Copyright 2010, Motion Picture Herald Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, unless written permission is granted by the publisher.
Cleveland Group Buys Live-In in Michigan

Special to THE DAILY

BRIAN, Mich., Sept. 19 — Sale of Lenawee Auto Theatre to The Associated Theatres of Cleveland, Ohio, was announced here Sept. 13 by Leroy Kendall, vice-president of Associated. The price was reportedly $70,000. Lenawee Auto Theatre has been operated since 1956 by Robert Le and Donald Swenk, who are partners in the Swenk-Tuttle associated Theatres operates nine drive-in movies and 10 indoor theatres in Ohio. This is the first property in the midwest to change hands for $70,000. Kendall said he hopes “there will be many more.”

Plans Extensive Improvements

ends said that $30,000 will be spent on improvements at the Lenawee theatre this fall. The screen tower will be enclosed. The cafeteria and concession stand will be enlarged and new rest rooms added. The present capacity of 600 cars will be increased to 700. Work will start in October and reopen in mid-1961.

Tronet to Continue

sycho Admissions Plan

be Reade Theatre will continue its "admission for the beginning of the "feature" policy when it "Happened in Broad Daylight" follows the entertainment of "Psycho" into theatre, it was announced by Wal-Reade, Jr., president of Walter Reade, Inc. "The "no one-seated" idea of "Psycho" was proclaimed a "gimmick"—which indeed it was—but we like the idea behind it and do it, too," Reade stated. "Patrons the picture without any interruption and identify themselves with the action from start to finish—and like it!"

Will Enhance a Good Film

I do not think this policy will attract audiences to a bad film," Reade added, "but I do think it will encourage a good film. If the public endorses this means of adding to motion picture pleasure, we will introduce the policy in other theatres on circuit.

F. Theatre to Play Song on Hard Ticket

ceeding to the request of San Francisco exhibitor Irving Acker, Columbia Pictures has granted special permission for William Goetz' "Song About End" to open on Oct. 12 at Stage Door Theatre on a reserved seat basis. After screening the film, Acker was invited to Columbia for special permission to show the film on a hard ticket policy.

'Song' Opens in D.C.;
16 New Dates Set

From THE DAILY Bureau

WASHINGTON, Sept. 19 — "Song Without End," a Columbia release, will make its local premiere at the West End Theatre to exclusive engagement at UA. The film, which was sponsored by the National Cultural Center, will be released in 16 key market areas. On Sept. 26, it will open in Los Angeles at the Stanley Warner-Beverly Hills Theatre. On Sept. 26 at the Kenmore in Boston and the United Artist Theatre in Chicago. On Oct. 5, "Song Without End" will play both the Towne in Milwaukee and the Randolph in Philadelphia. Later in October it will play at the Stage Door in Chicago on Oct. 12, the Valley in Cincinnati on Oct. 13, the Esquire Theatre in St. Louis on the 14th, the Plaza in Kansas City on Oct. 19.

Other dates in October include the Mercury in Detroit (20), the Ritz in Atlanta (20), the Helm in Albany (26), the Mayfair in Baltimore (26), the Allen in Cleveland (26), the Orpheum in St. Louis (26).

Jacksonville, Cleveland, S.L.C. Win UA Drive

United Artists' Jacksonville, Cleveland and Salt Lake City exchanges have won the three grand prizes in the Bob Benjamin Drive, it was announced yesterday by James R. Velde, vice-president in charge of domestic sales. Velde and David V. Picker, executive assistant to UA president Arthur B. Krin, co-captained the six-month sales salute to Benjamin, chairman of the board.

By capturing first place honors in the three competing groups, Jacksonville, Cleveland and Salt Lake City have earned top shares of the $60,000 prize money. The winning exchanges are managed, respectively, by Byron Adams in Minneapolis (26) and the Orpheum in St. Paul (26).
Expect Pay-TV Hearing Soon

MPA, FCC

(Continued from page 1)

television and plans to distribute two new tv series were also announced. One intervention on the purchased agenda of NTA which is now separated from National Theaters and Television, referring to the FCC ruling at the whole concerning opting-out time. Oliver A. Unger, NTA president, predicted a trend to syndicate programming and a general improvement in tv variety. He said, however, that FCC should clarify changes called for in the ruling.

The two new half-hour series will be "Simon Underwater" and "The Third Man," Unger reported that 62 membership have raised the point where "Simon Underwater" and that a "record breaking" figure of 200 is expected.

NTA will have a substantial interest in a new tv station to be introduced in Ottawa and a smaller share of a forthcoming channel in Pembroke, Canada, it was disclosed. According to David Griesdorf, president of NTA Films, Ltd., these transactions developed as a result of the Canadian government’s recent rule allowing the establishment of second tv stations in Canada.

Plans for entrance into the German tv market are underway for the company as well as the possibility of alliances with other European countries. The German law will shortly apply for the Continent in order to cement these transactions, it was stated.

Ted Cott, NTA head of station operation, told the press that tv stations WNTA has reached the point where it will shortly begin to operate at a profit. He attributed this to the fact that the nation has come to what has been termed "the quality stage of TV." A four-week study by the Nelson Co., Cott stated, proved that WNTA

Norsk Post-'48s Sold In 17 Markets to Date

Tuesday, September 20, 1961

National Telefilm Associates’ nro "FOR 48" feature films from 20th Century-Fox, including an import group of post-'48 pictures, has been open for sale in foreign markets, said Oliver A. Unger, NTA president, who announced. Among the top features this group comprises are "All About Eve," "Trevor O’Clock High," "A Letter To Three Wives," and "Panic In T'Vers.

The list of stations purchases these pictures include: WNTA-TV, New York City; WTVI, Philadelphia, Penna.; WTVI, Washington, D.C.; KTVI, St. Louis, Mo.; WCKT, Miami, Fla.; WTVI, Omaha, Neb.; WPHC TV, Phoenix, Ariz. Also WHYN-TV, Springfield, Mass.; WHNB-TV, Hartford, Conn.; WJAR-TV, Providence, R.I.; KUTV, Salt Lake City, Utah; KOBS-TV, Albuquerque, N.M.; KLRV, Phoenix, Ariz.; WKZO-TV, Kalamazoo, Mich.; KFSA-TV, Fort Smith, Ark.; KLIX-TV, Twin Fall, Idaho, and WHBF-TV, Rock Island Ill.

Coast Charities Group
To Open Drive Oct. 4

HOLLYWOOD, Sept. 19 – To Motion Picture Permanent Charities will open its 1961 drives and allied industries on Oct. 4, with the all-industry kickoff luncheon at the Beverly Hills Hotel, it was announced by Sidney F. Soble, MPDC campaign chairman. The special luncheon, first such MPDC event in recent years, is expected to attract over 400 screen stars top studio personnel and volunteer workers from throughout the industry. The 1961 campaign will mark the 16th federated appeal and 20th year MPDC has conducted campaigns with the National Board. Past drive have netted Los Angeles charities over $22,000,000.

Mishresh Signs Zimbalis

HOLLYWOOD, Sept. 19 – Erno Zimbalis, Jr., has been set for a starring role opposite Lana Turner in "The Love Possessed," it was announced by Walter Mishresh who will produce Charles Schneer’s screenplay version of Cozenz’s novel, to be directed by John Sturges for United Artists. Zimbalis is best known for his work on "77 Sunset Strip" television series. Filming will begin late in October as a Mirisch Pictures, Inc., production in association with Seven Ar Productions.

programming was geared to "adult product-buying audience" but that these were the people the sponsors wished to attract. "Play Of The Week," for example, reached a 6 per cent adult audience during its night time periods, according to its report.
Kahane Rites

(Continued from page 1)

at the House of Peace Memorial Park.

Kahane was brought out of semi-
tirement in 1958, after the death of Columbia president Harry Cohn, re-assigns the duties of administra-
tive head of the company's studio.

Born in Chicago, Kahane was grad-
uated from the Kent College of Law
admitted to the Illinois bar in 1912. He began representing clients the entertainment business early in his legal career.

Spokesman for Industry

As a lawyer Kahane was often a
spokesman for the motion picture in-
dustry in matters requiring delicate
negotiations. Back in 1933 he re-
sponded the industry in Washington
again on the National Recovery
Act. In recent years he spoke for
major film companies to groups at
charged the industry with per-
mitting infiltration by political ral-
lis. He also was important in deal-
gs between the industry and labor
ions, usually sitting in on negoti-
ations sessions on labor contracts.

Kahane helped in the organization of
Orpheum circuit in 1919, for the
then general counsel, secretary-treasurer, and eventual-
vice-president. In the late 1920's he
became vice-president and general
used of the Keith-Albee group and
subsequently was vice-president of
United-Orpheum. In 1932 he
went to Hollywood as president of
RKO Studios.

For many years Kahane had been
the board of directors of the Asso-
ciation of Motion Picture Producers, received an "Oscar" for distin-
ished service to the industry in
1958.

Survivors include his widow, Mil-
ed; a daughter, Mrs. Shirley Bonoff;
sion, Benjamin, Jr.; two brothers,
or and Davis, and three grand-
children.

Davies Will Take Over

Valentine Davies, first vice-presi-
dent of the Academy of Motion-
Picture Arts & Sciences, will take on
the "duties" of Academy president. In
accordance with Academy by-laws, the
board of governors must fill any
cancy of an officer from one of its
own board members.

Columbia studios will be closed to-
orrow from 11:30 A.M. to 2 P.M.
All member studios of the AMPM
will observe two minutes of silence
noon tomorrow in honor of Kahane.

Upon learning of the death of its
president, the board of governors of
Academy of Motion Picture Arts &
Sciences issued the following commen:

On behalf of the membership of
Academy of Motion Picture Arts &
Sciences, the Academy board of
voters expresses deepest sym-
thies to the family of the late B. B.
diane.

Mrs. Kahane was truly one of our
industry's great leaders. He was wide-
ly respected and admired for his inte-
grity and goodwill in whatever he
votedly undertook in both his indus-
try and community. His loss will be
sorely felt not only by the Academy,
which he served so outstandingly dur-
ing the past 18 months as president,
but by everyone who had the privi-
lege of knowing him.

Correction

Montgomery Clift is not a member of
the Celebrities for Nixon-Lodge
Committee, as reported in a story from
Washington, D.C., in Motion Pic-
ture Daily on Sept. 6. His name was
confused with that of Cliff Montgom-
ery, who is on the list released by the
Washington headquarters of the com-
mittie.

A. Greenblatt

(Continued from page 1)

Pictures and one year later was ap-
pointed branch manager. In 1934 he
opened his own exchange in the New
York area. Subsequently he joined
Gaumont British as a salesman, then
moved up to branch manager, circuit
sales field and general sales manager.

He then became branch manager for
Monogram in New York and later
joined PRC as vice-president in
charge of sales, a post he held for
four years. He left this job to return
to Monogram as eastern district man-
ger and later became eastern sales
division manager.

Joined Lippert in 1949

In 1949 he joined Lippert Pictures
as vice-president and continued in
that post until he moved over to Al-
lied Artists in 1954 as special home
office sales representative.

Surviving are two daughters, Mrs.
Joa Markowitz and Mrs. Irma
Chenetz, both of Plainview, L.I.

Tours for "Spartacus"

John Day, who trained the gladi-
tors for "Spartacus," the Bryna Produc-
tion being released by Universal, is
one of the behind-the-scenes per-
sonalities touring on behalf of the
itial openings, will arrive here on
Wednesday evening for two days of
neu applicability. Day will
do television and radio promo-
tional appearances and participate in
special press interviews aimed at the
sports sections of the newspapers.

Sunrise at Campobello

(Continued from page 1)

of personalities who, whether admired or despised, at least are known
intimately to literally billions of people around the world.

The picture is based on Schary's original play, produced successful-
ly on Broadway by him in conjunction with the Theatre Guild, but the
motion picture camera gives it a much wider scope and depth than was
possible on the stage. It tells of F.D.R.'s long fight against the ravages
of poliomyelitis from August, 1921, when he contracted it while on vaca-
tion at Campobello Island until August, 1924, when he returned to the
political arena and public life with the nomination of Alfred E. Smith
at the Democratic convention that year.

The focus of the drama is on F.D.R. and the will power which made
him seek an active instead of an invalid life. Bellamy's portrayal of these
years of decision in the life of a man whose later career was to in-
fluence the lives of millions gives a depth and emotional appeal which
must win the praise of critics and audiences alike.

Supporting roles worth mention also are Alan Bunce as Alfred E.
Smith, Zina Bethune as the teen-age and maturing Anna Roosevelt, and
Jean Hagen as Missy LeHand.

The direction by Vincent J. Donehue, stagey in spots, is sound and
knowing, and the color photographer, sets and editing all contribute to a
polished and technically excellent production.

Inevitably the story has political implications and references which
may well attract abuse as well as praise in this campaign year. But even
the bitterest of political partisans must admit that as a human drama
it is magnificent motion picture entertainment.

Running time, 143 minutes. Family audience. October release.

James D. Ivers

THE BIG ONES ARE ADVERTISED IN LIFE

WALT DISNEY'S JUNGLE CAT
IN LIFE'S SEPT. 26 ISSUE

THE BIG ONE IN MOVIE SELLING

Advertisement
U.S. Eady Plan

(Continued from page 1)

to pay a percentage of receipts into the Eady fund which is employed to subsidize producers in proportion to the earnings of their individual pictures. Its primary purpose was to encourage British production and to strengthen its competitive position, particularly in relation to U.S. films in the British market.

Capt. Robert C. Huber, pilot of the U.S. Air Force B-47 jet which crashed a few days ago, was the son-in-law of Art Hallock, manager of the Paramount Theatre and Palisades Highway Drive-in Theatre, Baltimore. It is believed that the whole crew perished. Mrs. Huber is the former Glo- riann Hallock.

Robert L. Montgomery, veteran film industry publicist, has been named assistant public relations director of the Famous Artists Schools and Famous Writers Schools of Westport, Conn. The public school, which has just been launched; the artists school has been long established.

Hank Howard, formerly on the IKO Radio publicity staff, is now handling United Artists publicity in the Cleveland area during the absence of John Johns, who has been assigned to assist in planning the Texas premiere of "The Alamo" and the personal appearance tour of John Wayne.

Paul Reeb, active in a field other than films, has purchased the Theatre Transport Co. of Toledo from Ervin Albright and J. O. Schoeninger, as of Sept. 1. Only operational change by the new owner is the promotion of Ray Ludden from driver to office manager.

Oskar Messter, German inventor who died recently after 50 years of service to the motion picture industry, has been honored by the Society of Motion Picture and Television Engineers, which has added his name posthumously to its Honor Roll of Distinguished pioneers in motion picture and television engineering.

Unique Note Promotes 'Interns' at TOA Meet

From THE DAILY Baraboo

HOLLYWOOD, Sept. 19. — Delegates to the Theatre Owners of America convention here last week found the following note marked "personal" under their doors at the Hotel Ambassador one evening: "If you don't have an engagement tonight, may I suggest . . ." then the note had to be turned over and read: "I have bought the best-selling novel by Richard Frede, soon to be produced by Robert Cohn Productions for Columbia."

Cinerama Mee

(Continued from page 1)

options by the board subject to stock holder approval and B. G. Kane, president; D. L. Cohn, vice-president; and Sam Gower, general counsel and secretary, 10,000 share. The fair market value of the securities called for by the options was $4.95 per share on Aug. 22, 1960.

Options are for 10 years and become effective at the rate of 20 percent of the total number of shares each year, the option holder shall have remained in the continuous employ of the company, the event of a distribution of all substantially all of the company's assets, the option holder shall have the right to exercise all or a portion of his option regardless of the length of his employment.

In addition to these 23,500 shares Cinerama presently has 102,790 shares of common stock outstanding under employees restricted options. Of these 102,790 shares all officers are designated as "restricted shares." These options purchase 85,000 shares.

Six Up for Election

Directors up for election at to meeting and number of shares owned by each are Nicolas Resini, 378,457; Paul A. Porter, none; John H. Hal- ley, 3,125; Kranzo, 300; Wentworth, 1,654; Marshall A. Jones, 500. The election of six directors will leave one vacancy on the board, will the seventh not nominated at this time because management "believes this constitutes the interests of the company to await further developments in its operations with the above-judgment of adding to the board a member who may beneficially to these developments."

The meeting notice also lists salaries of certain officers for 1959 as follows: Fling, vice-president and director, $82,294; L. Byron Cherry (no formal position), $47,000; and all officers at directors, $22,926.

Cinerama Loss

(Continued from page 1)

ties—including the five original films in the Cinerama process—acquired from Stanley Warner Cinerama Co. on Sept. 25, 1959, for $3,000,000. This is written off to the extent of a earnings from such assets at the of the company, which is greater. From Sept. 25, 1959, June 30, 1960, $1,073,484 of the was charged to income. Resini said full cost of the properties should be recovered before end of 1961.

In determining its amortization policy, Resini points out, the company did not take recognition to the declines in grosses from foreign exhibition but expects such process "alone will be a source of income the company for several years."

Due to this reason, and the era for production of new Cinerama pictures, your management looking forward to the future wi optimizes, "he concludes.
Film Dividends Continue Upward Trend; Rise to $15,375,000 for First 8 Months

WASHINGTON, Sept. 20.—Motion picture companies paid cash dividends of $1,706,000 in August, 1960, about $400,000 more than the $1,311,000 paid in the same month a year earlier. In July, firms’ dividends totaled $1,366,000, about double the year-ago figure of $679,000.

For the year’s first eight months, motion picture firms paid $15,375,000 in cash, up from $14,510,000 a year earlier. In the economy as a whole, corporations issuing public reports paid $370 million in August, which is typically a month of light dividend payments. For 1960’s first eight months, total dividends were $7.8 billion, six per cent more than last year.

Telemeter Tests Over-Air System

The “new developments” in pay-television that International Telemeter Corp. applied to the Federal Communications Commission for permission to test last late week “are just routine field tests of one of our over-the-air systems for pay-tv,” Louis Novins, Telemeter president, said here yesterday.

“Extensive tests have already been conducted in the laboratory,” Novins said, “and the system is at an advanced stage of development. It is (Continued on page 8.)

IFIDA Launches ’War’ Against Atlanta Censors

The Independent Film Importers and Distributors of America have raised a special “war fund” and retained the services of Heyman, Aban and Young, of Atlanta, Ga., in an all-out attempt to overthrow the Atlanta Film Censorship Ordinance, it was announced yesterday by Richard P. Brundt, president of Trans-Lux Distributing Corp., and member of the board of governors of IFIDA.

“For some years,” Brundt said, “our organization has been concerned over the highly arbitrary methods and capricious decisions of the Atlanta cen- (Continued on page 8.)

No Exemption for Theatres in N. Y. Minimum Wage Law; Effective Oct. 1

ALBANY, Sept. 20.—The Motion Picture Theatre Association, circuit representatives and other exhibitors who pleaded for an exemption in the state-wide $1 per hour minimum wage law becoming effective Oct. 1 of ushers, ramp attendants, children’s matrons, newsboys and other unclassified service workers, have lost their case.

A new minimum wage order No. 8-A, covering the amusement and recreation industry, as promulgated by industrial commissioner Martin P. Catherwood, provides for the “mandated” $1 hourly minimum.

Dr. Catherwood had no other course to take, under provisions of the Assembly Rules Committee Bill, which the legislature overwhelmingly adopted, and which Governor Nelson A. Rockefeller signed with a strongly worded memorandum of approval. So Robert D. Helsby, assistant industrial commissioner for administration, said here today.

Two avenues of appeal exist: 1) A request to Commissioner Catherwood for the appointment of a minimum wage board for the amusement and recreation industry, for such modifi- (Continued on page 7)

Impatient

N.J. Allied to Weigh Action At Oct. 4 Meet

Availabilities Problem Again Vital, Members Say

Allied Theatre Owners of New Jersey has scheduled a special meeting for Oct. 4 at the organization’s headquarters office here to again consider a course of action with respect to late availabilities for north Jersey theatres.

The long-standing problem was believed to be headed for at least partial solution without recourse to litigation when Edwin P. Rome, Philadelphia attorney for Jersey Allied, reported to the organization’s meeting last month that partial concessions—believed to represent about one-third of the relief sought by the organization—had been granted as a result of conferences by Rome with distributors over a long period.

It appeared that the litigation for (Continued on page 7)

Va. High Court Gets Test of ‘Blue Laws’

Special to THE DAILY
RICHMOND, Va., Sept. 20.—This state’s widely contested Sunday closing law, enacted by the 1960 General Assembly, reached the Virginia Su- preme Court this week with a petition asking that it be declared invalid.

The high tribunal was asked by four Richmond merchants to reverse a decision here by Judge M. Ray Dou- bles in Hustings Court Part II, which upheld the constitutionality of the (Continued on page 7)

Machine Sells Theatre Ticket Without Operator

Special to THE DAILY
BALTIMORE, Sept. 20.—A new vending machine designed to dispense admission tickets at theatres without the presence of an operator was intro- duced today at the annual stockhol- lers meeting of Universal Controls by M. Mac Schwedel, president.

The machine is called “Vendaticket” (Continued on page 7)
TOA Sets Newspaper Drive

(Continued from page 1)

York area in order to discuss mutual problems. The symposium with producers and exhibitors, with the latter expected to include other than TOA members, is a result of strong criticism of industry advertising at the TOA convention in Pittsburgh last week. The ad-pub directors want to secure specific ideas of what their critics feel is wrong with ads and constructive suggestions for improvements. Marion T. chaiman of the ad-pub committee, was delegated to contact the producers and exhibitors for the symposium.

Suggested by Pickman Group

The plan to seek immediate meetings with publishers as they come to New York was proposed in a report to the United States and Jerome cities of chairman of the sub-committee on the follow-up program for improving newspaper relations. The full Pickman report is in preliminary stages with results of being compiled on such statistics as sizes of newspapers in certain selected cities, circulation, etc. Help in compiling the data is being secured from industry advertising agencies, and from the results the ad-pub directors will eventually decide in what direction to move first. The committee also heard a report on newspaper practices by Jonas Rosenfeld and one from Taylor Mills on possibilities for industry participation in Campobello's first National Film Festival. The last week of October, Ira Tulipan and Philip Gerard were appointed to a follow-up committee on the latter and will report to the full directors committee on whether MFA meetings should participate in the fair, and if, so how.

The directors put in abeyance yesterday any decision on further action regarding the Campobello film plans in Pittsburgh, pending results with "Jungle Cat," first film to be employed in the drive there. In other business they decided to invite Richard Griffith, curator of the Museum of Modern Art film library, to attend the next ad-pub monthly meeting to discuss the proposed exhibit of motion picture poster art at the Museum.

The directors also passed a resolution wishing a "speedy recovery" to Gordon White, director of the Advertising Code Administration, who has been ill in the hospital and is now recuperating at home.

Levy Is Co-Chairman Of Ad-Pub Directors

Charles Levy, Buena Vista director of advertising, publicity and exploitation, was named co-chairman yesterday of the Motion Picture Assn. advertising, publicity and directors committee, a new post just created by the group. Martin Davis, Paramount national director of advertising, publicity and exploitation, continues chairman of the committee.

Purpose of the new position is to provide a "training period" for the upcoming chairman of the group. Levy will succeed Davis next August.

Esther' Openings in Israel, U. S. Dec. 1

Twentieth Century-Fox will open "Esther and The King" simultaneously on Dec. 1 in major cities of the United States and in major cities of Israel. The simultaneous openings in several key cities in a foreign market, along with regional premieres in the U.S., are a departure from previous 20 sales patterns. First of the Israel cities to be selected are Tel-Aviv, Haifa and Elath, with others to be designated within the next several weeks. With Chicago as a possible metropolitan site, substantial national effort for the picture will spread from coast-to-coast in the U.S.

Levy Sees Potential in Japan

Charles Levy, Buena Vista director of advertising, publicity and exploitation, was named co-chairman of the Motion Picture Advertising Committee of the Motion Picture Assn. for the upcoming year, a new post just created by the group. Martin Davis, Paramount national director of advertising, publicity and exploitation, continues chairman of the committee.

Purpose of the new position is to provide a "training period" for the upcoming chairman of the group. Levy will succeed Davis next August.

Esther' Opens in Israel, U. S. Dec. 1

Twentieth Century-Fox will open "Esther and The King" simultaneously on Dec. 1 in major cities of the United States and in major cities of Israel. The simultaneous openings in several key cities in a foreign market, along with regional premieres in the U.S., are a departure from previous 20 sales patterns. First of the Israel cities to be selected are Tel-Aviv, Haifa and Elath, with others to be designated within the next several weeks. With Chicago as a possible metropolitan site, substantial national effort for the picture will spread from coast-to-coast in the U.S.
PARAMOUNT PICTURES
presents

elvis

PRESLEY
in
Hal Wallis' G-I BLUES

THE RED, WHITE AND BLUE STAR-BRIGHT SHOW OF THE YEAR!

FOR THANKSGIVING!
ALL AUDIENCES WILL GO FOR

ELVIS SINGS!
JULIET SWINGS!
AND MOVIEGOERS WILL CHEER!

10 GREAT SONGS!

Co-starring JULIET PROWSE • Directed by NORMAN TAUROG • Written
Elvis in G-I-Blues!

Presley is a new personality in the rousing, rollicking story of America's ever-lovin' overseas G.I.'s! It's a romantic blitz—a three-day pass at those frolicking frauleins!
BIGGEST PRE-RELEASE SELL OF THE YEAR FOR G·I· BLUES

NATIONAL MAGAZINES! 4-color page in LIFE! Full page in SEVENTEEN!

FAN MAGAZINES! Modern Screen, Screen Stories, Movie Life, Movie Stars TV Closeups, Motion Picture, Movieland and TV Time, Photoplay, Screen Stars, Screenland, Stardom, Modern Stars, Star World!

TEEN AGE PUBLICATIONS! Teen, Teen Digest! Full page in INGENUE!

SCHOOL MAGAZINES! High school newspapers everywhere!

SPECIALS! Ebony, Jet, Hit Parade, Song Hits!

RADIO ADVERTISING BUREAU NATIONWIDE CAMPAIGN!

RCA RECORD ALBUM PRE-SELLS PICTURE ACROSS THE NATION!

Theatre circuit advertising-publicity heads are attending a special meeting in Hollywood to work out a comprehensive campaign for every theatre in the country!

NEW YORK PREMIERE EARLY IN NOVEMBER...
NOVEMBER 23rd ACROSS THE BOARD ACROSS THE NATION...
CALL PARAMOUNT NOW!
**NO EXEMPTION**

A tri-partite board, consisting of three management representatives, three employee representatives, and three unaffiliated members of the public, could be appointed by Dr. Catherwood. Under the accelerated machinery outlined in the new law, it could be done much faster than under the old law and take a finding within 60 days.

It is unlikely, however, that a board for the amusement-recreation industry would recommend changes in the areas of "minimum call-in pay, overtime and split shifts" which might result in the total payment of less money per week than workers in those three categories now receive.

Dr. Catherwood had suggested, in reply to questions from the floor by representatives of certain religious and other non-profit-making associations and of nursing homes, that they could appeal to the legislature for specific exemptions, not included in the new law. He did so at the first public hearing for "miscellaneous" groups held here.

Whether the legislature would okay an exemption for motion picture theatre ushers, for example, is another question.

**Machine Sells Ticket**

(Continued from page 1)

and was described as combining the functions of an electronic currency identifier, automatic ticket issuer, and an electro-mechanical change maker in one integrated mechanism.

Schwebel said the machine could be adapted to sell tickets at air terminals, bus and railroad stations, stadiums and parks.

Schwebel also told shareowners that the company's sales and earnings for July and August were both ahead of the same months a year ago.

**AIDS ‘LACE’ OPENING**

Myrna Loy, co-starred in "Midnight Lace", the Ross Hunter-Arvin production for Universal-International release, has been selected by the Michigan Allied Theatre Owners for a special showing at their convention in Chicago, which takes place at the Sheraton-Cadillac Hotel on Oct. 12 and 13.

**Set ‘LACE’ Screening**

"Midnight Lace," the Ross Hunter-Arvin production for Universal-International release, has been selected by the Michigan Allied Theatre Owners for a special showing at their convention in Chicago, which takes place at the Sheraton-Cadillac Hotel on Oct. 12 and 13.

**REVIEW**

*Where The Hot Wind Blows!*

Joseph E. Levine—Metro-Goldwyn-Mayer

GINA! GINA! Who's going to get Gina? is the basic theme of this Franco-Italian co-production written and directed by Jules Dassin from the novel by Roger Vailland.

Yves Montand, as the unofficial boss of the village, is after her; her brother-in-law Paolo Stoppa also pursues her, and most of the village's male populace, both married and unmarried, admires Miss Lollobrigida, who portrays the servant girl of Pierre Brasseur, the aging lord of the Sicilian fishing village where the action takes place.

But Miss Lollobrigida, who romps through the film vivaciously flaunting her white teeth, nimble body and plenty of cleavage, eludes them all, as her heart belongs to the poor tithe agricultural engineer, Marcello Mastroianni. It is he whom she vows to marry, and steals a tourist's wallet, in addition to behaving as a female Fagin to a group of teenage hoodlums, in order to present her admired with a dowry.

Next to fishing, the denizens of this sultry village seem devoted to love-making. Also entwined in the story is an affair between the judge's wife, Melina Mercouri, a statuesque blonde who is in love with Raff Mattioli, Montand's young brother.

After much gloom is highlighted by tragedy and tears, riotous passions and stark cruelties, Brasseur clears Miss Lollobrigida of theft charges by producing the missing money just before he dies. He wills his manor house to her. Miss Mercouri jumps to his death when Montand, who breaks up their romance with his son, attempts to seduce her. Miss Lollobrigida, a peasant Cleopatra, looks forward to marriage with her engineer.

The title song, "Where the Hot Wind Blows," by Jimmy McHugh and Buddy Kaye, is sung over the main titles by the Ames Brothers, and should prove an added impact to the typically elaborate Levine promotion campaign announced by MGM, the distributor of the film.

The film was produced for The Group of Four (Paris) and, GE, S.I. Cinematografica Titanus S.P.A. (Rome).

Running time, 120 minutes. Release, in November.

SHELDY H. RECETNIK

**Points to Seven Films**

One exhibitor said seven pictures have been held back for the next few weeks in the New York metropolitan area. In the case of some of these pictures, he said, New York is a key market in which the film will play.

"This means," he said, "that we will have more pictures kept from us longer periods than will exhibitors any other part of the country. What are we do for product while we're sitting?" he asked.

a. **High Court (Continued from page 1)**

w, and overruled arguments that the merger Assembly had inadvertently killed the legislation.

The petitioners also asked that judge Dobbie's order be suspended, ending the outcome of the appeal. Judge Dobbie had dissolved a temporary injunction in the case and granted an appeal.

Informed sources here say the high court probably will agree to review the case—or else reject the petition for appeal—when it meets here early in October. If the latter is granted, arguments in the case probably will be heard in December, and a decision is expected by early next year.

**Olympic Games Champ Is Signed by 20th-Fox**

From THE DAILY Bureau

HOLLYWOOD, Sept. 20.—Rafer Johnson, world record holder and Olympic decathlon champ, has been signed to a long-term acting contract at 20th-Century-Fox studios by executive producer Robert Goldstein.

The former U.C.L.A. great, who arrived over the weekend from his gold medal triumph in Rome, was immediately assigned to a top featured role in "Journey Into Danger." Johnson is the second gold medal Olympian signed by 20th-Fox in recent weeks, joining figure skating queen Carol Heiss, who next month plays a starring role in "Snow White and the Three Stooges.

**Four Films Started, Making 28 Shooting**

From THE DAILY Bureau

HOLLYWOOD, Sept. 20.—Twenty-eight films, or products, in production at the start of four new ones and the completion of one.

Started were "The Big Wave," an Allied Artists release of a joint production enterprise of Stratton Productions, Allied Artists and the Toho Company; "The Devil at Four O'Clock," starring Frank Sinatra, which Mervyn LeRoy and Fred Kohlmar are producing for Columbia Pictures; "Time on Her Hands," starring Ingrid Bergman, Yves Montand and Tony Perkins, with Anatole Litvak producing and directing; and a United Artists release, "Royal Canadian Mounties," an API Production for 20th-Century-Fox.

Completed was "Revolt of the Slaves," Ambrosiana Films for United Artists release.

---

**N. J. ALLIED**

(Continued from page 1)

Rich Hollywood had been retained to hold in abeyance indefinitely all discussions were held concerning the additional relief sought.

Yesterday, however, there were indications that Jersey Allied members were growing impatient with the continuing inactivity, and that demands for operation of a suit against distributors are likely to be heard at the tober 4 meeting.

Jersey Allied's long-standing complaint referring all inquiries to the organization's attorneys.

Rome was in Chicago yesterday en route to California for trial of a case where, and could not be reached for comment.

Under Discussion, Says Gold George Gold, attorney and former key Allied member, who acts as legal counsel to the organization, so was reached at his Paterson ofce. says he regards the matter as being still in the discussion stage, and before did not wish to make any eific comment.

Some Jersey Allied members owed no reluctance to discuss their views, but asked that their names not be used. "We should have had injunctive re after a long time ago," said one. We have to do something. We don't have much in the way of a three-week period," another said. One Jersey Allied official said a few companies had agreed as a result of the last discussions to give pieces to Newark 14 days after their arrival in New York. "We had nothing, and some of the benefits in the positive action were lost," said Plainfield, N. J., was permitted some companies to go ahead of us to our own work.

---

**Mon Amour" Dates Big**

"Hiroshima, Mon Amour," French film in its 18th week at the Fine Arts Theatre in Chicago, and with no end of the run, is also doing well out-of-town, according to Zenith Films, the U. S. distributor. In Los Angeles it grossed $10,000 each for the first three days. When it opened at the Fenway to an opening week gross of $11,000. In San Francisco at the Clay it did $87,500 in the first week and is expected to run six months.

---

**MOTION PICTURE DAILY**

Wednesday, September 21, 1960
Telemeter Average
$1 Weekly in Summer

Toronto homes equipped with Telemeter pay television service spent an average of $1 weekly for summer programs, as compared with an average of nearly $2 during the spring months, according to a survey in the current issue of Broadcasting magazine. The publication made a random telephone check of the 3,500 homes connected as of mid-September, it said.

Summer viewing fell off in both pay and basic television, according to the Broadcasting check. Quoted as typical comments were: "There were too many outside things to do," "We were at cottage," "We were traveling.

Broadcasting also said those who did not have Telemeter service in their Etobicoke homes showed an interest in its availability. Most of the non-subscribers said they probably would take service when it comes to their neighborhood.

Of the listeners contacted none reported any intent to discontinue the service.

Telemeter Tests
(Continued from page 1)

anticipated tests will be completed in a relatively short period." Novins said Telemeter has no pre-set plans for promoting an over-the-air service, according to our plans we are concentrating on expansion of our cable system," he pointed out. A wired system is being employed by Telemeter in its Canadian project in Etobicoke.

In its application to the FCC last week Telemeter said it wanted to set up experimental technical tests in Saginaw, Calif., for a six-month period. The company estimated it would spend $46,700 on equipment and about $25,000 for operating, in addition to leasing land at $250 per month.

Telemeter also wants to test transmissions in hilly terrain around the California transmitter site. These will be done over frequencies that are part of Channel 3.

Alland, Columbia Sign

HOLLYWOOD, Sept. 20 — William Alland Enterprises, Inc., independent production companies, has been named to produce television series by producer-director William Alland, who will film a group of exploitation pictures for Columbia Pictures release in a multiple-picture deal, it is announced by Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities. Alland will produce all the films his company makes, and in special instances will also direct.

-around-the...TV Circuit

with PINKY HERMAN

A new series of half hour public affairs telefilms titled "Victory," and designed to inform the American public of our stake in the new world being developed by science, will be produced with the cooperation of the U.S. Department of Defense and will be NBC-nominated sometime in November of this year, according to NBC News Veep Wm. R. McAndrew. Ever since 1951, listeners to station WLAV, Grand Rapids, Mich., wondered, queried but never learned the identity of the station's popular personality "Mr. Unknown." Fellow's name is Carl O. Bergner, a native of Gloversville, N.Y., a sto-foot, whose home span philosophy and ken anyone in operation the theatre is the result of his many years in the theatre. Carl also is the composer of the standard hit-tune, "There'll Never Be Another You" and his latest composition, "You." (Heartbreak Waltz) is another "Tennessee Waltz." (Are you reading, Patti Page?) The story of Sugar, just back from a summer tour with "Pajama Game" and "Red Head," currently singing as well as acting in the Meadowbrook Theatre-Restaurant production of "The Student Prince."

Last Saturday night, dining at the Maisonette of the newly-refurbished Hotel Madison in Boston, we discovered that manager Reed Selle's great following among show folk was the reason why our fellow patrons there included Frank Fontaine and his charming alma, Sherm Feller, Julius LaRosa, Carl (WBZ) deSuzza, Joe Lyttle and his new pro
toger Marty Martin, Charles (Liebig-Sid Caesar Maestro) Sanford, ... Al (You Call Everybody Darlin') Trace in town from Palm Springs, Calif. with a fine Columbia film of his latest picture, "If the Good Lord's Willing," which features a talented singer named Johnny Janis.

Walt Framer, just back from England has signed Morey Amsterdam and Virginia Graham to co-emcee a new half-hour audience-participation telefilm series "What's Your Problem?". Series will be telefilmed in all parts of the country. "Wedding Bells this fall for Fred (Mr. Krackerjacket) Stoessel and Toni Farrar of BBDO. When Steve White and the NBCchieftains chose "wall to wall" music as the fare for the network's listeners, it was a perfect chance for NBC Producer Bille Weyse to bring his writing-producing-directing talents to bear. Bill, with a degree from the New England Conservatory of Music plus six years of heady tv shows at WDSU-TV in New Orleans, can't miss getting a chance soon to produce-direct his own tv series on the net.

NAB Convention Policy
For 1961 Unchanged

WASHINGTON, Sept. 20 — The convention committee of the National Association of Broadcasters has voted to continue the policy of conducting NAB annual conventions to attract top ownership and management. The 39th annual convention will be held May 7-11, 1961, here.

The committee reaffirmed the convention policy of 1959 and 1960 which makes registration to the convention open to all active and associate members of NAB and to anyone not eligible for membership, but limits attendance at certain radio and television management and ownership conferences to accredited representatives from active member stations and networks. All registrants may attend all open sessions of the convention, luncheons, and banquet.

The policy also limits exhibitors to associate members of NAB who manufacture equipment which is used in the technical operation of a broadcasting or network. However, any manufacturer will be eligible to acquire hospitality quarters in accordance with the availability of facilities.

IFIDA 'War'

(Continued from page 1)

sorship board. Because of these decisions the IFIDA's 36 to 40 motion pictures controlled by our membership—a number of which have Production Code Seals and approval of the League of Decency—have been prevented from exhibition in Atlanta motion picture theatres.

"IFIDA has therefore requested Heyman, Abram and Young, whose experience in Constitutional litigation is a matter of record, to proceed at once with the selection of a 'test case' and, if necessary, to pursue such case through the Supreme Court of the United States."

Brandt stated further, "Atlanta normally represents an important source of revenue for any motion picture. While this is sufficient reason for attacking the censorship ordinance, it is not the main reason for IFIDA's action. The most important reason for this action is the absolute necessity of fighting censorship wherever it arises and in line with this IFIDA has indicated its willingness to pursue unfair censorship laws in the areas of the country."

SMPTe Journal
(Continued from page 1)

Knapp and Norman D. Kay on wo
done at the Technicolor Corporati
presentation of the Journal Awa
will take place during the Fifth int
ational congress on high-speed ph
tography, which the SMPTe w
sponsor Oct. 16-22 at the Sherat
Park Hotel in Washington, D. C.

'Magdalen' to Magna

Magna Pictures Corp. has acquired rights from William Sheldon Films, Inc., for the distribution of "Magdalen" throughout the U. S. and Canada. U. to now, Magna has devoted its efforts to Todd-AO production, and distribution of "Oklahoma!" and "South Pacific."

East Coast
MOTION PICTURE PRODUCTION, EDITORIAL AND TECHNICAL SERVICES
CREATIVE THINKING AND PRODUCTION SOLUTIONS
JOSEPH JOSEPHSON
434 West 45th St. New York 36

R For Better Films
CREATIVE EDITING AND COMPLETE PRODUCTION SOLUTIONS

Sterling World Dist. Co.
Hollywood, Sept. 2
Here is one of those unheralded, but
dependently produced films, made by
very modest budgets that merit explo-
ristle consideration as good, fine en-
tertainment, which is bound to eat its
salt with word-of-mouth publicity,
as a natural for the kids. Its prin-
cipal characters are a boy, a chr
panzee, and a hobo. Tommy Blak
man is the ingratiating six-year-
mpet, and Pat Goldin is the Ch
linesque hungry hobo.
The film is paced with humorous, heartwarming simple sit-
tions. Its action is set against bac
grounds in Los Angeles; and its sto
concerns itself with the boy's att
to save up the aid of a five-cent
n the hobo to help him get to Chicago, but it
seems a possible reward at a meal by returning him to his hoo
Grandpa Cordell sends out an alar
for the boy and the members of the police on a mercy search for his
son, who, he now believes, has been
kidnapped.
A happy climax is effected as the boy
the whole crew are reunited at the police sta
where grandpa himself was suspect of being the kidnapper.
Enrav Jourdan is the genius behind the enterprise, having written, directed, and written and directed the entire film.
Release in September, 1960. Running
7, 79 minutes.

SAMUEL D. BERNSTEIN

250 Madison Avenue New York 16
**Review:**

**Let No Man Write My Epitaph**

**Columbia**

Take a group of dreamy, seamy characters in their natural habitat, in this instance the slums of Chicago in the 1950s, and you have a sombre melodrama that aims to shock an audience. The depressing subject matter is redeemed by some fine acting, especially that of Shelley Winters in the role of a "B-girl," who tries to raise her teenage son, grimly but excellently played by James Darren, above his background which includes a father who drinks and the electric chair.

A group of skid row personnel assume the roles of godparents to the boy, who is tormented by his high school "chums" who insist on reminding him of his hoodlum father and that his mother is a "B-girl." The group includes Burl Ives, a drunken ex-judge who is secretly in love with Miss Winters, and who mouths pithy philosophies throughout the film; Ella Fitzgerald, as a dope addict night club singer, who gets little opportunity to indulge in her forte as a top jazz songstress; Walter Burke, as a legless newsboy; Rudy Acosta, as a cab driver; Jeanne Cooper, as a lonely woman who picks up men at bars, and Bernie Hamilton as an ex-boxer.

When Darren learns that his mother is having an affair with Ricardo Montalban, who is outstanding as a bookmaker and dope peddler who also put her on dope, he tries to shoot Montalban. The latter wretes the gun from him and gets a henchman to inject the boy with dope. Ives arrives to rescue the boy, and Montalban shoots him. Before he dies, Ives succeeds in strangling Montalban to death.

The boy is now free to continue a promising career as a pianist, and to follow through with his love for Jean Seberg, daughter of the lawyer who had defended his dead father.

Boris D. Kaplan was recruited from the ranks of television to produce this film, which was scripted by Robert Pressnell, Jr., from the novel by Willard Motley, author of the successful novel, "Knock on Any Door," which was also made into a film some years back. "Let No Man Write My Epitaph" was written as a sequel to the latter book.

Philip Leacock directed in leisurely fashion. Jimmy McHugh and Ned Washington wrote the song, "Reach for Tomorrow," which is briefly sung by Miss Fitzgerald.

Selling angles would include the names of Shelley Winters and Burl Ives, the fact that it is a sequel to "Knock on Any Door," and the film's sensational theme.

Running time, 106 minutes. Release, in October.

S. H. R.

**Pittsburgh V.C. Drive Nets $93,000 for Camp**

**From THE DAILY Bureau**

**PITTSBURGH, Sept. 20—**The annual Variety Club, Tent Number One, telethon over KDKA-TV, Channel 2, which ran for 16 hours on Sept. 17-18, netted $93,000 for Variety Club's Camp O'Connell, its summer home for handicapped children. The new program will include a dental clinic and a brace center for the youngsters.

**Supervised by Novak**

Supervised by Robert Novak, the KD KA-TV program manager, the telethon featured Jackie Cooper, Rose Kerns, Raymond Burr, Elaine Stritch, Shirley Bonne, Clayton (Lone Ranger) Moore, Whispering Jack Smith, Fabian and Virginia Graham, backed by a flock of local and area entertainers.

Phillip Beigel produced the telethon, aided by Dick Thrall, Jerry Lee, Joe Samuel, Blaze Gusef, Dick Simmons, and Tommy Seider.

A highlight of the show was the raffling of eight pairs of World Series tickets at Forbes Field.
20th ALWAYS HAS THE GREATEST STORY EVER TOLD!

Marilyn Monroe to star in "Goodbye, Charlie"

George Cukor to produce and direct the George Axelrod B'way hit!

Producer-Director George Stevens to discuss The Greatest Story Ever Told to be made in Todd-AO

Debbie Reynolds will star in "Champagne Complex" (would you like another title? ? ?)

Based on Leslie ("Marriage-Go-Round") Stevens' hit play!

Elizabeth Taylor as Cleopatra
Peter Finch as Caesar
Stephen Boyd as Mark Antony

Cleopatra starts production in Todd-AO

Irving Wallace's The Chapman Report

Soon to be made by Darryl F. Zanuck Productions!

Can-Can in Todd-AO

Toppling records wherever it plays, latest click in Stockholm (Holdovers, holdovers everywhere else!)

World's greatest writers currently scripting future productions!

Norman Corwin—"Madison Avenue" • Paul Gallico—"The Day Christ Died"
Joseph L. Mankiewicz—"Justine" • Clifford Odets—"Wild In The Country"
Robert Anderson—"The Night They Burned The Mountain"

Title tune of North To Alaska

And 20th's current sensation is Bing Crosby • Fabian • Tuesday Weld • Nicole Maurey in "High Time"
EDITORIAL

TOA's Convention

By Sherwin Kane

THERE was much about last week's annual convention of Theatre Owners of America in Los Angeles to commend and to make the event memorable in a long experience with exhibitor meetings.

Not the least was the excellent attendance, manifest in both the registration list and at every business session, whether an 8 A.M. breakfast meeting or a luncheon session highlighted by speakers with something to say.

It was essentially a convention characterized by the earnestness, enthusiasm and optimism of the largest gathering of exhibitors that has turned out for a convention in many years.

Moreover, it was a well-planned and smoothly run convention.

The fact that no business was scheduled after the luncheon sessions not only encouraged afternoon attendance at the excellent trade show in spacious quarters adjoining the meeting rooms, but was responsible in large measure as well for the excellent attendance at the morning forums and business sessions.

For this, the convention chairman and TOA's Joe Alterman and Al Floersheimer were responsible.

The seminars on merchandising, censorship and legislation, on equipment and maintenance, concessions operations and community relations, on drive-in operation and other practical subjects, were of genuine value to the exhibitors who participated in them, or heard the panels of experts in each field. The information and ideas provided are readily translatable into box office dollars and improved operations.

Unusual and valuable, too, were the contacts afforded with members of the Screen Producers Guild who, for the knowledge that many stars, by their own word, are willing and anxious today to go out on the road and help exhibitors sell their pictures.

The progress of the several plans for increasing the supply of product to the theaters, the announcement of the Loew's Theatres' production program (Continued on page 2)

COMMERCE UNIT REPORT TO GUIDE FCC

While It Plans 'Payola' Law Action

From THE DAILY Bureau

WASHINGTON, Sept. 21.—The Federal Communications Commission has announced that until such time as it can complete its rule-making procedures to implement the new anti-practices law it will interpret and enforce the measure in the light of the House Commerce Committee report that accompanied the bill.

This states, in general, that no special announcement of the fact that a product has been supplied free of charge for use on a program is needed if the identification of the product is "reasonably related" to the use of the product on the program.

A special announcement would be needed if stress (in video or radio) were laid on the brand name, or if some effort were made to sell the audience on the product (or service) used in the show. If there is payment (Continued on page 3)

Gross Industry Set Records for '58-'59 In Films Released, Paid Admissions

From THE DAILY Bureau

WASHINGTON, Sept. 21.—A boom in films released and in paid admissions—was recorded in Greece during the total of 560 features played first-run in exhibition—both in number of pictures released and in paid admissions—was recorded in Greece during the 1958-59 theatrical season. A record 51.61 per cent in 1958-59 from 55.28 per cent in the preceding season, according to the U.S. Department of Commerce.

U.S. share of the Greek film market dipped during the period. It fell to 51.61 per cent in 1958-59 from 55.28 per cent in the preceding season. Royalty earnings in fiscal 1958 by U.S. Producers were the highest on record. Some $625,255 was remitted here out of total deposits of about $725,000 for the account of American producers.

As of July 1, 1959, the total of the residual credit balances of all the U.S. accounts was some $185,000. In the preceding fiscal year, $115,000 was remitted abroad for films.

Boxoffice receipts in 1958-59 totaled $8,243,362—up about 16 per cent from (Continued on page 6)
Hartford TV

(Continued from page 1) 

eral and Zenith Radio's subsidiary, Hartford Phonevision, was the commission's decision "that it would entertain requests for limited three-year extensions which synchronize twin pact conditions in order to provide data on the basis of which a realistic assessment of the merits of pay TV could be made." He gave no inkling of a decision on the issue.

As Ford sees it, "the most important fact supporting the commission today is UHF-VHF television allocations. Though a number of alternatives to the present formula exist, just as it is inescapable that the only present possibility of an expanded television system lies in the spectrum space now allocated to the television service.

No Exact Formula

Conceding that there is no precise formula for gauging the extent of future demand for television, Ford stated that "it must be assumed" that rapid growth will "entail" that the spectrum becomes available on which stations can operate on a competitive basis. This cannot be done in the VHF band unless mileage separation is maintained. Ford added that the FCC must "work out which will result in station coverage of VHF below that presently achieved by UHF stations.

A universal all-channel tv receiver is the key to any solution of FCC's problem, Ford said, noting that legislation to require set-makers to provide all-channel reception had received no action in the session of Congress just ended. "Narrow legislation of this type is essential" if the industry is to grow and expand, Ford asserted, since there is no indication that manufacturers will meet this need voluntarily.

In closing his statement, Ford urged Congress to legislate in January, he added, FCC hopes to "have the alternative possibilities ready for presentation."  

Cites N. Y. Testing Program

Ford also stated that FCC's UHF transmission testing program in the New York City area is proceeding, though he noted that the test will not be completed "for at least two years." He commented, however, that receiver legislation need not await the results of "no matter what the ultimate answer to this problem may be, UHF must play a vital part in it."

Ford restated his belief that the tv industry had no chance "on the good old days" to produce "not only can, but will, and, in fact, is making much progress in that area." He commented, however, that FCC receives about 100 letters monotonous complaining of crime and violence in broadcast programming. He went on to "emphasize once again that writers, sponsors, producers, agency men, station representatives, and everyone who touches this medium in addition to the licensee, must be evermindful that he is, in effect, a guest in the homes of the nation and that he must serve, and his programs must serve, the public interest, convenience and necessity."

Ford commented that advance reports indicate some lessening in crime and violence in the coming season "even though most of these programs were arranged before it became evident that the public was aroused on this score." He hopes that "further progress in this area will be made" in the 1961-62 season.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertmer, News Editor; Herbert V. Fecke, Advertising Manager; Gene H. Faust, Production Manager; Charles N. Acronos, Editor; Edward G. Hinds, Jr., treasurer; Eastern Editor, Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone: Hollywood 7-2145; Washington, E. H. Kahn, 996 National Press Blvd., Washington, D.C.; London Bureau, 4 Baker Street, London, W. 1, England. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1278 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-2100. Subscription price for the first year: $10.00. Second year, $10.00; foreign, $12.00. Cable address: "Copitunew, New York." Address all communications to Martin Quigley, President; Martin Quigley, Jr., Vice-President; Lee J. Brady, Secretary. Other Quigley Publications, Inc., a subsidiary of Motion Picture Herald Corporation, is published as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Issue, November, as second class matter Sept. 21, 1918, at the Post Office at New York, N. Y., under the act of March 3, 1879, Subscription rates per year, $4 in the United States and $10 foreign. Single copies, 10c.
Three Trailers Set For MGM's 'Cimarron'

Metro-Goldwyn-Mayer has scheduled three theatrical trailers for Edna Ferber's "Cimarron," aimed at providing a maximum penetration to audiences in advance of key local play show engagements now being planned.

In addition to the regular trailer, M-G-M has in work a special advance trailer in featurette style and a teaser trailer which is its only studio is developing a variety of radio and tv spots and two tv featurettes.

"Cimarron," produced by Edmund Grainger and directed by Anthony Mann, is slated for key city openings at Christmas.

Commerce Unit

(Continued from page 1)

to station or production personnel in consideration for product or service exposure, an announcement of the fact is required.

FCC is undertaking a thorough review of the question of sponsorship identification of broadcast material. It plans to issue new rules as soon as possible. High conferences on this will be held with the agencies in addition to motion pictures.

FCC says it wants "to afford the maximum possible guidance" to those concerned even before formal rule-making, which is usually a slow process.

The FCC staff members seemed very interested in what the film represented in terms of confusion over the industry conferences, in turn, were all pleased and satisfied with the opportunity to explain the industry's problems and practices to the officials.

Present at the meeting representing the industry, in addition to MPA's Ed Cooper, were: Gordon Stulberg and Russell Karp, Screen Gems (Columbia); Donn B. Tatum, Walt Disney Productions; C.B. Alpert, the studio's president; and Bernard Dennenfeld, Paramount; Herbert Golden, United Artists; and Harold J. Berkowitz, Warner Brothers.

ATFP Represented

In addition to these officials of MPA member companies, the Alliance of Television Film Producers, Hollywood, was represented by its president, Richard Jenks; Frank Reel, Ziv Productions; Anthony Frederick, Revue Productions, and Harry Plotkin, a Washington attorney.

A number of high-ranking FCC officials were present. Among them were Harold Cowgill, head of FCC's broadcast bureau; Joe Nelson, a specialist in enforcing the new law; Gerard Cahill, an attorney in FCC's office of legislative liaison, and Ashbrook Bryant, chief counsel for the agency's network study group.

LeRoy for 'Majority'

HOLLYWOOD, Sept. 21. - Mervyn LeRoy will produce and direct "A Majority of One" for Warner Brothers following completion of his work on Columbia's "The Devil at 4 O'Clock," which started shooting on location in Hawaii today.

Review:
The Savage Innocents

Franco-British-Italian Co-Production—Paramount

For the uncivilized Polar Eskimo imposed upon him by the rigors of ten million wasteland which he inhabits is realistically presented in this Franco-British-Italian co-production, which has been painstakingly produced by Malino Malenotti.

An off-screen narrator handles the documentary elements in the film which are woven about the conflicts of a young married Eskimo couple with the laws of the white man. The film has been expertly directed by Nicholas Ray from his own screen play which was adapted from the novel, "The Top of the World," by Hans Reusch.

The strange (to the white man, that is) economic and social customs of the poor Eskimo disclosed in the film include their crude eating habits and diet (including raw fish and worms), the husband's offering of his wife to a male guest to "laugh" with, leaving the aged and helpless to freeze to death as they become economically unproductive, the killing of first-born girl babies, and many such other laws and customs handed down from their forefathers. By the same token, the laws and behavior of the white man seem equally strange and "stupid" to the Eskimo.

Anchors Quinns gives a fine performance as the Eskimo husband of Yoko Tani, Japanese actress, who also acts effectively. Anna May Wong is well-cast as Miss Tani's mother.

The couple's adventures take them to a trading post where they have their first contact with the white man and his "stupid" customs. When a missionary visits his nearby igloo, Quinn offers him food and an opportunity to "laugh" with Miss Tani. When the missionary rejects both offers as no laughing matter, Quinn avenges the "insult" by banging the missionary's head against the igloo wall. Too hard a banging results in the missionary's death.

Quinn, Miss Tani and Miss Wong return north, as two state troopers begin a search for Quinn as a murderer. The following season Miss Tani gives birth to a son in a much too realistic episode in which she suffers through the pangs of childbirth alone and unattended. The troopers eventually catch up with Quinn, and take him south without affording him a chance to say goodbye to his family.

On the trip back their sled overruns and all three are thrown into the water. In a gruesome scene, one of the troopers freezes to death. Despite the fact that the second trooper, whose hands are frozen stiff, threatens to take him back as his prisoner, Quinn nurses him and returns with him to his igloo where Miss Tani and the boy are struggling to keep alive.

When the trooper regains his strength, Quinn and Miss Tani join him in the long trek south to civilization and justice. Growing fond of the couple, and grateful to Quinn for saving his life, the trooper implores them to return. Quinn insists upon explaining what happened to the judge. Realizing the hopelessness of this course, the trooper deliberately insults them both, and the bewildered Eskimos decide to return north.

The dreary topography of the region has been expertly captured by the Technicolor and Technirama cameras.

Running time, 110 minutes. Release, in October.

Sidney Rechtyn

Einfeldt to Conduct (Continued from page 1)

the picture in major U. S. cities and their counterparts in Israel for the holiday.

Among other things to be discussed at the meeting will be the formulation of regional campaign policy and preparation for the nationwide personal appearance tours by stars Joan Collins, Richard Egan and director Raoul Walsh.

'Table' Here Monday

"The Captain's Table," a Bank Organization production, released here by 20th-Fox, will open at the 68th St. Playhouse on Monday.

ASCAP Groups (Continued from page 1)

licenscd through another organization) will be based solely on their performances during the latest preceding fiscal survey year.

Adams explained that members have the option to elect either the current performance basis or to participate in ASCAP distributions on a basis which takes into consideration their length of membership, the performances of their compositions as "recognized works" and the five-year average of their performances, in addition to the current performances of their works. The option to receive payment on the alternative basis will not be available to resigning members.

Hard to Locate Records

It now appears, the FCC members were told that a rigid interpretation of the law, through regulation, could result in the industry becoming a victim of its own success. Furthermore, it would seem well-nigh impossible for some of the filmed material now being shown on tv to meet all of the law's demands. Televised entertainment on film is not new and in large part and compliance with rigid rules might founder on the simple fact that records by now are either incomplete or not available, it was pointed out.

People

Charles A. Smakwitz, zone manager for the Stanley Warner Theatres in the Newark and New York zones, has been elected to the board of directors of Rutgers University Alumni Association of Greater New York for the second year.

Chuck Connors has been named an alternate member of the board of directors of the Cork Film Festival by the Festival's representatives substituting for Charlton Heston, who will be away from Hollywood for six months.

Charles H. Schnee, producer, has been invited by the organizers of the Cork Film Festival to participate in the festival's symposium entitled "The Maker Versus the Viewer and the Critic." One of the attractions at the festival will be Schnee's "The 3 Worlds of Gulliver."

Carl H. Goldstein has been appointed Screen Gems' sales representative in San Juan, Puerto Rico. His appointment was announced by Lloyd Brown, vice-president in charge of international operations of the Columbia Pictures' tv subsidiary. Goldstein will report to John Manson III, head of Screen Gems' Latin American sales, who makes his headquarters in Mexico City.

Film Prop Not Payola (Continued from page 1)

the film industry and in broadcasting are different and that an overly literal interpretation of the "anti-payola law" might lead to an impossibly complex situation.

Not a Film Problem

The motion picture representatives called a number of factors to the attention of the FCC officials who will be in charge of drafting and enforcing regulations under the new law. It was pointed out that "payola" in the radio-tv sense was not a problem in movies.

The industry was not mentioned by the Legislative Oversight Committee, whose investigations led to the new law. Furthermore, the industry was not consulted in the drafting of the measure.

Three Trailers Set For MGM's 'Cimarron'

Metro-Goldwyn-Mayer has scheduled three theatrical trailers for Edna Ferber's "Cimarron," aimed at providing a maximum penetration to audiences in advance of key local play show engagements now being planned.

In addition to the regular trailer, M-G-M has in work a special advance trailer in featurette style and a teaser trailer which is its only studio is developing a variety of radio and tv spots and two tv featurettes.

"Cimarron," produced by Edmund Grainger and directed by Anthony Mann, is slated for key city openings at Christmas.
IMPORTANT NEWS FOR THE TRADE FROM JACK

"The Sundowners" attraction at Radio City Music Hall is Warner Bros.' "The Dark at the Top of the Stairs"

(...) and both being great showmen, they couldn't resist the opportunity to let everyone know that the current attraction at Radio City Music Hall is Warner Bros.' "The Dark at the Top of the Stairs".)
WARNER AND RUSSELL V. DOWNING: “is the Christmas City Music Hall!”
Greek Industry

(Continued from page 1) the preceding year. The U.S. share of total admissions declined to 47.85 per cent from 53.41 per cent a year earlier. The Greek market remained virtually unchanged in number of films, but admissions to these pictures nearly tripled, reaching 350,160 in the 1958-59 season. The Committee Department reports that “The Cranes Are Flying,” a Soviet picture, “scored a big success in Greece, surpassed only by one U.S. film.”

3 Films on Coffee Free to TV Stations

A motion picture series of three short films, devoted to the subject of brewing better coffee, has been released to television by the Coffee Brewing Institute. The two-color films, one five minutes in length, the other 15 minutes, deal with the correct steps to be followed in preparing a hot coffee beverage. The third film, a feature-length programme, pictures the methods used in making various types of iced coffee. The purpose of the series is to show the home-maker how to prepare a good cup of coffee every time.

Designed for ‘Home Show’ The film package, specifically designed for television, is being distributed free to stations by Vision Associates. Promotion, which is being conducted via a direct mail campaign aimed at program directors and station managers, features three giant coffee-colored posters.

‘Israel Today’ Abroad Very Well Received

From THE DAILY Bureau
HOLLYWOOD, Sept. 21.—Paul Ward-Brody, consultant to Eurovision and director of Telefilm, GMIBH, told the press at a Hollywood Brown Derby luncheon today that “Israel Today,” 28-minute documentary, produced by Eddie Cantor, received 95 per cent approval by the people in Germany in its first telecast and will be repeated there as a “required viewing subject for children” in a move to help erase intolerance and bigotry.

The film was produced and photographed by Martin Murray and is expected to be submitted for Academy consideration before end of year.

Togas for Usherettes

The 36 usherettes who will direct patrons for the reserved seat showings of “Spartacus” at the DeMille Theatre here will wear especially Hollywood designed togas rather than the customary usherette uniform, according to Walter Reade, Jr., president of Walter Reade, Inc. The toga costumes are inspired from those worn by Jean Simmons, who plays the role of Variata in the Bryna Production.

Television Today

People, Politics, Problems, Profits Will Be Explored at NAB Meetings

WASHINGTON, Sept. 21.—The National Association of Broadcasters announced that its annual fall conferences for broadcasters will have a complete new format this year—a study in depth of people and politics, problems and profits. The first of a series of eight separate conferences in as many cities will be held in Atlanta, Ga., on Thursday and Friday, Oct. 13-14, and in one of the presidential campaign’s favorite meeting places.

The principal speaker at the second day luncheon will be Noah Langdale, Jr., president of the Georgia State College of Business Administration. Richard Shafro, executive vice-president of WIS and WIS-TV, Columbia, S. C., a member of the NAB policy committee, will deliver the main address at the first day luncheon. Shafro will report on the policy committee’s stewardship of NAB’s affairs since the death of Association President Harold E. Fellows last March.

Will ‘Explore in Depth’ Everett E. Revercomb, NAB acting administrator and secretary-treasurer, said the Atlanta conference and those to follow would “explore in depth” the many pressing problems confronting broadcasters in a time of crisis and decision. Chief among these, he said, is politics—the science of government, the mechanics of government, and their relationship to the broadcasting industry.

Broadcast management problems, with emphasis on the human factor and the relationship between profits and people, money and manpower, also will be a highlight of the meeting, he said.

Roundtable Debate Planned Both topics will be the subject of speeches, discussion and roundtable debate at joint radio-television sessions on the conferences’ opening day. “People and Profits” will be the theme of the morning meeting; with “Broadcasters and Politics” on the afternoon agenda. Howard H. Bell, NAB vice-president for industry affairs, will preside at the morning session. Vincent T. Wasilewski, NAB vice-president for government affairs, will preside in the afternoon.

A member of NAB’s three-man policy committee will speak during the first day luncheon at each conference.

TV and Radio Separated Separate radio and television sessions will be held the second day to give radio and television broadcasters an opportunity to get together on problems peculiar to their own fields. These include radio public relations, TV information and the separate radio and TV codes. John F. Meagher, NAB vice-president for radio, will preside at the radio session and Charles H. Tower, NAB vice-president for television, at the television session. The luncheon address of the principal speaker will follow.

 Revercomb said speakers for the other seven conferences will be announced later. The remaining conferences will be held in Dallas, Tex., Oct. 18-19; in San Francisco, Oct. 20-21; in Denver, Colo., Oct. 24-25; in Omaha, Neb., Oct. 27-28; in Washington, D. C., Nov. 14-15; in Chicago, Nov. 21-22, and in New York City, Nov. 28-29.

“McCollough Is Chairman” In addition to Shafr, members of the NAB policy committee are Clair J. McCollough, president and general manager of the Steinman Stations, Lancaster, Pa., chairman, and Merrill Lindsay, executive vice-president, WSOY (AM-FM), Decatur, Ill.

Who’s Where

Three new account executives have been appointed by United Artists Associated, Inc., it was announced by Erwin H. Ezzes, executive vice-president. Fred Watkins and Frank LeBeau have been named as account executives for UA’s Dallas office, reporting to Dave Hunt, Southwest sales manager. Paul Weiss has been appointed to the Chicago office, and will report to John McCormick, Midwest sales manager.

Charles W. Goit, formerly national sales manager of Independent Television Corp., has joined 20th Century-Fox Television, Inc., it was announced by Peter G. Levathes, president, Goit, whose headquarters will be in New York, will assist Levathes in contact with advertisers, agencies and networks on behalf of Fox’s present and future clients. It is expected that Goit will be working to expand the company’s distribution network across the country.

Ned Cramer has been appointed assistant director of public affairs for WCBS-TV, it was announced by Frank T. Shakespeare, Jr., vice-president and general manager of the station. In the newly created position, Cramer will assist public affairs director Clarence Worden in developing and administering Channel 2’s community service programs, and in creating new programs.

Everybody’s Going To Be There!!

Where?

Yankers Raceway.

When?

The night of Oct. 3.

Why?

For the most fabulous evening you’ve ever had.

How Much?

$10 and that includes admission to the track and a delicious dinner in the luxurious Empire Terrace Room.

What’s It For?

Variety Club No. 35’s Bill Corum Fund to help handicapped children enjoy playground facilities in New York. That means your $10 ticket is tax deductible.

GET UP A PARTY. JOIN THE FUN.

Make your check payable to Variety Club and Mail it Fast to

VARIETY CLUB No. 35

1501 Broadway New York City
**Warner Sees Brighter Industry Future Today Than Any Time in Recent Years**

*From THE DAILY Bureau*

HOLLYWOOD, Sept. 22.—Motion pictures face a brighter future today than at any time in recent years, Jack L. Warner, president of Warner Bros., said here today. “At home and abroad, there is increased enthusiasm for films,” he declared. “Not only are motion pictures drawing larger audiences but they are the subject of greater interest and more discussion.”

Warner, who was in Europe this summer, said that wherever he went (Continued on page 2)

---

**Eastman School Here**

**Cites Skouras, Sarnoff**

Sypros Skouras, president of 20th Century-Fox, and David Sarnoff, chairman of the board of Radio Corp. of America, were two of six leading American business executives named yesterday to be recipients of the first annual Eastman Achievement Awards (Continued on page 3)

---

**EDITORIAL**

**Sick Pictures=Sick Industry**

By Martin Quigley, Jr.

The most disturbing word heard by exhibitors in Hollywood last week for the Theatre Owners of America convention was not on the shortage of product nor on high costs—those problems have been present for a long time—but on the current preoccupation of many filmland’s creative workers with the “sick” picture.

For the benefit of the uninformed it should be noted that the “sick” picture is one that deals with unnatural sex in any of its assorted forms or with morbid suggestiveness and thinly veiled pornography.

Let there be no mistake: to the extent that the American motion picture industry concerns itself with “sick” pictures the industry itself is sick.

A substantial infection with this kind of sickness could lead—in a period of time—to the death of the theatrical motion picture industry as it is presently constituted.

Here is an issue that demands the immediate attention of everyone who believes in the future of the theatrical motion picture. It is not now a question of economics or survival of the fittest. It is a matter of life itself.

Too many “sick” pictures will have one inevitable result—a dead industry.

Just how critical the situation is may be judged from an example cited recently by the head of a major studio. “Right now,” he said, “Hollywood writers are sitting around thinking of the sickest story they can imagine. Like having a brother and sister marooned on a desert island. Then—without showing any details of intimacies—after a time have the sister pregnant.”

Efforts are being made to include suggestions—or more than sug-
**EDITORIAL**

(CONTINUED FROM PAGE 1)

gestations—of homosexuality, lesbianism, incest and variations thereof. There is even a report that the “heavy” role in one great screen classic has been written to make the character a homosexual in order to put an extra “kick” in the new version.

The wide range of movies and the idea seems to be to get more and more daring and provocative—as “free” as the courts will allow. All kinds of “clever” ways are being found to include the strip-tease and nudity. The notorious freedom of the Broadway stage was and is a freedom of words. Hollywood pictures plan to show all kinds of scenes suggesting bedroom intimacies unthinkable on the modern stage or even in the immoral Restoration theatre.

Confronting such an avalanche of “sick” pictures what is the position of the Production Code and its Administration?

The answer, in a word, is that the Code and its Administration are “sick,” too.

The Code is “sick” because, despite great good will, a lifetime of experience, and a splendid record of achievement, there is no escape, no high places to do more than keep people out of jail for exhibitions that violate local obscenity laws. Many pressures are directed in the way of compromise and keeping producers’ feelings as unrouled as possible.

It is true that, through the efforts of the Production Code Administration, when pictures reach the screen they are less “sick” than the first submitted scripts. Of course, there are occasions when the writers submit as “dirty” and “sick” a script as possible so that after much negotiation and compromise, a picture will receive a Code seal that still has plenty of so-called “punch.”

Facts that have hardened the trend to “sick” pictures in Hollywood include the nature of much of the popular literary material and the types of pictures that have come from abroad. In recent years a number of foreign films with an uncustomed “frankness” on sex and various aberrations have enjoyed a surprisingly large American audience. It is clearly difficult or impossible to keep out of Hollywood pictures scenes similar to those in imported product that receive both critical acclaim and public support. Moreover, one can hardly keep out of Hollywood pictures words in use in various U.S. newspapers.

**NEVERTHELESS** when the wrath of legislature or the public is aroused it will be Hollywood films that will bear the major brunt of the attack. In 1961, a group of the fifty state legislatures are scheduled to be in session. In the majority of them there will be pressures for some form of control of movie content. These legislatures will be in session when the current crop of “sick” pictures now planned in Hollywood will be in release. It is easy to imagine what can happen.

The Supreme Court and subordinate Federal courts, and all state and local courts, may go right on rendering unanimously favorable decisions in questionable film censorship states and still the industry may go on suffering more and more harm at the box office. The courts cannot make the public buy theatre tickets. The courts cannot cure a “sick” industry or doctor “sick” pictures.

This “sickness” can only be cured when the men who currently dictate the making of Hollywood pictures recognize their responsibility to themselves, to the entertainment medium, to the nation and to the world. Others in the industry who finance, distribute and exhibit pictures have an obligation to raise their voices until they are heard and the cycle of “sick” pictures becomes only an unpleasant memory.

If the current wave of “sick” pictures becomes a flood, prepare to say goodbye to the American film as the leading mass entertainment of the world.

---

**Photo Seminar Set**

The American Society of Magazine Photographers and the George Eastman House jointly announced a four-day conference on photojournalism. Leading photographers, editors and art directors will lecture on, and discuss, photojournalism in all its aspects, from the camera to the printed page.

All sessions will be held in the Dryden Theatre of the George Eastman House, Rochester, N. Y., Nov. 2-5.

---

**‘Surprise’ Book Tie-Up**

A softcover pocketbook edition of “Surprise Package,” the Stanley Donen production for Columbia Pictures, release will be featured. The book is based on the Art Buchwald novel and full credits for the film are included. Also involved in the promotion is a rack card and a poster, both
Singapore Showman is Olympic Medalist, Too

SINGAPORE, Sept. 19 (By Air Mail).—Tan Howe Liang, a member of the staff of the Cathay Organisation, Ltd., Singapore, distributors and exhibitors is an active and eager showman. But he excels in other fields, too. He has just returned here from Rome, where he won a silver medal for placing second in the lightweight division of the weight-lifting championship in 1960.

In the trials in Singapore Tan lifted much more than the total poundage registered by the Russian champion and gold medalist at the Rome games, but he could not reproduce his best at the actual event and had to be content with second place.

Skouras and Sarnoff (Continued from page 1)

in recognition of their outstanding contributions to the progress of their industry as well as to the progress and the economy of the country.

The awards will be presented this fall by the Eastman School of New York City.

The citation of Skouras said: "Spyros P. Skouras put his career and the solvency of 20th Century-Fox Film Corporation at stake, confident that the American public would come back to movie theatres in masses as they did in yesteryear. While many movie makers in the early 50's stopped making movies, fearing new processes would make their films obsolete and waited for a sign from heaven to resume production, Skouras spiralled ahead. Working 12 hours a day, and sometimes as many as 20, Skouras' war against time could kill any man.

As tv was casting a heavy shadow over the movie industry, Skouras organized showmanship pep rallies throughout the country, and came up with the slogan that Movies Are Better Than Ever. An immigrant who arrived from Greece in 1910, Skouras saved Hollywood with his introduction of CinemaScope and other new processes.

The Sarnoff citation said: "David Sarnoff, an immigrant industrialist, who rose from a telegraph operator's key to president of the Radio Corporation of America at the youthful age of 39, is one of the most quoted men in the U.S. on the subjects of television, electronics and the like. He is the engineer, the manager, the chief executive of RCA, and one of the earliest and most successful radio broadcasters. His energy and enthusiasm are insatiable and his ambition is boundless. He has long been in the forefront, and today he is at the top of his profession."

TOA Urging

(Continued from page 1)

to meet with the TOA committee and discuss the subject further. A joint announcement of results is expected to be made at a later date.

Exhibitors for the past several years have counseled nationally in helping to build the largest and most organized television audiences for the annual Awards presentation program, using their theatre screens and other means of reaching the public in order to attract patrons to tune in the Academy show. At the same time, they have felt strongly that the record audiences they have helped to build should be exposed to the best possible films that are shown.

Pickus Conferences Reported

Albert Pickus, TOA president, who remained here this week to organize projects cleared by the convention for action, is reported to have had post-convention conferences with Geoffrey Skouras, Production Code administrator, and with officials of the Screen Producers Guild.

It was proposed at the convention that company presidents be included on the TOA-SPG committee to get exhibitor reaction for SPG on synopses provided of proposed pictures, and set up a communications system to advise exhibitors of the itineraries of traveling producers, both for the purpose of exchanging and facilitating promotion of producers' current or coming films through local media best known to the exhibitor. Pickus also has designated a committee, to be announced later, which will evaluate the initial pictures to be produced by Alpha Prods., the newly formed producing-distributing arm of Pathé Laboratories, for whose releases TOA will help obtain guaranteed playing time.

May Retain Ad Agency

Pickus also is giving consideration to a report from a joint TOA-SPG conference here which was critical of current film advertising. No course of action has been determined yet but it is regarded as likely the two organizations may ask an outside advertising agency to prepare sample campaigns for specific releases which offer new approaches and ideas in film advertising.

The Motion Picture Association advertising-publicity directors committee this week at a meeting in New York took cognizance of the convention's advertising criticism and announced its intention to invite TOA and SPG officials to meet with it and discuss their views on advertising. Both said they will be happy to meet with the MPAA committee but have received no invitation to do so yet.

(Sources New York yesterday, Martin Davis, chairman of the MPAA advertising committee, confirmed that said invitations to TOA and SPG officials to discuss their views on film ads are in the mail now.)
Produced and Directed by

STANLEY DONEN

Screenplay by
HUGH and MARGARET WILLIAMS
from their Great London Stage Success.
for a GREENER CHRISTMAS!

MITCHUM • JEAN SIMMONS

"THE GRASS IS GREENER"

...A GRANDON PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE TECHNICOLOR® TECHNIRAMA®
Technicolor-Eversharp Deal

(Continued from page 1)

the company’s Consumer Photographic Products Division. The sale of these shares will be completed today.

The board of directors also voted to engage the services of Eversharp as management consultant for the CPPD. Eversharp has agreed to serve in that capacity through the year 1964, and as full payment for such services has been granted an option to purchase 250,000 additional shares of Technicolor stock at $8 per share.

The option will be exercisable when substantial improvements are made in the earnings of the CPPD, which for the year 1960 is expected to show losses in excess of $1,000,000 after depreciation and write-off of pre-production expense. The option of Eversharp will become exercisable in installments, the first of which will become exercisable on March 30, 1962 as to 62,500 shares, if the CPPD has shown any net profit for 1961, and as to an additional 62,500 shares if the net profit before taxes for that year is $600,000 or more.

Additional installments will become exercisable in later years if the CPPD shows substantially increased earnings before taxes for the prior years, in accordance with the following schedule: 62,500 shares on March 1, 1963, if earnings reach $300,000; 62,500 on March 1, 1964 if earnings reach $900,000; 62,500 shares on March 1, 1965 if earnings reach $1,250,000.

The maximum number of shares is 250,000 in the aggregate. Each installment will be exercisable until March 30, 1965 if the required earnings shall have been achieved in the fiscal year preceding the date of exercise.

Terms of the contract with Eversharp were recommended by a committee of independent members of the board of directors of Technicolor.

Clark stated that, in his opinion, this contract assures the company of the best possible consulting services in the operation of its CPPD, using the facilities and trade name of Technicolor. “The option terms also assure the maximum incentive to Eversharp to bring about a substantial improvement in earnings of the CPPD,” he said.

In heavy trading on the American Stock Exchange yesterday, Technicolor stock advance 1 1/4 points to a new high for the year of 10 3/8.

Junior Review

(Continued from page 1)

Alternate weeks in the 20th-Fox screening room for two selected high school students from all Greater Cleveland high schools. An informative talk by the representative of the distributor whose picture is being shown precedes the screening. After the screening an open discussion is held. This discussion is tape recorded and sent to the distributor involved in the screening.

It is then the obligation of the student to write a review of the picture for his high school paper. After each screening Bea Neufeld, the Press junior editor runs a story on the event.

The school paper reviews compete in a contest. Writer of the review judged the best gets a trip to Hollywood and a visit to the studio. Last year’s winner, Steven Farber, 17, now a senior at Cleveland Heights High School, recently returned from his prize winning trip to the west coast accompanied by Miss Neufeld.

No Blanket Criticism

(Continued from page 1)

of Churches, clarified the reported statement made in an address yesterday to a Pacific Coast conference of Methodist ministers and laymen. “For years there have been many pictures,’ said Heimrich, “which have made variable contributions to society both here and abroad. This office has led in encouraging public support for pictures coming out of Hollywood which have entertainment and moral values.


“I have also stated on numerous occasions that I am personally acquainted with many people in all phases of the industry who are deeply concerned about maintaining high standards of ethics and morality on the American screen.

“However, there have been over the past few years too many motion pictures being produced in Hollywood which over-emphasize sex and violence for the sake of sex and violence. As a result, leading authorities, not only in this country but overseas, have increasingly called the attention of Hollywood to the damage being done to the minds and morals and living habits of viewers. Furthermore, such pictures create an image of America overseas that is damaging.”

Will Address Trade Union on Films’ Aid to Art

From THE DAILY Bureau

WASHINGTON, Sept. 22.—The Motion Picture and Television Council of the District of Columbia will hold a hearing on Sept. 27 by Dr. Raymond F. Stites, curator of education at the National Gallery, on how a knowledge of art can be spread by the use of motion pictures.

A motion picture entitled “Art in the Western World” and a television show, “Time Enough to See a World” will be shown in the National Gallery auditorium.

SMPTE Raises 14

(Continued from page 1)

research department, the Naval Ordnance Laboratory, White Oak, Silver Spring, Md.

Edward P. Ancona, jr., who is associated with the National Broadcasting Company, Burbank, Calif.

George C. Higgins, associate head of the physics division, Eastman Kodak Company Research Laboratories, Rochester, N.Y.

Fred J. Seobey, technical director, General Film Laboratories Corporation, Hollywood.

Eldon Moyer, retired senior development engineer, Eastman Kodak Company, Rochester, N.Y.

Morton Sultanoff, chief, detonation section, ballistic research laboratories, Aberdeen Proving Ground, Md.

John R. Tomson, supervisor, equipment development, color technology division, Eastman Kodak Company, Rochester, N.Y.


Neal G. Kerhn, regional vice-president, General Film Laboratories, central division, Kansas City, Mo.

Hubert Schardin, director, the German-French Research Institute, St. Louis, France.


Richard F. Putnam, manager, studio and industrial television engineering, General Electric Company, Syracuse, N.Y.

MODERN EXHIBITION-DISTRIBUTION PLAN
FOR AFRICA TO BE URGED ON MPA BOARD

A recommendation that the American industry set up a program of theatre construction and modern film distribution service for the new West African nations will be presented to company presidents when Eric Johnston, Motion Picture Association president, reports to them at a meeting being arranged for next week on his recent inspection of the new African markets.

Johnston was accompanied on the five-week tour by Ralph Hetzel.

(Continued on page 2)

FOREIGN EXCHANGE IS
ASIAN PROBLEM: EGAN

The continuing shortage of foreign exchange in South Asian countries makes remittances the chief problem for American film distributors in that area, Charles Egan, Motion Picture Export Ass'n. representative, who headquarters at Bombay, said on Friday.

Egan is here for a month's visit and conferences at the MPEA New York and Washington offices, his first visit home in three and one-half years. He will visit Hollywood also before returning to Bombay.

Egan said the governments of India, (Continued on page 7)

S-W TO APPOINT SWETT
FULL-TIME ALBANY HEAD

Alfred G. Swett, who has been manager of the Strand Theatre in Albany for the past four years, will shortly become full-time district manager of the Albany, Troy and Utica area for Stanley Warner, it was reported at the (Continued on page 7)

CDE LLC

LABORATORIES, INC.
NEW YORK AND HOLLYWOOD

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

World News That Is News

NEW YORK, U.S.A., MONDAY, SEPTEMBER 26, 1960

TEN CENTS

EDITORIAL

RID THE ROGERS HOSPITAL DRIVE

By Sherwin Kane

LAG that has developed in the signing of theatres for participation in audience collections for the recent Will Rogers Hospital "O'Donnell Memorial Year" drive has headed the industry's hospital and research laboratories worried.

Fred Montague, president, and S. Fabian and Nef E. Depinet, national co-chairmen of the combined audience collections and Christmas tree drive, report that they are not ting the expected and very necessary support for the expansion of research laboratories and healing programs at the Saranac Lake, N. Y., hospital.

The campaign started off well some weeks ago, they say, but of late there has been a let-up.

There would be no let-up, this office is certainly, if the exhibitors of the area could visit Will Rogers Hos- pital and the members of the industry o are its patients there, and see splendid care lavished upon them, new hope, the new life instilled them, and the gratification with which efforts, made possible by industry, are met.

Testimonials to the excellence of atment, the worthiness of the proj- ects, are received regularly from those who have been its beneficiaries. The bowing are excerpts from a letter received recently by Herman Robbins, of the hospital's vice-presidents, Irving Brickman, projectionist at new's State Theatre, White Plains, Y., for the past 18 years, now a tient at the hospital.

I want you to know that this hos- pital is a godsend to me and all the other patients," Brickman wrote. "The kindness and sympathy of the doctors and the warmth and affectionate care (Continued on page 2)

TELEVISION TODAY—page 7

FOR ALL THE NEWS

THAT IS NEWS

ALL-TIME RECORD

ROADSHOWS FOR 1961 RELEASE

INCREASE TO 14

SIX OTHERS TO BE ON MARKET

AT END OF DECEMBER, 1960

With the acquisition of the Broad- way musical "Gypsy," by Warner Brothers this week and plans made to film it in 70mm, the list of pictures already announced for roadshowing in 1961 swelled to an all-time record of 14. These are to be added to six new ones between now and the end of December this year.

The actual number put on the market by the end of next year could, of course, be different. It could be smaller as producers of some of the films have cautioned that plans for a hard- ticket policy are "tentative" at this stage. In addition, some of the pictures, such as 20th-Fox's "The Great"

(Continued on page 6)

INDUSTRY HEADS ASSIST

B'NAI B'RITH YOUTH DRIVE

Leaving figures of the motion pic- ture industry will serve as divisional chairmen for the 1960 New York youth service campaign of the B'nai B'rith, the Jewish service organization, Abe Schneider, president of Columbia Pictures, and Sam Rosen, executive

(Continued on page 6)

STANDARD & POOR NOTES

ADVANCE OF FILM STOCKS

Motion picture stocks have ad- vanced strongly in 1960, particularly in the past three months, the industry survey firm of Standard and Poor reports in its issue of Sept. 22 on the amusement industry.

"Near-term trends within this (Continued on page 7)
UNIVERSAL takes pride in announcing
on the Seven Pictures Corp. Production

ROCK HUDSON
SANDRA DEE

Written by STANLEY SHAPIRO and MAURICE RICHLER
Gina Lollobrigida
Bobby Darin

"COME SEPTEMBER"
In Eastman COLOR
CINEMASCOPE • LENSES BY PANAVISION

Co-Starring
Walter Slezak

Directed by Robert Mulligan
Produced by Robert Arthur
A UNIVERSAL-INTERNATIONAL RELEASE
ONLY TRAILERS CONTAINING SCENES FROM A MOTION PICTURE CAN TRULY SELL THAT MOTION PICTURE!

Hard sell... soft sell... there is no substitute for a scene trailer... and only trailers prepared by COLUMBIA can carry scenes from COLUMBIA pictures!
CEA Head Sees ‘Reasonable’ Chance
Pay-TV to Operate in England by ’64

There exists a “reasonable possibility” that England will have pay-tv by 1964, according to Alfred Davis, president of Cinematograph Exhibitors Association, who is now in this country to find out all he can about it and also to examine the American product situation as it will affect England. Davis gave two main reasons in an interview here for his pay-tv prediction. He noted licenses presently held by the BBC and an independent television company with the British government will both expire during that year and that an agency of the government studying the possibilities of pay-tv is expected to reach a conclusion by that time.

The English exhibitor head de-
(Continued on page 3)

Interstate Starts Third
Presidential Patron Poll

Special to THE DAILY
DALLAS, Sept. 26.—A statewide
drive of movie patrons to ascertain
their choice for president was launched this weekend by Interstate
Circuit, which operates 80 Texas
theatres in 25 cities.

The poll will cover a six-week
(Continued on page 3)

Wometco Will Open
New Miami Theatre

Special to THE DAILY
MIAMI, Fla., Sept. 26. — Special
dedication ceremonies and a closed
screening will highlight pre-opening
ceremonies here tonight of Womet-
co’s newly finished 163rd Street The-
atre, which marks its official opening
tomorrow with the presentation of
20th-Fox’s “High Time.”

Wometco president Mitchell Wolf-
son and county commissioner Ben
(Continued on page 3)
Three New Speakers Set For ITOO Convention
Special to THE DAILY
COLUMBUS, O., Sept. 26.—Three additional speakers have been announced for the silver anniversary convention of the Independent Theatre Owners of Ohio, to be held Oct. 12 and 13 at the Neil House here. They include George Kienzle, director of the Ohio State Theatre in Columbus, William R. Moich, president of WMNN radio, and Mel Tharp, advertising director of the Columbus Dispatch.

Kienzle and Moich will speak at the Wednesday evening session. Kienzle’s topic is “New Drive for Old and New Customers.” Moich will speak on “New Selling With Radio,” and Tharp will address the Thursday morning session on “Newspaper Advertising Is Your Business.” Ken Prickett, executive secretary, announced that the annual banquet, scheduled for Friday evening, has been canceled so that delegates will spend only one night away from business.

Green Dies in L.A.: Was IATSE Veteran
From THE DAILY BULLETIN
LOS ANGELES, Sept. 26.—Richard J. Green, who was general secretary and treasurer of IATSE from 1924 to 1930, died here yesterday.

He was a member of two local—Stage Employees Local 2, Chi ball; and the Hollywood Projectionists’ Local 165, from 1932. Green got his start as a stage hand in New York working with “Doc” Potter, who had a vaudeville dog act.

Harold Daly, 54
A requiem mass will be offered to morrow for Harold Daly, veteran RKO Theatre manager, who died Sunday at his home in the Bronx after a brief illness. Services will be at the Church of St. Vincent Ferrer, Lexington Avenue and 55th Street, at 10 A.M. Daly, who was 54, is survived by his wife, a son, and one sister. Daly’s last post was at RKO, Yonkers.

New Franken Offices Here and on Coast
Organization of the Jerry Franken Company for advertising and public relations, with offices in Hollywood and New York has been announced. The Franken Co. will be affiliated here with the William F. Treadwell, Inc., public relations organization.

Franken resigned recently as head of the advertising, promotion and publicity for National Theatres & Television, and National Telefilm Associates, Inc.

‘L.A.’ Seeks Contributions For Democratic Campaign
The Motion Picture Assn.’s plan to enable employees’ companies to make contributions to the political campaign funds of the party of their choice is not the first political campaign fund activity aimed at film workers.

The IATSE’s committee on political education (Cope) has been actively encouraging contributions to the Democratic campaign fund ever since the AFL-CIO endorsed the Kennedy-Johnson slate some weeks ago.

Political Fund (Continued from page 1)
port of their members in the effort.

To implement MPAA plan Johnson yesterday appointed Alfred D. Goetz as director of the nonpartisan campaign. Goetz will work under the direction of Taylor Mills, MPAA public relations director.

Goetz has had wide experience in film activities, as well as in radio and television. He formerly was associated with Donahue & Cee and Monroe Greenhal advertising agency.

The MPAA advertising and publicity directors committee, under the chairmanship of Martin Davis, will set up a special working committee for a campaign kit and devise a means for effectively reaching every member of the production/distribution branches of the industry. These campaign kits will be made available to every department in the East Coast offices, the West Coast studios and in all exchanges throughout the country.

Daly was a local and national president and director candidates this week. Because of a change in Senator Kennedy’s schedule, Johnston will meet with him on Friday of this week, rather than Tuesday, as originally announced.

Watson Rites Held
NEW ORLEANS, Sept. 26.—Funeral services for Tom Watson, veteran Paramount sales representative here, were held in his home town, Memphis, Watson, who died at 54 after a long illness, was survived by his wife, Lillian, and a five-year-old son, Tommy, Jr.

On Technicolor Board
Willard W. Keith, president of Marsh & McLennan-Cogrove & Co. of Los Angeles, has been elected to the board of directors of Technicolor, Inc. He fills the vacancy caused by the resignation of Charles L. McDonald. Keith is a director of National Theatres & Television, and other companies.

Large Film Audience In England Is Cited
From THE DAILY BULLETIN
LONDON, Sept. 25 (By Air Mail)—“There is an enormous week cinema audience,” stresses an announcement by the leading advertising film production companies Hand-Screen Services and Pearl at Dean.

Some 3,390 cinemas are operated in Britain, says the report, with 11,100,000 seats sold each week. Of these, 5,600,000 are occupied by men and 5,500,000 by females. More than half the women in Britain, fact, are cinemagoers.

Young people between 16 and 39 make up 51 per cent of the average adult audience. Of the entire population between 16 and 24, a tremendous 91 per cent are cinemagoers. And of these over a quarter go more than once a week.

The 25’s to 34’s make up 21 per cent of the average adults; as young adults as a whole (16-34) 55 per cent of all cinema seats sold to adults, 1,230,000 pep between 35 and 44 attend the cinema each week and this group for 14 per cent of the average adult audience.

Import Control Ends U Film Exports to Burma
No new American films have been shipped to Burma in the last seven months, it was announced yesterday.

In a sequence of arrangements made the same time ago for native commission agents to assume charge of approximately 90 per cent of Burma’s imports, including motion pictures, American distributors contented the under the new system it no long pays to send in new films.

So far as can be learned, the importation of American pictures has not been included in the impo over which it exercises control.

Plato Skouras to Londo
Plato Skouras, one of the founders of the newly formed Triton Productions, leaves for London today to fini international production plans the company’s foreign offices, of which will begin filming next week, location sites in Madrid, Florence and Assisi. foam will release the film

NEW YORK THEATRES

RADIO CITY MUSIC HALL
THE DARK AT THE END
COURT AIRS
ROBERT PRESTON
DOROTHY MCMAHON
A WARRIOR BROS. PICTURE IS TECHNOCOLOR ON STAGE "THREE CHEERS & \"X\" ORIGINS"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fein, Advertising Manager; Gus H. Fussel, Production Manager, TELEVISION TODAY, Charles J. A. S. Anderson, Editorial Director; Pinky Huizenga, Art Director; Yucca-Vine Building, Samuel D. Berns, Manager; Telephone Hollywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, D. C.; London Bureau, Ernest L. Leeper, Editor; William Pay, News Editor, Correspondents in Paris, London, Lisbon, Rome, Rome, New York, 13 Rockefeller Center, New York, 20, Circle 7-2121, Cable address: "Outquok, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Tony T. Sullivan, Vice-President and Treasurer; Raymond Gallant, Vice-President; Leo J. Brady, Secretary; Other Outquok Publications, Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a member of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Time, the Periodical Association, and the League of Nations.
**Pay-TV in England by 1964**

(Continued from page 1)

and this will continue to be the case in its expected growth over the years ahead.

He reported that AB-PT's theatre business was currently somewhat behind that of Warners, and that in the future AB might have to strike to affect the release of pictures, particularly during the second quarter.

The ABC Television Network has been showing the most rapid growth of the three networks—a 22 per cent increase in gross billings in 1939 and a 28 per cent increase for the first seven months of 1940. The largest percentage and dollar increase of all networks, Goldenson said.

He predicted that, assuming a continuation of the upward movement of the economy and the trend of ABC's network, there's a good chance that the ABC Television Network could more than double its 1939 billings within five years.

Commenting on the improvement in the televisions business since the ABC network was established in 1953, he noted that ABC-TV had 110 primary affiliates covering 88 per cent of U. S. television homes compared with 90 per cent in 1953; that 68 hours per week are now programmed compared with 22½ hours per week seven years ago. He said that from a weak third position, ABC-TV now ranks first in share of the three network audience in prime evenings hours in 50 measured markets where all three networks have equal facilities.

Regarding international television, Goldenson predicted that it would be in operation within the next five to ten years. He reported his company's active participation in this field through the acquisition of minority interests in television stations to date in Australia, Venezuela, Ecuador, Lebanon and five countries of Central America. He indicated that additional investments would be made.

Goldenson also reported on the continued progress shown by the other AB-PT operations—its own television interests and radio network, AM-Par-Orco, Prairie Farmer Publishing and the electronic companies in which it has interests.

'Spartacus' Sign Ready

One of the largest and most expensive signs to herald a motion picture in some time has been completed in time for the opening of the DeMille Theatre at Broadway and 47th Street for "Spartacus," the Bryna production being released by Universal-International. Measuring 90 feet by 88 feet, it has 40,000 light bulbs and more than three miles of wire as it winds around the corner with an auxiliary "Spartacus" sign on an apron facing north on Seventh Avenue, which is being used for the first time in many years.

Hearings May Delay Action on Pay-TV

WASHINGTON, Sept. 26. — Some questions have arisen which appear likely to change the timing of FCC action on the application for a pay-tv station in England, for determination, for allowing Hartford Pneumonia, a subsidiary of IKO General and Zenith, to conduct a test of Pay-TV over WHCT, may not be decided until late in the fall. Earlier, however, the FCC hopes to hold hearings on the general subject of Pay-TV.

As things stand, there is some feeling among Pay-Tv proponents that the FCC general, followed by approval of a specific test application, might lead to strong protests. In that case, a time-consuming series of hearings might be the result. The rapid growth of the new role that FCC can establish, such potential problems can be somewhat more difficult.

If FCC follows this plan, it appears that the job of the opponents of Pay-TV will be made somewhat more difficult.

5 Theatres Bid

(Continued from page 1)

discloses in an article in the motion picture section of the Sunday Miami News.

"There just aren't enough pictures for the five theatres to be booked very far in advance," she explained. "There are times when we don't know what we'll be playing the following week, and that's the good side to the business, too," she continued, "Today we can truthfully say that movie attendance is better than ever—when a picture is really good. Of course, a picture like 'Psycho' would have been good for two or possibly three weeks last year when interest in tv was at its height. Now, more pictures have a longer picture played in the theatre since it was built in 1947.

"People are more selective today. They don't go as long as they used to. They go to the movies. They now say, 'Let's see what's playing at the movies.' And if they don't find a really good one, they stay home. But if there is a good one, they don't let tv, or anything else, keep them away from it."

She said the motion picture industry is definitely on the upgrade, able to hold its own against any other form of entertainment. This is demonstrated, she said, by the new theatres being built in Florida.

**New Miami Theatre**

(Continued from page 1)

McCabe will be among the dignitaries present for tonight's events for the theatre, which is located in one of the nation's largest shopping centers. Employees of the center will be guests at the pre-openings. The 1,205 seat theatre features rocking-chair type seats mounted on ten inches of leg room between seats and free parking space for over 4,000 patrons.
'ROUND THE WORLD!

LIKE NOTHING EVER KNOWN OR SHOWN!

ANNA MAUREY

HIGH TIME

THE LOST WORLD

AFTER SMASH

AFTER SMASH!

THE SUPER-CORPORATION OF CRIME

MURDER, INC.

YOU HAVE TO SEE IT TO BELIEVE IT!

THE MIRACLE OF STEREO-VISION

SEPTEMBER STORM

NORTH TO ALASKA

AND ESTHER AND THE KING

soon will join them!
Emanuel Praises Work Of Memphis V. C. Tent
Special to THE DAILY
MEMPHIS, Sept. 26.—The achievements of this city's Variety Tent, No. 20 were characterized as the kind which could serve as an inspiration and lesson to all tents by Emanuel, international chief banker of Variety Clubs, in his formal presentation of the organization's coveted Heart Award to the local unit yesterday.

The Heart Award plaque, the second in its history to be won by the Memphis, was received by Chief Barker Howard Nikolson at ceremonies attended by many of the community's leaders. In association with the University Tennessee the Memphis tent embarked on a new project aimed at rehabilitation of children with heart ailments, and belief of the outstanding results achieved since its establishment it was cited by Variety.

Emanuel stated that the Memphis tent would fulfill the spirit of both Variety and of show business. "This," he said "is another face, another side of the complex personality we call show business. Our deeds are less likely to go unmarked if not always noticed. But let a star in Hollywood break a window of a neighbor by accident and headlines will appear. The thousands of Variety Club members have and are keeping a promise to help the underprivileged and handicapped everywhere. This is the face of the industry which is so fortunate to have millions to help maintain.

That is our mission, to make happiness out of despair and not to be concerned with heartlessness.

Sales Drive Saluting Aboaf Gets Underway
A five-week sales drive saluting America's Aboaf, cabeza de rodillas vice-president and foreign general manager—and marking the 10th anniversary of his leadership of U-I overseas—got under way yesterday and will run until Oct. 29, the conclusion of the company's fiscal year. Forty branches throughout the world will join in the annual sales push, competing for top honors in billings, bookings and collections. The drive will be captained by Ben M. Cohn, assistant foreign manager.

The "October Aboaf Mouth" theme is "BIC Pictures Mean Big Grosses —Book U-I." All overseas offices have been supplied with comprehensive drive kits. Office displays have been erected, stationery printed and mailings circulated to attract full exhibitor attention throughout the world.

Bass Named V.P.
Julian Bass, associated with Donahue & Coe for the past 16 years, has been named a vice-president according to an announcement by E. J. Churchill, chairman of the board.

Television Today
Says TV Future Lies in Quality—Not Pay System
Special to THE DAILY
SALT LAKE CITY, Sept. 26, John K. West, vice-president of NBC's western division, Los Angeles, said here that the future of television is in the quality of its programming and not in cutting out commercials in favor of pay-television.

The American public may never get pay-television," he said, "because nobody is interested in putting up $100 million it would take to put such a program together.

West was in connection with the changeover yesterday of television station KUTV to the NBC network. The station will affiliate with NBC and will Columbia Pictures' KCBT will switch to ABC. West was accompanied here by Tom Knode, vice-president of NBC station KUTV.

"Programming is the heart of television," he said in an interview. "I don't think that much more can be offered for pay than is offered free.

He said he believes the public is so saturated by their TV entertainment will be accompanied by commercials. "I also doubt," he added, "that the American people will pay to stay home.

He said that although westerners are still a favorite of the public there will be fewer on NBC next year than ever before.

Color programming will be doubt that of last year, according to NBC executives. He said that sale of color sets were up 300 per cent over last year and he felt the ultimate in tv programming would in a year.

West addressed a luncheon meeting of the Salt Lake Lions Club and a dinner meeting for KUTV employees to welcome them into the NBC family.

Paramount Executives To Coast for Meets
Paramount executives Barney Balaban, president, Paul Raimbour, vice-president, George Weltner, vice-president in charge of sales and Russell Fluss, eastern production manager, have arrived in Hollywood from New York for production conferences with Jack Karp, head of Paramount studios, and Martin Raebin, charge of production.
Dear American Airlines:
I am the store coordinator for a nationwide chain. Name the airline and I'll follow it. For courtesy, service and expert pilot ability, my hat's off to your line, the number one airline in my book.
Harry Hillard

Our Pilots, Mr. Hillard, are another of the reasons why American Airlines is first choice of experienced travelers. There are 1,750 of them; many are 15 and 20-year veterans—multi-million-mile Captains. Each follows a rigid apprenticeship with continuing company and government examinations. They are the elite AMERICAN AIRLINES of the Jet Age. America's Leading Airline
This is the Year of

**Spartacus**

These are the theatres . . .
These are the opening dates . . .
This is the Great Road Show Attraction!

<table>
<thead>
<tr>
<th>City</th>
<th>Theatre Name</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York City</td>
<td>DeMILLE Theatre</td>
<td>October 6</td>
</tr>
<tr>
<td>Chicago</td>
<td>McVICKERS Theatre</td>
<td>October 13</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>RKO PANTAGES</td>
<td>October 19</td>
</tr>
<tr>
<td>Boston</td>
<td>ASTOR Theatre</td>
<td>October 27</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>GOLDMAN Theatre</td>
<td>November 2</td>
</tr>
<tr>
<td>Detroit</td>
<td>MADISON Theatre</td>
<td>November 3</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>NIXON Theatre</td>
<td>December 22</td>
</tr>
<tr>
<td>Cleveland</td>
<td>PALACE Theatre</td>
<td>December 22</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>RKO GRAND Theatre</td>
<td>December 22</td>
</tr>
<tr>
<td>Atlanta</td>
<td>ROXY Theatre</td>
<td>December 22</td>
</tr>
<tr>
<td>St. Louis</td>
<td>ESQUIRE Theatre</td>
<td>December 22</td>
</tr>
<tr>
<td>Houston</td>
<td>DELMAN Theatre</td>
<td>December 22</td>
</tr>
<tr>
<td>Toronto</td>
<td>LOEW'S UPTOWN</td>
<td>December 22</td>
</tr>
</tbody>
</table>

Technicolor®  Super-Technirama® 70  Lenses by Panavision  A Bryna Production / A Universal-International Release
British Visitor Says Product Shortage Biggest Exhibitor Problem Over There

By SIDNEY RECCHETNIK

The product shortage is England's major exhibition problem, just as it is in America, according to Jack E. Wright of the Savoy Theatre, Brighton, champion manager of Associated British Cinemas for 1950.

"Of course," Wright said at the Quigley Publications offices here yesterday, "we draw more upon our own studios than do the exhibitors in the United States. British-made comedies have been very successful since the War."

Wright, accompanied by his wife, will conclude a fortnight's visit to New York when he flies back to London tomorrow. He won the trip as an award for his winning the A.B.C. managers' competition in which some (Continued on page 3)

Exhibitor Groups Back Get-Out-Vote Program

A number of exhibitor organizations are participating now in the American Heritage program to get out the vote for the November elections, and most of these look with favor on the Motion Picture Ass'n. plan to facilitate cash contributions by industry employees to the campaign funds of the party of their choice.

Theatre Owners of America, one of those cooperating with American Heritage, said it has received MPAA's (Continued on page 3)

Coca Cola to Sponsor World Series Picture

Special to THE DAILY

ATLANTA, Ga., Sept. 27. - The highlights of the 1960 World Series play between the New York Yankees and Pittsburgh Pirates will be captured for posterity—and the future enjoyment of baseball fans the world over—in a 35-minute color movie to be produced under the joint sponsorship of the Coca-Cola company, its 1,100 bottlers, and the American and National Leagues.

The 16mm film, recording the great plays of the entire series, will be made available through Coca-Cola bottlers to any organized group, anywhere, wishing to show it.

At NAB Meeting

Will Evaluate Post-'48s by Code Standards

See Possibility of Editing by Stations

By E. H. KAHN

WASHINGTON, Sept. 27. - The question of conformity of feature films, particularly post-'48s, to the Television Code, will be one of the subjects of the forthcoming NAB session of the National Ass'n. of Broadcasters when it meets here next week.

The NAB TV Code bulletin notes that Code subscribers are urged "to review all of this material with care.

Since the films were made for theatrical exhibition and not for tv, they should be weighed against the TV Code."

"Some of the material may require (Continued on page 6)

AB-PT May Drop About 100 More Theatres,
Leaving Total of 350-400; Goldenson Says

American Broadcasting-Paramount Theatres expects to continue eliminating unprofitable theatres until its operations have been reduced to between 350 and 400 houses, Leonard Goldenson, president, disclosed.

The company's holdings now total 480 theatres. AB-PT has followed a policy of eliminating marginal operations for many years, but Goldenson's disclosure was the first indication of an approximate terminal stage.

The AB-PT head also revealed that directors of the company may consider paying a dividend in stock in November, instead of a cash extra, in order to maintain a strong cash position. AB-PT has been paying a dollar annually.

Goldenson had predicted record earnings for the current quarter ending this week and for the year, in a talk to the Boston Society of Security Analysts on Monday. He said television operations would account for the gains in this and subsequent years.

AB-PT's net earnings for the first six months of the year were $5,653,000, compared with $3,886,000 for the corresponding period last year, Goldenson said third quarter net will be substantially ahead of 1959's $1,340,000 operating profit, $1,522,000, after including sales of assets.

Screen Gems' Post-'48 Talks Called Tentative

Screen Gems has begun discussions with key television stations concerning terms for $250 of Columbia's post-1945 films, but no deals have been made yet, a spokesman said yesterday. The discussions, he added, are more or less exploratory in nature.

Abe Schneider, Columbia president, said some time ago that Columbia was in no hurry to begin selling its post-45 films, but definitely contemplated doing so at a propitious time.

Capes to Handle 21 Col. Films for TV

Columbia Pictures has named Jay H. Capes exclusive agent for the release to United States television of certain of its specialized pictures, the company announced yesterday.

The films, 21 in number, most of which were produced since 1935, (Continued on page 3)

Key City Christmas Openings for 'Greener'

"The Grass Is Greener," Grandson production starring Cary Grant, Deborah Kerr, Robert Mitchum and an Simmons, which Universal-International is releasing, will have its world premiere at the Astor Theatre in New York, launching a series of key Christmas openings.

Harry H. "Hill" Martin, vice-president and general sales manager of Universal, said the company will shrink "Grass" with an all-out advertising and promotional campaign similar to the one accorded "Operation Petticoat" last Christmas.

ELEVISION TODAY—page 6
PERSONAL MENTION

SYDNEY M. GOLDMAN, Radio City Music Hall's director of theatre operations, accompanied by his wife, Tessa Smallpage, the concert singer, has left here for a four-week visit to Athens, Istanbul, London and Paris.

Joseph H. Hazen, partner of producer Hal Walis at Paramount, has arrived here from Hollywood for home office conferences.

Doris Day and Martin Melcher, her producing husband, were in Chicago yesterday from Hollywood as the first stop on a five-week tour of key cities to promote “Midnight Lace.”

Nol Hellman, Albany and Philadelphia exhibitor, leaves New York City today for Zurich, Switzerland, accompanied by Mrs. Hellman.

J. E. Honas, branch manager for Allied Artists in Atlanta, and Mrs. Honas are in Oklahoma City for a two-week vacation.

Paul Engler, Birmingham, Ala., exhibitor, has returned here from Chicago.

Producer-director Stanley Kramer will return to New York from Germany on Sunday.

Maurice Silverstein, vice-president of Metro-Coldwyn-Mayer International, has arrived in Europe, where he will spend two weeks in visits to Paris, Rome and London.

Seymour Mayer, vice-president of M-CAM International, returns here today from Central America.

Jonas Rosenfeld, Jr., Columbia gems of showmanship!

SPECIAL TRAILERS by national screen service

210 Theatres Now Operating in Israel; Tel Aviv to Get 3 New Ones This Year

WASHINGTON, Sept. 27.—About 210 motion picture theatres are operating in Israel with a total seating capacity of 160,000, according to Nathan D. Colden, motion picture head of the Commerce Department.

Tel Aviv accounts for 20; Haifa, 12; and the Jerusalem sector of Jerusalem, 11. Two new theatres were built in Tel Aviv in 1955, two in 1959, and three more are expected in 1960, but the number of theatres in outlying districts has remained stable.

During the 1959-60 fiscal year ending March 31, the Israel film censorship board viewed for release 459 pictures, compared with 445 films directed by Joseph Sternberg, according to George Pratt, assistant curator, who opened the new season of film showings in the Dryden Theatre of the Eastman House on September 19.

While abroad, Card will attend meetings of the International Center of Photography, sponsored by UNESCO, in Pitti Palace, Florence, and of the International Federation of Film Archives in Paris.

“Miracle of Milan,” directed by Vittorio de Sica, was the first of the series shown in the Dryden Theatre, and which commemorated the 10th anniversary of the museum.

Para. Appoints Wieder

Alm Wieder has been named West Coast merchandising representative of Paramount Pictures, effective immediately, it was announced here. He succeeds Bob Blair, who has retired. Wieder will make his headquarters in the company’s Los Angeles branch. A veteran industry showman, Wieder has been associated with several of the major studios.

Pictures executive in charge of advertising, publicity and exploitation; Robert S. Foskens, national director of advertising, publicity and exploitation; and Richard Kahn, exploitation manager, are in Washington D.C. for the American premiere of “I Aim at the Stars” there tonight.

Marilyn Cold, director of advertising and publicity for Flamingo Teleflashe, is in Pittsburgh from New York today.

Harry Botwick, Florida State Theatre supervisor for South Florida, is confined to Maryc Hosp in Miami for treatment of ulcers.

William F. McLoughlin, publicity and advertising manager for Cinerama in Detroit, will be married here soon to Janet Leamaneter.

New Optics for Palace To Launch ‘Sunrise’

A completely new integrated optical system designed for New York RKO Palace Theatre by Bausch and Lomb was installed for the premiere of Warner Brothers “Sunrise at Campobello” last night.

Major advantages of the new B & L system are said to include: an extremely flat field sharp from corner to corner; uniform screen illumination with no washed out centers; crisper color rendition, and smoother color fringes.

The system includes a four-inch barrel lens and has sufficient back focus to be used with the Selex X-L projectors.

Charles Horstman, RKO’s director of projection, said, “The system delivers a tremendous improvement in screen quality over previous optical systems. It’s the finest system I’ve ever seen.”

Services Held in N.O. For Berenson’s Father

NEW ORLEANS, Sept. 27.—Funeral services were held here for Elvin Berenson, retired theatre owner and father of Abe Berenson, president Allied Theatre Owners of the C. States and member of the national Allied board. The deceased, who was 77, resided in Miami Beach, where he died last Friday following a stroke. Berenson entered theatre operating in Baguagans, La., about 1928, when his father, who operated the Rexwood and later acquired the Tower and Hollywood in Cenega, La., retired after a few years.

Admissions Uninvolved In N.Y. County Tax

ALBANY, Sept. 27.—A proposed tax on admissions to motion pictures in New York State was rejected by the State Supreme Court of Appeals yesterday by a 4-3 ruling.

The tax was to be levied on admissions to motion pictures based on the number of admissions in the state for the previous year. The court ruled that the tax was an illegal levy because it was not a tax on services performed by the theatre operators.

The court held that the tax was not a tax on services because it was not a tax on the services performed by the theatre operators, but a tax on the admissions to the motion pictures. The court also held that the tax was not a tax on services because it was not a tax on the services performed by the theatre operators, but a tax on the admissions to the motion pictures.

The court held that the tax was not a tax on services because it was not a tax on the services performed by the theatre operators, but a tax on the admissions to the motion pictures.

The court also held that the tax was not a tax on services because it was not a tax on the services performed by the theatre operators, but a tax on the admissions to the motion pictures.
**Compo Meet**

(Continued from page 1)

The minimum wage legislation at the first session of Congress, an unusually large attendance is expected, he said. A meeting will include session by session. The motion of the board of directors will be the executive committee. An heavy agenda is in preparation, according to the Committee on the floor. This will include action on a minimum wage campaign, censorship, and the annual election of officers. The sessions will start at 10 A.M. in Astor’s East Ballroom.

**british Visitor**

(Continued from page 1)

The British council’s managers stipulated. The A.B.C. circuit plans to open England’s first drive-in theatre, sub. J. Wright, locally, attributed to the “so-called” drive-in movement. In England, as in the U.S. Both Mr. and Mrs. Wright were favorably impressed with their visit to a drive-in theatre there during the week. It’s champion,” declared her. Mrs. Wright. “It’s a wonderful idea to have children to the movies. In England, where we have great difficulty in getting handbills. The A.B.C. drive slogan, “Let’s to the Pictures” instigated several years ago, has proven very successful, said Wright, who also found the boxoffice activity when you have a fine picture “they will turn out for it.”

“It’s unnecessary,” the showman said, “if the public seems to ferret out a bad picture even before it opens.”

**British TV Poor**

British television is “shocking” in poor entertainment qualities, the rights declared. They were impressed with the considerable variety of shows in the U.S. Wright cited the “enthusiasm” of American exhibitors for their film and work and said that the American exhibitor lacks nothing in an effective showmanship endeavors.

Business in England this year in England was considerably better than last year, a point out that A.B.C. was inverting closed theaters into centers for this popular amusement. Wright paid tribute to Joseph E. Levine, Exhibitor’s Association president, for the large-scale campaign he carried for the British playdates of “Herles Unchained.” Levine “boozed” revue and took full-page ads in Sunday and Tuesday papers, both unprecedented procedures there. The suits of Levine’s promotion and the tank bookings on the picture paid off very well at British box offices, right said.

**Review:**

**September Storm**

Edward L. Alperson—20th-Fox

For the many fans who wonder what ever happened to 3-D, Edward L. Alperson presents the answer in “September Storm.” It has been developed for the CinemaScope screen and is now called Stereovision. Although special glasses are still needed for the effect of the added dimension, too, have been improved for the comfort of the viewer. A modern story of a search for pirate’s gold, the 20th-Fox adventure is set on and around the beautiful Spanish isle of Majorca. Director Byron Haskin’s color cameras are quite an asset in telling the tale, and special mention must be made of the outstanding underwater photography of Lamar Boren.

As the story opens vacationing model Joanna Dunn, who is locally employed as maintenance man on the largest and trimmest yacht in the harbor. Since his rich employer is in Paris on business, Dunn finds extra time for Miss Dunn and a romance is soon blooming. Miss Dunn is taken not only by his charms, but also because she believes Dunn owns the beautiful ship.

Mark Stevens, a sailor in need of a vessel, comes onto the scene accompanied by long-time sidekick Robert Strauss. They know where there is $3,000,000 in gold coins under 50 ft. of water, but they need a ship. Dunn’s be the perfect choice, but he is understandably hesitant.

Sterns persuades Miss Dunn by promising a four way split and she converts Dunn to the idea and the unlikely quartet sails.

The trip to the treasure is marked by continual tension among the fortune seekers and happy-go-lucky Strauss begins to show a bad side to his personality, especially toward Miss Dunn. It is during this time that they experience the storm of the picture’s title. The storm has mental results on the four people in addition to the physical ones on the ship.

They finally retrieve the treasure only to have Strauss threaten Stevens with a spear gun, but he is saved by Dunn even though he has taken Miss Dunn from him. The Coast Guard takes over the ship when the adventurers return to Majorca and Stevens remarks that he might get half of the money after Spanish taxes and, of course, he has Miss Dunn.

Coastal exhibitors will find many ways of exploiting this film and it should be especially popular with the many skin diving clubs which have been so successful in America.

“September Storm” is from a screenplay by W. R. Burnett which was based on a story by Steve Fisher. Paul Strader was underwater director for the Deluxe color production. Running time, 99 minutes. Release date, October.

**Cipes to Handle**

(Continued from page 1)

were made in France, Germany, Japan, Italy, Austria, Mexico, Greece, Brazil and the Philippines. Several are Venice Film Festival winners, which were produced in color. All of them will be post-synchronized in English. Cipes, who has spent the past several years here and abroad assembling and dubbing packages of foreign art films for television, will announce a complete list of titles shortly.

**Leonidoff to Brazil**

Leon Leonidoff, senior producer at Radio City Music Hall, has returned to Rio de Janeiro to make final arrangements for the importation of the Brazil company of entertainers who will be featured in the Music Hall’s next stage show. An all-Brazilian spectacle which will open in mid-October. Leonidoff will also visit Brasilia, the new capital city, to consult with its designer, Oscar Niemeyer.

**Valiant Aids Runs**

(Continued from page 1)

Shore, one of Valiant’s executives said during an interview today at Hollywood Brown Derby.

In shore, accompanied by Benn Reyes, who is currently setting up an exploitation field staff to cover the 25 exchange areas which will distribute Valiant product, said that the company, which is an off-shoot of Distributors Corp. of America, will supply free TV plugs on its films in 40 markets in which it has a theater arrangement for spot announcements on features it owns for television.

Forecasting a $2,000,000 domestic return on “The Sword and the Dragon” which opens here tomorrow in 28 theatres on a multiple run, Shore said the film is getting saturation TV plugs on five of the seven channels in this area.

Shore, leaving Thursday for a 10-day trip to England and the continent, said the company, in which

Advertise Catholics Avoid ‘Class B’ Pictures

Special to THE DAILY

ALBANY, Sept. 27. — Catholics are advised to avoid all pictures placed in Class B (morally objectionable in part for all) by the Legion of Decency for the current year, the statement of “‘The Evangelist,’” Albany diocesan publication.

The comment is in the “Question Box,” a column written by the Rev. Monseigneur John J. Collins, pastor of St. Joseph’s Church in neighboring Rensselaer.

A reader asked whether it is “all right” for Catholics to see a “Class B” film. Father Collins replied the “best advice” is to avoid them—“in the hope such a course may eventually induce producers to present the public only those pictures that are unobjectionable.”

He called it a “deplorable fact that there are not a few Catholics who have a habit of the objection to attending movies that are objectionable in part for all.”

**Get-out-the-Vote**

(Continued from page 1)

invitation to join in its campaign continued and indicated that it would receive favorable consideration. A TOA spokesman said Albert M. Pickus, president, has not had time to act on the MPA invitation but called the plan “good public relations” for the industry and said it would be given prompt attention.

Independent Theatre Owners Ass’n. of N. Y., announced that all of its member theatres are displaying the non-partisan trailers of the American Heritage program urging qualified voters to register and vote in the coming election. However, there was no indication of any reaction to the MPA plan for voluntary contributions by industry employees to campaign funds of the party of their choice.

Other regional exhibitor organizations are known to be cooperating in the work of lining up theatres for showing the American Heritage trailers. However, their attitude toward the MPA plan has not been ascertained yet.

**To Preview Cinema-Cafe**

The new Trans-Lux 85th Street Cinema-Cafe will be previewed on Tuesday, Oct. 11. The new open house cocktail party for the trade and the press, it was announced by Richard P. Brandt, president, and Thomas E. Rodgers, vice-president of Trans-Lux Theatres Corp.

Fred Schwartz, Joseph Harris and Gustave Berne are also associated, will coordinate the new picture for television for bartering purposes as an adjunct to its overall merchandising plans.

Valiant will announce its plans in a trade campaign shortly on six of the films it now has ready for release, which are owned by Vitalive Corp., of which Shore is president.
Across the nation, and the world, they’re talking about the celebrated and controversial man of the space age.

Now his extraordinary real-life story blisters across the screen.

**AMERICAN PREMIERE**

September 28th at Loew's Palace
Washington, D.C.
Sponsored by the Army Distaff Foundation, Inc.

**SPACE AGE PREMIERE**

Huntsville, Ala.
(Site of Dr. von Braun's Rocket Research)

Launching Area
Bookings Throughout The Southeast!

COLUMBIA PICTURES presents

CURT JURGENS • VICTORIA SHAW

in the CHARLES H. SCHNEER production

ALSO STARRING

GIA SCALA • HERBERT LOM • JAMES DAILY

Screenplay by J. DRATLER
Story by G. FROESCHEL, U. WOLTER, H.W. JOHN
Directed by J. LEE THOMPSON

A MORNSIDGE PRODUCTION
"I Aim at the Stars" An Unusual Motion Picture

HON. JOHN SPARKMAN
(Senator from Alabama)

IN THE SENATE OF THE UNITED STATES
TUESDAY, AUGUST 13, 1950

Mr. SPARKMAN. Mr. President, it has come to my attention recently that a film has been produced in Alabama which I believe is an unusual picture and important to the motion picture business in this country after World War II.

This film is the story of the life of the famous rocket scientist Wernher von Braun, who is known to all Americans as the creator of the V-2 rocket. The film also shows the development of von Braun's interest in rockets and the role he played in the war effort.

The film is a biopic of von Braun and his work. It is a story of his contribution to the United States, especially during the war years. The film also shows von Braun's contributions to the development of the modern rocketry that we all admire today.

It is a story that is not only of interest to historians, but also to all Americans who appreciate the role of science and technology in our lives. The film is a reminder of the importance of education and the need for us to continue to support our space program.

Mr. President, I urge all Americans to see this film and to appreciate the contributions of von Braun to our country. The film is a fitting tribute to a man who has done so much for our nation.
Emmy Awards
(Continued from page 1)
TV Academy's president announced the unanimous decision, point- ing out the 1960-61 "Emmy" Awards will be presented in the same 21 categories as last year, including outstanding achievements in seven "kinds" of programming, as well as performing, direct- ing, writing and technical achievement awards.

The three additional categories were brought this year's short list to include the area of supporting performances and to salute the "Program of the Year."

Plan Television Festival
Second major decision of the trustees was to inaugurate an annual international television festival with the first one to be held in New York City in the spring or fall of 1961 and the second in Los Angeles in 1962. Invitations have been extended and tentative plans made for major addresses to the festival delegates by the heads of the three broadcasting networks and for a festival day in Washington, D.C., climaxed by an address by the Presi- dent of the United States on the fes- tival's theme, "Greater World Under- standing Through International Television."

Thirdly, the board decided to establish a publications committee and editorial board headed by Syd Eiges, NBC vice-president of press informa- tion, to prepare a major definitive book on the history, practices and future of American television, and a quarterly journal of programming and technical developments in t.v.

Lectures Popular
Additional developments at the meeting were the report that the orga- nization's public information, lecture and service bureau is receiving an average of 20 requests a week for its lecture and counselling services to col- leges, educational television stations and similar organizations in the nation since its inauguration; the decision to provide financial and program assist- ance to the Academy's local chapters in Arizona, Baltimore, Chicago, Seat- tle and Washington, D.C., and to charter additional chapters in the near future.

The expansion of the fund-raising activities of the Academy's foundation to implement these projects and the Academy's planned television library and museum, as well as its established workshop, fellowship and scholarship programs was set in motion with plans to elect the foundation's board of di- rectors and engage an executive director.

AROUND THE... TV CIRCUIT
with PINKY HERMAN

HOLLYWOOD:
AND as we were saying before we left George M. Cohan's Broad- way, don't let anyone tell you that flying westward (or eastward) in a jet isn't all that it's cracked up to be--because IT IS! The fact that our trip was via American Airlines is strictly beside the point--because the jets of the other air lines are undoubtedly just as fine. But we're ahead of the story because although our annual vacation actually started last Monday, we flew out to Cleveland Friday to visit with a few radio TV friends. At the Hopkins Airport there, WNBC Program supervisor Bud Ford picked us up and drove us directly to The Hotel Statler where Maestro Sammy Watkins had already reserved a suite for us. Sammy is one of the nation's most popular Ork Pilots (His orchestra was fea- tured for 11 years of the Hollenden Hotel after which he moved into the Terrace room of the Statler where his music stirred the toes of Cleveland's Elite for the past 9 years). A shower and shave and out to Gene Carroll's studios where Gene and his charming Helene have been grooming talent for years TVia their WEWS programs. We can't ever forget Gene because in 1931 he and his former partner Glenn Rovell (Gene & Glenn—WTAM—Cleveland) introduced our first hit song, "Little Sweetheart of the Mountains." Gene has a new trio, the Heartbreakers and when he played us an acetate we remarked, "sounds like the Andrews Sisters." "I think so, too," answered the beaming and dynamic Carroll, and strangely enough, "I was the one who first brought the Andrews Sisters to New York from their native Minneapolis. Brought them to Rudy Vallee and then Lou Levy signed them and the rest is Tio Pan Alley history."

At WERE, we spent some time with Carl Reese and Phil McLean, two grand guys and talented emcees-announcers. A beautiful young lady named Phyllis Carlisle came into the studio as we chatted with Phil and when we remarked how much she resembles singer Louise Carlisle, she said she was Louise's niece, Ork Pilot-songwriter Russ Carlisle's daughter. Later we visited Carl Lampl's office (headquarters of the internationally-famous Lampl Fashions) where we told Carl that his standard composition entitled "Close To You," recorded by Sarah Vaughn and just released on Capitol, was headed for hitdom again. Lampl, often referred to as "Night Mayor of Cleveland," has been an ASCAP member for 20 years.

At WHK we met an enterprising young man named W. Gary Davis, who is promotion manager there and he knew all about us because before becoming a TV exec, he'd spent seven years with 20th Century-Fox in this area.

I. A. ( Iz) Ruman, brother of Film Producer Sam Ruman and most successful insurance broker in Hollywood, met us at the L.A. Interna- tional airport and drove us to Rudy Vallee's home in Hollywood Hills where we'll spend a week. Our limited vocabulary prevents an adequate description of the estate so we'll just utilize Hollywood's own w. k. phrase, "Sensationally Stupendous." (only we'll add "positively") An hour after our arrival, Rudy loaned us the use of his Buick and we drove down to M. P. DAILY's office at Yuca-Vine Blvd. Manager Sam Berns was out making the rounds but his charming and efficient gal Friday, Ethel, was on hand to greet us, give us a desk, typewriter and other essentials a news-hawk might need.

RKO asks waiver of hearings on transfer
WASHINGTON, Sept. 27.—RKO General has asked the Federal Com- munications Commission to refrain from having comparative hearings on the applications it has made to acquire from NBC (for $11.5 million) its Channel 4 station in Washington and Channel 3 in Philadelphia.

Philo Corp. has filed a competing application for allocation of the Philadelphia channel and the San Francisco Chronicle has asked for the Washington channel.

RKO General contends that Sec- tion 310(B) of the Communications Act forbids hearings in which the qualifications of the transferee of a license may be compared with the qualifications of other contenders for the position. The FCC was asked to take action on the transfer first, and then look at the question of the compet- ing applications for the channels concerned.

Profitable quarter
For NBC Radio Seen
Net sales of over $1,250,000 during the last three weeks place the NBC Radio Network in a profit-making po- sition for the first quarter of 1961, it was announced by William K. Mc- Daniel, vice-president in charge of the NBC Radio Network.

"This assures NBC Radio affiliates of a substantially higher level of compensation during the first quarter of 1961 than was paid them in the first quarter of this year," McDaniel said.

Post '48s
(Continued from page 1)
station editing before telecast," the bulb blared. "After viewing, stations have any question concerning any of this prod- uct, NAB suggests that one of the three code offices should be asked for an opinion. The Code staff "will assist" in determining pos- sible Code application, the bulletin as- serts.

Also on the agenda will be coordi- nation of the Code of Broadcast- ing, at the request of the Los Angeles, Hollywood and New York code offices. E. K. Hartenbower, chairman of NAB's Code Review Board, says that the "the expansion and coordination of the three Code offices will benefit all Code subscribers in attaining steady, thoughtful improvement in the operation of the Code."

A COMPLETE LINE OF PROFESSIONAL CINE FILMS

Sales Offices and Warehouses
321 West 54th Street
New York 19, N. Y.

6230 Santa Monica Blvd.
Los Angeles 38, Calif.

6601 N. Lincoln Ave.
Lincolnwood (Chicago), III.

1355 Conant Street
Dallas 7, Texas

1925 Blake St.
Denver 2, Colo.

Quality
photographic materials... backed by more than half a century of experience.

GEVAERT
THE GEVAERT COMPANY OF AMERICA, INC.
Mexican Production Showed Drop in '59; 84 Pictures Were Made with 15 in Color

From THE DAILY Bureau

WASHINGTON, Sept. 27.—According to statistics of the Direction General de Cinematografia of Mexico, 84 feature films were produced in Mexico in 1959, of which 15 were in color, the Department of Commerce reports. This compares with 126 features reported produced in 1958 and with 106 in 1957. U.S. film companies accounted for the production of the 84 produced in 1959.

Average production cost of a feature film in 1959 was about $94,700 compared with the 1958 average of $63,120.

Total box-office receipts throughout Mexico were $80,600,000 in 1959, with the Federal District accounting for 24 per cent. Theatre attendance was reported as 826,595,710 for the entire country, of which 101,350,402 was in Mexico City.

Norris, Mrs. Twyman to Address Michigan Meet

DETROIT, Mich., Sept. 27.—Further details concerning the forthcoming Allied Theatres of Michigan 41st annual convention were made known here today.

The meeting, which is scheduled for the Sheraton Cadillac Hotel on Oct. 12-13, will be hosted by Peter P. Ellis of Pep Trucking Lines and will include among its guests Sen. Pat McNamara (D., Mich.), Mayor Louis C. Miriani of Detroit, Mrs. Margaret G. Twyman, director of community relations for MPA, and Glenn Norris, 20th-Fox general sales manager.

Alexander Film Co. will sponsor the opening day breakfast during the convention being extended by 20th Century-Fox, an ABC Berlino Vending affiliate, and Pepsi Cola Co. A cocktail party will be given by Roman Miro Carbon's Lee Ates while the final dinner dance will be co-sponsored by Coca Cola and the L & L Concessions Co.

Arthur, in the past, is donating a silver and marble trophy to be awarded to the owner or manager submitting the best business-building idea at the convention and National Carbon Co. has announced that it will maintain a suite for cocktails and entertainment parties throughout the convention.

A highlight of the gathering will be a special screening of U-Tvs “Midnight Lace” for the members of the convention.

Detroit's downtown first-run houses have extended invitations to delegates and their wives to attend any of their performances while the Music Hall will welcome the ladies of the convention to its Wednesday matinee.

New Hellman Building

ALBANY, N. Y., Sept. 27. — Neil Hellman, operator of the new Hellman Theatre here and owner of two Cotto circuits, is in con- junction with the world premiere at Radio City Music Hall as the next picture. During her stay in New York, Miss Day will meet with press and record representatives. On Friday, Oct. 7, she will participate in a special "Midnight Lace" fashion show at the Hotel Plaza featuring 10 of the dresses designed by Irene, famous fashion designer, which she wears in the picture.

Grass Roots' Campaign For 'Alaska' Slated

Twentieth Century - Fox's regional advertising and publicity force, will begin an intensive “grass roots” promotional campaign four weeks in advance of opening of the company's Thanksgiving release, “North to Alaska.” The picture will receive a large scale national campaign, facets of which will be incorporated into the regional and local promotions. Keynote of the campaign will be the promotion of the title song from the film, already recorded by Johnny Horton on Columbia Records. Months in advance of release, “Alaska” ads will carry heavy credits for the Horton song. Horton is currently on tour in the U.S. and Canada, meeting with press, radio, tv and disc jockeys, plugging “North to Alaska” and his record. Following the tour, the singing star will make an appearance on the Oct. 5 Dick Clark show on ABC-TV and a late October Ed Sullivan show on NBC. In both of these appearances Horton will sing the title tune.

Fabian, a star of the film, is also going on a 40-city tour of the country, to meet with press, radio and television personalites on the local level. On Oct. 5, Fabian will appear on the premiere of the Perry Como tv show on NBC. Following this appearance, Fabian is slated for a spot in the Gary Moore tv show. In both of these appearances he will introduce and show film clips from the picture.
"...I believe it is a beautiful way to open our theatres..."

...IT IS... BECAUSE

IT'S THE GRAND New FLAG

in National Screen's brand new—grand new

NATIONAL ANTHEM TRAILER

in thrilling color

And the response we've gotten to this beautiful, fully-scored, full color trailer has filled our hearts with pride! All the scope, the sweep, the grandeur of this great land of ours are here, plus the thrill of the new Old Glory, waving in the breeze... prompting the statement at the top of this page, from Sam J. Russo, of the Eldorado chain in San Diego. Thank you Sam, and thank you, Al Dennis, manager of the Rivoli Theatre, in Toledo, Ohio, for letting us know about the exciting patriotic response of juvenile audiences in your theatre to our National Anthem Trailer. You must be right when you say, "you can't oversell this one."

And you can't afford to be without the one trailer that will dress up your program openings and closings for years to come... prints are available now at $14.95 each.

NATIONAL SCREEN SERVICE
MMPTA Lauds Compo Work, Urges Dues Payments

The biennial meeting of the Metropolitan Motion Picture Theatres Assn., here yesterday warmly commended the Council of Motion Picture Organizations on its program and activities in general and for its work in the area of Federal minimum wage legislation and in opposition to censorship, in particular.

The resolution recognized Compo's continuing need for funds and endorsed the current annual dues drive while recommending early and full payment of Compo dues by its members.

L. R. Schwartz Is MMPTA Head

Leslie R. Schwartz, president of Century Theatres, was elected president of Metropolitan Motion Picture Theatres Assn. at the organization’s biennial meeting at the St. Moritz Hotel here yesterday. He replaces Sol A. Schwartz, president of RKO Theatres, who automatically becomes MMPTA’s board chairman, replacing Solomon M. Strausberg.

Other officers of MMPTA elected yesterday include: Eugene Picker, president of Loew’s Theatres, first vice-president; Robert K. Shaprio, managing director of the Paramount Theatre, Times Square, second vice-president; James F. Gould, vice-president of Radio City Music Hall, treasurer.

FCC Sets Dates Oct. 24-28

Can Cross-Examine in Conn. Pay-TV Hearing

Ground Rules Permit Full Examination Of Witnesses; Exhibitor Counsel ‘Elated’

WASHINGTON, Sept. 28.—Hartford Phonovision, Inc., has been granted a four-day evidentiary hearing before the Federal Communications Commission.

This is what had been sought by the company, which proposes to institute tests of toll television in Hartford, Conn., over WHCT-TV, Channel 18. The hearing will be public and the Connecticut Committee Against Toll TV will be allowed to participate, as will five Hartford theatres, as fully qualified adversaries.

The hearing will run from Oct. 24 through Oct. 28. Thereafter, interested parties will have until Dec. 1 to file proposed findings of fact, which the commission will take under advisement. No specific date for final commission action can be set.

TOA Accepts Bid of MPA Ad Group; No SPG Reply

Albert M. Pickus, Theatre Owners of America president, has accepted the invitation of the Motion Picture Assn.’s advertising—publicity committee to send a delegation to a meeting which will be called to discuss the recent criticism of film advertising by TOA and the Screen Producers Guild. A similar invitation was sent by the

‘Where Boys Are’ to Be MCM Christmas Release

“Where the Boys Are” has been selected as M-G-M’s Christmas-New Year’s attraction, Sol Siegel, studio head, and Robert Mochie, general sales manager, reported yesterday.

The picture, a comedy-romance of the Florida resort season produced by Joseph Pasternak, will be backed by one of the most penetrating advertising and promotion campaigns of the year, M-G-M said.
Two Theatres, Producer Secure Loans from SBA

From THE DAILY Bureau

WASHINGTON, Sept. 28. — Two motion picture theatres and one producer received loans from the Small Business Administration during August. RKO Palace Theatre, operated by Joseph B. LeWitt, took a loan of $4,700 made to Barrera Marti, Inc., San- tucce, Puerto Rico, which has 13 employees. A disaster loan of $1,000 was received by the Pleasant Valley Drive-In, Olive Hill, Ky.

Pennsylvania Film Productions, Philadelphia, a producer of motion pictures, that has three employees, received a direct loan of $40,000 from the SBA.

Total of all 484 loans approved by SBA during August was $21,982,000, almost double the $11,305,000 approved during July.

MPPC Luncheon Oct. 4 Draws Studio Executives

From THE DAILY Bureau

HOLLYWOOD, Sept. 28. — The Motion Picture Permanent Charities kickoff luncheon October 4 took on added significance today when campaign chairman Sidney Solow reported to executives from feature picture and television industries will be among 300 guests set to attend the event.

Major motion picture executives attending the luncheon are Howard Broduy, Roy Disney, Jack Karp, Ray Khune, Victor Carter, Robert Goldstein, and Jack L. Warner. Television studio heads are: Dick Powell and Al D'Amato.

Sol Siegel and Sam Briskin will be represented by Marvin Schenck. Nate Goltzer will represent U-I's Edward Mohl, and George Murphy will attend for Duvignau.

Edward L. Hyman, president of American Broadcasting-Paramount Theatres, accompanied by his assistant, Bernard Levy, is in Boston from here today.

Services Tomorrow for Lewis, Technicolor Sec.

Funeral services for George F. Lewis, Jr., a lawyer and secretary of Technicolor, Inc., who died in Lenox Hill Hospital here Tuesday following a brief illness, will be held at 11 A.M. tomorrow at the Church of St. John the Evangelist.

Lewis, who was 41 years old, became an officer of Technicolor in 1953. He is survived by his widow, Trudy; his mother, Mrs. Elizabeth L. Lewis, and a brother, Robert C. Lewis.

‘Time’ Bests ‘Daisies’

Metro—Goldwyn—Mayer’s “The Time Machine,” topped the business of “Please Don’t Eat the Daisies” by grossing over $205,000 in the first five days of its engagement (Wednes- day through Sunday) in 27 Loew’s Theatres.

Cinema Lodge Welcomes Youngblood Back Today

Some 300 friends of Max Young- stein, the New York-to-Hollywood commuting vice-president of United Artists and past president of the Motion Picture Herald, will be doing lunch in the North Ballroom of the Hotel Astor today to help New York's Cinema Lodge of B'nai B'rith say an informal and affectionate “Welcome Back Max.”

As Abe Dickstein, president of Cinema Lodge, explains it, luncheons are usually given to departing executives but this time the procedure is different.

On hand to assist in the festivities will be some Cinema members like Al Kelly and probably Joey Adams. Also lending assistance will be actors Tony Randall, Shirley Jones and Ina Balin.

Rabbi Ralph Silverstein of Temple Sinai of Brooklyn and a vice-pres- ident of Cinema Lodge, will deliver the invocation starting at 12:30 P.M.

Para Home Office Group Concludes Studio Talks

From THE DAILY Bureau

HOLLYWOOD, Sept. 28.—Paramount's New York executives headed by president Barney Balaban, concluded production conferences with Hal Wallis, head of the M-G-M unit and Martin Rackin, in charge of production, and left for the East today.

The executive contingent which ar- rived here last weekend, included Pat Rankin, president of Paramount Stations; and Russell Holman. Their meetings were concerned with the company's inten- sive fourth quarter production pro- gram which has eight feature pic- tures scheduled over the cameras by the end of the year.

Mrs. Al Fecke Dies

BOSTON, Mass., Sept. 28.—Dorothy M. Fecke, wife of Al Fecke, well- known New England film salesman for United Artists, died here suddenly yes- terday of a cerebral hemorrhage. Funeral services will be held Friday. Mrs. Fecke was a sister-in-law of Her- bert Fecke, executive assistant of the Motion Picture Daily.

Gay Capital Premiere Held for ‘Aim at Stars’

From THE DAILY Bureau

WASHINGTON, Sept. 28.—Official, diplomatic, military and social Washing- ton paid tribute to Dr. Wernher von Braun last night at the American premiere of "Aim at the Stars," Columbia Pictures' "I Aim at the Stars" at the Lewis’ Pal- ace Theatre here.

Among the notables at the premiere were Mrs. Mamie Eisenhower and Lt. Col. John Eisenhower, the husband of the Army and Mrs. Wilmer M. Busec- er; the newly-appointed chairman, Joint Chiefs of Staff, General Lyman L. Lemnitzer and Mrs. Lemnitzer; the new United States Army, Gen. George H. Decker and Mrs. Decker; and Lt. Gen- eral Leslie R. Groves (USA Ret.), president of the Army Distaff Foundation, who was host for the evening. Mrs. Buckner and Mrs. Lemnitzer were patrons of the event, and Mrs. Decker was general chairman. Some 250 patients of local military hospitals were in attendance.

Special guests of honor included General H. N. Toftoy and Colonel James P. Hamill, both of whom are portrayed in the Charles H. Schnee production based on von Braun's career.

In a press conference here today Wernher von Braun said he feels sure that the film will be controversial. Some will like it, some will not, but no one will be lukewarm. He refused to comment on adverse reactions in Antwerp, Munich and other European capitals. von Braun claimed that it was often impossible to separate military purposes from peaceful ones. The purpose of the film was, as he saw it, a political point to face scientists and politicians everywhere.

Von Braun said the film was, as he saw it, a political point to face scientists in every country. He de- clared he felt strongly about moral imperatives and that he did not think of himself as a hero.

LeWitt Estate Filed

HARTFORD, Sept. 28. — The late Atty. George LeWitt, Connecticut film industry pioneer, left his entire estate—amount not disclosed—to his wife, Mrs. Miriam Z. LeWitt, Probate Court has disclosed. LeWitt, partnered with the late John T. Glackin in the Glackin & LeWitt Theatres in Con-necticut for many years, died Aug. 20 at his New Britain home. A son, Brooks, associated with management of the Berlin (Conn.) Drive-In Thea- tre, and two daughters, also survive.

“Heaven” Bowes Oct. 10

“Heaven” on Earth,” an American-Italian co-production which was filmed in the Vatican, will have its world premiere at the 53rd Street Playhouse here Oct. 10. Film is a J.B. Filma Enterprises release.
Gordon McLendon

announces with pride
the assignment to create and produce

NATIONAL RADIO CAMPAIGNS

for

THE

ALAMO

JOHN WAYNE • RICHARD WIDMARK • LAURENCE HARVEY

and

CIMARRON

GLENN FORD • MARIA SCHELL • ANNE BAXTER

A FEW OF THE OTHER GORDON McLendon CAMPAIGNS:

Samson and Delilah
From Here to Eternity
Bridges at Toko-Ri
The Country Girl
Never So Few
House of Usher
Pork Chop Hill
The Glenn Miller Story
On the Waterfront
Hell to Eternity
Hound of the Baskervilles
Man On A String
The Gene Krupa Story
Tom Sawyer
A Night To Remember
Why Must I Die
Shane
The Wild One
A Woman Like Satan
Political Fund All-Industry

with American Heritage, thus giving
the member companies.
A "fill-in" meeting of MPAA com-
pany representatives is being held
here today to review the plans and
preparations for the effort. The com-
pany representatives at today's meet-
ing will direct the campaigns within
their respective companies. The cam-
paigns will include all subsidiaries
and related affiliates, such as television,
music and other companies, as well as
the studios, film exchanges and home
offices of all the various MPAA
members.
Participation kits have been pre-
pared and other materials required
for the campaign are in preparation,
so the hope now is that the effort
can be gotten under way by the end
of next week.
Johnston is scheduled to discussthe
arrangements with the two can-
didates, Senator John W. Kennedy
and Vice-President Richard Nixon
today or tomorrow.

MMPTA
(Continued from page 1)
user; Philip F. Harling of Stanley
Warner Theatres, assistant treasurer.
Members of the executive com-
mittee elected yesterday are: Leo
Brecher, Eugene Picker, chairman;
Samuel Binger, Samuel Rosen, Don-
ald S. Bagoff and Sol M. Strausberg.
Directors elected are: Leo Brecher,
Walter Brecher, Russell Downen,
Emanuel Frisch, Harry Goldberg,
James F. Gould, Philip Harling, Bernard
Helfand, Murray Lenekoff, Harry
Mandel, Martin H. Newman, Eugene
Picker, Samuel Binger, Samuel
Rosen, Arthur Rosen, Donald S.
Bagoff, Leslie R. Schwartz, Sol A.
Schwartz, Robert K. Shapiro, Stan-
ley N. Silverman, M. O. Strausberg
and Solomon M. Strausberg.
D. John Phillips continues as ex-
ecutive secretary.

Defend PCA
(Continued from page 1)
findings of the NCCC's Study Com-
mission on the industry and also to
hear Dr. Bachman's report entitled
"The Church and the Mass Media."
The group has been emphasized
that they do not believe in "outside
/language," the industry. They are
anxious to learn "what role Christians
can play with the many facets of the
entertainment world," they said.
Kenneth Clark, vice-president of
the Motion Picture Ass'n, also spoke
at the session yesterday, which
was closed to members of the press.
Clark discussed the present position
of the industry in general.
Two other MPA executives, Mar-
egaret Twyman and Taylor Mills,
will address the meeting today.

20th-Fox Invites Ideas
(Continued from page 1)
leaving his ideas on how best to
sell a picture.
In each meeting a prominent ex-
hibitor, in this case Pirosh, will ad-
dress the ad-pub personnel outlining
his views on what elements ought
to be incorporated into advertising
and promotion to best sell upcoming
product.
Among the 20th executives who
attended the initial session were Rod-
ney Bush, exploitation director; Abe
Goodman, advertising director; Ed-
ward Sullivan, publicity director;
Martin Michel, radio-TV director
and Nat Weiss, publicist manager.

Set Remarque Novel
HOLLYWOOD, Sept. 28—"Bor-
rowed Life," the new Erich Maria
Remarque novel, will be filmed for
Columbia Pictures release by Wil-
liam Goetz Productions, with La-
urence Harvey slated to be one of
the stars.

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American Interna-
tional Pictures, BV, Buena Vista; Cal, Columbia; MGM, Metro-
Goldwyn-Mayer, PAR, Paramount, 20-Fox, 20th Century-Fox;
UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color;
cs, CinemaScope, 3c, Technicolor; vs, VistaVision; r, RegalScope.

> OCTOBER
AA—TIME BOMB: Curt Jurgens, Mylene Demongeot
AA—BLOODY EROD: Barbara Lord, Jack Beck
AA—JUDGMENT DAY: ALLAN DAVY, DESMOND LEE
AIP—THE ROUGH AND THE SMOOTH: Nadja Tiller, Tony Britton
AIP—JOURNEY TO THE LOST CITY: Debra Paget, Paul Christian
BY—JUNGLE CAT: c, True-Life Adventure
BY—TEN WHO DARED: c, John Boal, Brian Keith
COL—I AM THE STARS: Curt Jurgens, Victoria Shaw
COL—LET NO MAN WRITE MY EPILOG: Burt Ives, Shirley Winters
COL—I'M ALL RIGHT JACK: Peter Sellers
MGM—KEY WITNESS: Jeffrey Hunter, Pat Crowley
MGM—WHERE THE HOT WIND BLOWS: Gina Lollobrigida, Yves Montand
PAR—THE SAVAGE INNOCENTS, c: Anthony Quinn, Yoko Tani
20-FOX—THE BATTLE OF THE ALAMO, c: Jack Carson, Rosanna Brazzi
20-FOX—DESIRE IN THE DUST, c: Raymond Burr, Martha Hyer
20-FOX—SECRETS OF THE PURPLE REEF, c, c: Peter Falk
UA—THE ALAMO, c, held: c, John Wayne, Richard Widmark
WB—SUNRISE AT CAMPBELL HILL: c, Ralph Bellamy, Greer Garson
WB—THE DARK AT THE TOP OF THE STAIRS: c, Robert Preston, Dorothy McGuire
WB—GIRL OF THE NIGHT: c, Anne Francis, John Kerr

> NOVEMBER
AA—HEROES DIE YOUNG: Erika Peters, Robert Gezt
AA—THE UNFAITHFULS: Gina Lollobrigida, May Britt
AA—THE PLUNDERERS: Jeff Chandler, John Saxon
AIP—KONGA: c, Michael Gough, Jess Conrad
COL—SURPRISE PACKAGE: Yul Brynner, Mitzi Gaynor
COL—HELL IS A CITY: Stanley Baker, Maxine Audley
COL—JAZZ ROAT, c: Anthony Quinn, Erika von La Riva
20-FOX—BUDDY ON THE LOOSE, c: Elizabeth Taylor, Laurence Harvey
MGM—GORGON, c, William Travors, William Sylvester
PAR—G.I. BLUES, c, Elvis Presley, Juliet Prowse
20-FOX—CIRCLE OF DECEPTION: c, Bradford Dillman, Susie Parker
20-FOX—NORTH TO ALASKA, c, John Wayne, Capucine
20-FOX—DOUBBLE TROUBLE, c: Tommy Noonan, Peter Marshall
20-FOX—TROOP OF THE STORM COUNTRY, c, c: Diane Baker, Lee Phillips
UA—INHERIT THE WIND: Spencer Tracy, Frederic March (special dates)
UA—THE MAGNIFICENT SEVEN, c, Yul Brynner, Eli Wallach
UNI—MIDNIGHT LACE, c: Doris Day, Rex Harrison
WB—THE SUNDOWNERS, c: Deborah Kerr, Robert Mitchum

> DECEMBER
AA—HERO OF THE GREAT C, Edmund Purdom, Sylvia Lopez
AA—DONDI: David Janssen, Pati Page
AA—GOLIATH AND THE DRAGON, c: Mark Forest, Bradock Crawford
BY—SWISS FAMILY ROBINSON, c: Dorothy McGuire, John Mills
COL—THE THREE WORLDS OF GULLIVER, c, Kerwin Matthews, Jo Morrow
COL—THE WACKIET SHIP IN THE ARMY, c, Jack Lemmy, Rikki Nelson
COL—PLEASE TURN OVER: Ted Ray, Joan Kent
MGM—CIMARRON, c, c: Glenn Ford, Marie Schell
MGM—MAGIC BOY, c, feature-length cartoon
PAR—THE WORLD OF SHERLOCK HOLMES, c: William Holden, Nancy Kwan
PAR—CINDERELLA, c: Jerry Lewis, Judith Anderson
PAR—A BREATHE OF SCANDAL, c, Sophia Loren, Maurice Chevalier
20-FOX—FLAMING STAR, c, Elvis Presley
20-FOX—ESTHER AND THE KING, c, c: Jean Coisettes, Richard Egan
20-FOX—THE WIZARD OF BAGDAD, c, c, Dick Shawn, Diane Baker
UA—EXODUS, c, Paul Newman, Eva Marie Saint (special dates)
UA—FACTS OF LIFE, c: Bob Hope, Lucille Ball

LEVITCH TO NORTH PARK
BUFFALO, Sept. 28—Lou Lev-
itch, managing director of the Gran-
ada, Schine de luxe suburban opera-
tion here, has resigned and starting
Oct. 6 will take over the operation
of the North Park Theatre on Hertel
Avenue, one of the first big com-
munity houses in Buffalo, and op-
erated by the stars.

To Honor Al Becker
BUFFALO, Sept. 28—Al Becker, Buf-
falo's veteran projectionist and thea-
tre supply executive, who recently
celebrated his 75th birthday, will be
honor in recognition of that event by
the bankers of Tent 7, Va-
riety club of Buffalo, at a dinner in
the clubroom, in Delaware avenue,
on Tuesday, Oct. 18, it was an-
nounced here today.
ABC to Aid in First Ecuador TV Station

The American Broadcasting Company International Division and Primera Televisora Ecuatoriana, S. A., have joined forces in the formation of Ecuador's first television station, it was announced by Jose Rosenbaum, PTE general manager, and Donald W. Coyle, vice-president in charge of the ABC International Division of American Broadcasting-Paramount Theatres, Inc.

The station will begin operating in Guayaquil within the next few weeks on Channel 4, Guayaquil, as well as being the largest city in Ecuador, is the country's commercial headquarters and principal port. ABC International Division of American Broadcasting-Paramount Televisora Ecuatoriana with engineering, technical, programming and sales assistance as well as financial aid.

APT has, in addition, entered into an agreement with five Central American broadcasting companies which comprise the Central American Television Network, and with broadcasting companies in Caracas, Venezuela, and Belmopan, Lebanon. ABC also has a minority interest in News Limited of Australia, Inc., which participates in television broadcasting in Australia.

Leeds' Desilu Contract Is Settled; He Resigns

From THE DAILY Bureau

HOLLYWOOD, Sept. 26 - Desi Arnaz, president of Desilu Productions, announced an amicable agreement had been arrived at settling Martin Leeds' employment contract as executive vice-president and providing for his resignation as a director of the company.

Termination of Leeds' employment resulted from differences between Arnaz and Leeds with respect to certain operating policies of the company.

TV Drive for 'Hot'

A 248-station television network, designed to reach the full potential movie picture audience in top markets across the United States and Canada, will be presided over by Joseph E. Levine's forthcoming "Where the Hot Wind Blows." The campaign will be taken into millions of homes within range of the specially devised "network," featuring several of the climactic scenes from the film.

Hollywood Subject of 'Open End' Show Sunday

"The Movie Makers," a discussion of the various phases through which the movie picture industry has passed, will be the subject of David Sirk's "Open End" show on Channel 13 Sept. 27, 3:30-5 p.m., EDT.

The industry panel will be comprised of George Cukor, Judy Will, Daniel Taradash, Fred Zinneman and Richard Brooks. They will cover, among other subjects, the star system, current changes in the industry, its personalities and box office performance.

Our Gang Comedies Get High Rating in Premiere

The original Our Gang comedies are having their premiere showing on television in several key cities and immediately are proving to have as much appeal to the national funny bone as they did when they were released to movie theatres by Hal Roach in the early 1920's.

In their New York television debut last week on WOR-TV, the first of the 78 Our Gang two-reelers acquired by David Diez, of National Telepix, doubled the rating in the 5:00-6:00 p.m. time slot. The rating is even more significant considering the local competition from Khrushchev, Castro, Nasser and assorted other visiters.

Adios Also Enjoy

Fundamentally aimed at children, the "Gang" comedies are demonstrating wide appeal to nostalgic adults as well that Dietz hopes shortly to move the program, called "Mission Makers," into an evening time slot.

In Los Angeles and Chicago, where the first "Gang" series also got their initial television exposure this month, similar enthusiasm for the antics of the movie moppets is reported. In a late afternoon time slot, the show quickly moved from fourth to second place in a fortress.

Deny Dismissal Motion

A motion by Richard Randall and Network Film Industries, Inc., to dismiss a suit brought against him and the company by New York State attorney general Louis Lefkowitz was denied yesterday by State Supreme Court Justice George Tilzer. Judge Tilzer also denied a motion by the defendants for an injunction to bar the state from issuing press releases mentioning the case. An early trial of the suit, alleging misrepresentation in the sale of stock, will be sought by the state attorney general.

Columbus Council Bars Burlesque Show Opening

COLUMBUS, Ohio, Sept. 28. - The City Council has unanimously adopted an emergency ordinance sponsored by Rulston Westlake banning burlesque within a mile of any local church or school, thus preventing the Oct. 14 opening of a burlesque show in a South Side neighborhood house, the Parsons, to be renamed the Gayety. Burlesque policy was to have been inaugurated by Lelia Griffith, Cincinnati Showman. Mayor Westlake submitted petitions signed by 3,300 South Side residents, protesting the burlesque policy.

Who's Where

Peter A. Griffith has been appointed a vice-president of Transfilm-Caravan Incorparated. It was announced by William Mieseges, president. The firm is a major producer of theatrical shows and training programs, TV commercials and business films.

Milton R. Neuman has been appointed director of facilities of CBS, it was announced by Clarence H. Hoppe, vice-president, facilities. He will be responsible for all departments of the facilities staff.

Post-'48 Uncertainty Hampers Film Sales

By JERRY HERMAN

The uncertainty regarding the release of post-1948 feature films to television has hurt the market for those distributors owning packages of films, both foreign and domestic, according to Flannery Telford, vice-president, Ira Gottlieb.

"Oddly, enough the holding off of the television market of post-48's has been rather than used. There is a hiatus now in which everyone is waiting to see what will be released, when, and for how much. Once these features are released, our foreign films will play their own important part in tv programming," he stated.

Foreign Films Accepted

Gottlieb, in an interview with TELEVISION TODAY, pointed to the recent report of the foreign films committee of TOA regarding the acceptance of foreign films dubbed into English for regular as well as "as part of the program" theatres. Foreign films are also being increasingly accepted by television. A great factor in this acceptance, he pointed out, has been the careful attention given to accurate lip-synch and voice and accent characteristics carefully related to the character speaking the lines.

"There is no question in my mind that foreign films will play an increasingly important part in tv programming," he declared.

Douglas on Tour

Kirk Douglas, star and executive producer of "Spartacus," Bryna production being released by Universal-International, will visit Boston and Philadelphia early next week before the world premiere at the DeMille Theatre here and in Detroit and Chicago the week following the world premiere, for special promotional activity. Douglas will be accompanied by Mrs. Douglas and Stan Margulies, advertising and publicity head of Bryna Productions, who arrived in New York over the past weekend.

Injunction Permanent

Judge Paul Streit in New York State Supreme Court has granted a permanent injunction restraining Bernard K. Holler and Exodus Motion Picture Corp. from using "Exodus" as the title of an Italian film produced in 1949 under the name of "Il Giorno Della Terra" and released in the United States as "The Earth Cries Out." On Aug. 26 New York State Supreme Court Justice Henry Epstein had granted a temporary injunction against the use of the title of the new United Artists film.
Can Cross-Examine at Pay-TV Hearing

(Continued from page 1)

but it would be unusually speedy if it were to act before the year ends.

Marcus Cohn, counsel for the Connecticut committee, told Morrocco Picture Daily he is "quite elated and delighted" that the FCC has agreed.

He pointed out that, as a representative of a fully qualified party to the proceedings he will be able to cross-examine pre-pay-tv witnesses. He noted, too, for handicapped children by en banc on our application for the Phonewise trial operations in Hartford. Since the members of the Commission are the decision-makers, it seems to me that all interested parties should be very grateful that the Commission was willing to set aside a week of its time to permit interested parties to address themselves directly to it. This opportunity to present evidence and address arguments to the decision-makers is the ultimate in justice."

In hearing the application of the RKO General subsidiary for permission to conduct trial subscription tv operations over-the-air, the FCC said it will consider the following five issues:

"(1) Whether the proposed trial operation conforms with all the conditions set out in the third report on subscription television for the conduct of trial subscription television operations.

"(2) Whether the conduct of the trial subscription television operation proposed at Hartford would deprive viewers of television program services which may otherwise be expected to be available under the established system of television broadcasting without the payment of a discriminatory charge.

"(3) Whether the conduct of the trial subscription television operation proposed at Hartford would adversely affect competition in the television broadcast industry.

"(4) Whether the conduct of the trial subscription television operation proposed at Hartford would impair the applicability, by the states, of discretion necessary to the discharge of its responsibility to the public in all respects, including: (a) the selection, rejection, and scheduling of all matter transmitted by the station, and (b) reasonableness of charges and conditions imposed upon subscribing members of the public for the installation, maintenance and use of decoding equipment, and the receipt of subscription programs.

"(5) Whether, in the light of the information submitted in the pending matter, and the findings and conclusions reached with respect to the foregoing issues, and the objectives of trial subscription television operations as set out in the Commission's first and third reports, the public interest would be served by authorizing the operation as proposed, or as otherwise limited or conditioned."

General rules for the hearing, set by FCC, provide for cross-examination of witnesses by the commissioners, by Commission counsel Louis C. Stephens, by Marcus Cohn, by counsel for the applicants, and by other persons who become qualified as parties to the hearing. Persons wishing to appear may file written request by Oct. 1 stating (1) on whose behalf participation is sought, (2) the specific interest of the persons, organization or other body to be represented, (3) the manner in which participation would assist the Commission in evaluating the proposal, and (4) the amount of time desired for the appearance exclusive of time consumed in cross examination.

Suggest Spokesmen

The Commission stated that it would facilitate the proceeding if persons with individual standing to make a submission in the matter would represent similar other with similarly placed persons, will arrange to be represented by spokesmen testifying on behalf of the group, and who counsel authorize to act on behalf of all members of the group conducting cross-examination and presenting oral summations. To the extent that available time permits, and without repetitious testimony the Commission will endeavor to permit briefer appearances, not exceeding 10 minutes each, by other persons, although lacking the requisite standing to be heard as of right, show that they are in a position to render useful assistance to the Commission in making findings and reaching conclusions on the specific designated issues.

FCC Hears UHF Plea

WASHINGTON, Sept. 23. — The Federal Communications Commission has heard arguments concerning its proposal to lift the licenses of ultra-high-frequency tv licenses who own or control idle UHF channels who have decided not to use them for commercial use, but construction on them has not started.

Mrs. Twyman to Speak

At Memphis Meetings

Margaret Twyman, director of the Motion Picture Association of America community relations dept., will fly to Memphis Sunday for a series of lectures there under the sponsorship of Malco Theatres and Memphis Better Films Committee.

An audiance of non-industry community and civic leaders will hear Mrs. Twyman on Monday, while members of Tri-State Theatre Owners (Tenn., Ark and Miss.) will attend the Tuesday lecture. She will return to New York on Wednesday.

Lippert Sets 'Ridge'

HOLLYWOOD, Sept. 28. — Robert L. Lippert has purchased all rights to "Sniper's Ridge," an original story and screenplay by Tom Marruzzi, which John Bushelman will produce and direct for API for release by 20th-Fox. This is the seventh production announced by Lippert for delivery this year.

Nine Races Set for V.C. Event Monday

The New York Variety Club will combine fund raising with showmanship at its Yonkers Raceway event scheduled for Monday night. The program, held for the establishment of playgrounds for handicapped children in New York, will consist of nine races named for a forthcoming motion picture.

"Spartacus" (Continued from page 1) at the DeMille Theatre in New York on Thursday, Oct. 6, and the Chicago opening at the McVickers, Oct. 13; the Los Angeles opening at the RKO Pantages on Oct. 19; the Boston opening at the Astor on Oct. 27; the Philadelphia opening at the Goldman on Nov. 2, and the Detroit opening at the Madison, Nov. 3.

Roadshow Basis

All openings are on a roadshow basis for extended and indefinite runs which have been cleared for as much as nine years in New York. There will be 10 performances weekly with reserved seats.

Seven Openings

The seven Christmas openings are at the Nixon in Pittsburgh; the Palace in Cleveland; the IKO Grand in Cincinnati; the Roxy in Atlanta; the Esquire in St. Louis; the Delean in Houston, and Loew's Uptown in Toronto.

Kirk Douglas will receive the 1969 Alumni Achievement Award of the American Academy of Dramatic Arts at a supper dance at the Hotel Astor following the world premiere of "Spartacus" October 6.

John F. Cogley, author of several reports for the Fund for the Republic including one on Communism in Hollywood, has been named special assistant to Senator John F. Kennedy for the Presidential election campaign.

Myrna Loy and Roddy McDowell, both in the cast of U-15 "Midnight Lace" will be hosts tonight at a special screening of the picture for top stage and screen personalities.

TOA Accepts (Continued from page 1)

MPAA committee to Walter Mirisch, SPG president, inviting him to suggest a meeting date and topics for an agenda, but no reply had been received up to press time.

Ads Criticized

Following a joint meeting of TOA and SPG committees in Hollywood earlier this month, the two issued a statement which characterized industry advertising as "not only sterile and antiquated, but one of the worst advertising programs of any American industry."

The statement said that to correct this "deplorable condition," it intends to lend its "full efforts to the development of a program of replanning, re-thinking, and obtaining a new and exciting approach to our merchandising needs." The MPAA committee, whose membership includes the advertising, publicity and exploitation heads of the member companies, promptly dispatched invitations to the two organizations to meet with it and suggest improvements in industry advertising.

Famed Detroit Theatre Switching to 'Legit' Special to THE DAILY

DETROIT, Sept. 28. — In a surprise announcement late this afternoon Presidents Charles T. Fisher of Fisher and Company and David Nederlander of Nederlander Theatrical Corporation revealed that the Fisher Theatre will show its last motion picture Dec. 31 to reopen as a "legitimate" house Aug. 1, 1961. Incorporated in the giant Fisher building the lavish theatre was opened by Kumsky Theatrical Corporation November 15, 1928, The Nederlander also operate the 3,000-seat Riveria Theatre now alternating production 'legit' policy. It now returns to pictures only.
Dashes Hopes

FCC Sets “Limited Scope” For Hearings on Toll-TV

Schwalberg Will Not Accept Allied Post

Alfred W. Schwalberg, head of Citation Films, yesterday confirmed a trade report that he could not accept the newly created post of executive director of Allied States, national exhibitor organization. He indicated that commitments to Citation made consideration of the Allied post impossible at this time.

Schwalberg said he had conferred with Ben Marcus, chairman of an Allied committee designated to fill the new executive director post.

Bars Joint Committee; Declares Evidence Must Bear Only on Effects of Hartford Test; Will Hear Theatre Representatives

By E. H. KAHN

WASHINGTON, Sept. 29.—The Federal Communications Commission has made available the full text of its order setting hearings Oct. 24-28 on Hartford Phonevision’s application to run a 3-year pay-tv test over WHCT-TV, Channel 18. It reveals, among other things, that the FCC turned down the request of the Joint Committee Against Toll TV to be a party to the proceedings. It also makes it very clear that FCC plans to limit the scope of the hearing most stringently.

FCC’s order notes that some time ago it reached the conclusion that trial pay-tv operations conducted under controlled conditions would serve a proper and useful purpose. It expressly deferred until the conclusion of such trials the consideration of questions affecting the desirability of permitting subscription tv on a national scale.

Urges Clergy to Push ‘Wholesome’ Pictures

A challenge to “turn on your power for good pictures” was presented here yesterday to the Broadcasting and Film Commission of the National Council of Churches of Christ by Taylor Mills, director of advertising and public relations.

Noting that the organization repudiated 1960’s picture industry, Mills urged all denominations to establish a “Day of Pure Pictures” and reviewed the nine and 1/2 years of program against film scenes.

ASCAP 7-Month Income Is Up $1,508,000

From THE DAILY Bureau

HOLLYWOOD, Sept. 29.—The American Society of Composers, Authors and Publishers had a gain of $1,508,000 in income for the seven months from January through July this year over the same period for the corresponding seven-month period in 1959.

Hollywood Is Still World’s Best Production Locale, Youngstein Says

Eleven months residence in Hollywood convinced an originally skeptical Max E. Youngstein, United Artists vice-president, that the production community still has the greatest motion picture talent and craftsmanship to be found anywhere.

Youngstein was given a luncheon by Cinema Lodge, B’nai B’rith, at the Hotel Astor yesterday to welcome him back to New York. He seized the occasion not only to praise Hollywood but to make an eloquent plea for more serious dedication on the part of members.

“We are inclined to give only a minimum of our time and effort, and token contributions until something jolts us out of our lethargy and makes us realize how important is the work to be done.

Should a presidential campaign be decided on the basis of candidates’ merits, or should race or religion be permitted to enter into it?

“Actually, there is a tendency on our part to minimize what we accomplish. That is a serious fault because what we are able to accomplish is watched by every minority.”

(Continued on page 2)
MAX YOUNGSTIN, (third from left) is congratulated by Si Seadler, toastmaster at the Cinema Lodge luncheon in the U.A. vice-president's honor yesterday. Abe Dickstein, president of Cinema Lodge, is at left and Robert K. Shapiro, chairman, of the luncheon, right.

Hollywood Best—Youngstein

(Continued from page 1)

group in the land. B'nai B'rith will succeed only in relation to the sincerity and effectiveness of the work done for it. Our goals are not only worthy ones, but are essential in today's world.

Of Hollywood, despite residential shortcomings of which he spoke, Youngstein said he no longer could understand the idea prevalent in the East that it isn't the right place to make pictures for the world.

"It is the place," Youngstein de- clared, "Hollywood has the best in all departments, the best talent, the best craftsmen, writers, producers, directors. In 11 months residence there I built up a respect for it that I believe is fully merited." He made no direct reference to so-called "runaway production," although his remarks appeared aimed at it.

Seadler on Vice-presidents

Si Seadler, MGM advertising ex- ecutive, as toastmaster welcomed Youngstein with an irreverent dis- sertation on industry, and other, vice- presidents. "We have more of them than any other industry," he said. "We even have vice-presidents in charge of vice-presidents."

Seadler termed Youngstein "the industry's first shirtsleeve vice-presi- dent," and with this reference to Youngstein's characteristic working gait, the 14 dignitaries seated at the dais arose, removed their coats in union and resumed their seats. Youngstein disdained to follow their example, telling the coatless ones they looked too shabby.

In a more serious vein, Seadler cited Youngstein's work for humani- tarian and charitable causes, his gen- erosity to friends, for his "courage," and commended him for his contributions to the industry and his company.

Abe Dickstein, Cinema Lodge presi- dent, also welcomed Youngstein back, referring to the capacity atten-dance which he attributed to the popularity of the guest of honor, and expressed appreciation of Young- stein's work for Cinema Lodge, of which he is a past president.

Urges Membership Drive

Dickstein also called for efforts to enlarge the membership and urged support of the annual drawing for a Cadillac, sponsored by the Lodge. Robert K. Shapiro was chairman, and Habib Ralph Silverstein gave the invocation. Seated at the dais in ad- dition to those mentioned were: Ar- thur Israel, Jr., Burton E. Robbins, Jack H. Levin, Alfred W. Schwal- berg, S. Arthur Glaxon, Martin La- vine, Joseph B. Rosen, Irving H. Greenfield and Saul E. Rogers, all past presidents of Cinema Lodge, and actor Tony Randall.

The latter said he had also been invited to a luncheon for Arabs but chose the one that would do him the most good. "So," he said, turning to the guest of honor, "Max, this is from the heart, . . ."

Mrs. Burke Dies

WASHINGTON, Sept. 29—Funeral services were held today for Mrs. Hannah Burke, wife of Max Burke, co-founder of the K. B. Theatre chain of the metropolitan area. She is sur- vived by her husband, two sons and a brother.
**Agreement to End Lippert-SAG Feud**

**From THE DAILY Bureau**

HOLLYWOOD, Sept. 29.—A pact ending the feud between the Screen Producers Guild and Robert L. Lippert, which began in 1952 when the producer sold a group of post-1948 films to television without making additional payments to SAG is near completion, it was disclosed in a report by the Guild last night.

The agreement will necessitate Lippert's payment of a lump sum into pension and welfare funds for actors, and will guarantee new and continued releases films to tv made after January 31, 1960, he will be obliged to make additional payments to the actors. No residual payments will be made to actors for features sold to tv made between August 1, 1948, and January 31, 1960, in accordance with the SAG-AMPTP agreement.

It is expected Lippert will become more active in production upon settlement of the differences with SAG than his present limitations as liaison between API and 20th-Fox allow him to permit. He will continue, however, to guide the theatre operations and diversification program of E ctorvision in which he is a major stockholder.

**Political Fund**

(Continued from page 1)

(Continued from page 1)

**Menschell to Head**

**SMGTE Award**

(Continued from page 1)

**motion picture and television fields have resulted in many significant contributions to technical literature. One of the most recent, of these contributions, "The Quality of Color Television Images and Perception of Color Detail," received honorable mention in the 1955 SMPTE Journal Award. For his outstanding accomplishments in the fields of television and motion picture science and engineering, Schade has been granted 75 U.S. Patents. He is presently engaged in research on the expansion of electron tube theory and the electrical and thermal design of electron tubes.**

"**Surprise' Booked Here**

Columbia's "Surprise Package," a Stanley Donen production starring Cary Grant and Judy Holliday, will première at the Criterion Theatre here following the current attraction.

**Renovation Scheduled For Theatre in Detroit**

**Allied Post**

(Continued from page 1)

while in Milwaukee in the course of a Minneapolis trip recently. He said the Allied committee is seeking someone for the post whose background and experience "is similar to mine."

"I think it is a mistake to say they had settled on me," he observed. "They just want someone like me."

Originally, it had been the plan of Mr. Lippert and his committee to come to New York during the summer to confer with Schwaberg and presumably others in whom they were interested, but mutually agreeable dates were not available. The committee also was to consider establishing an Allied office here or in some other locality convenient for the person or persons.
Motion Picture Daily

Urges Aid from Clergy

(Continued from page 1)

resented a membership of some 70,000 persons, more than the number who will elect the president of the U.S., Mills emphasized the potential influence the church people could exert.

Suggesting that an accent on the negative approach be dropped and supplanted by a drive to support outstanding wholesome films which would otherwise die at the box office, Mills drew favorable reaction from the assembled clergy who plan to initiate the idea in a test area by using organizations on the lay level.

Mrs. Twyman Speaker

“How to Develop a Responsible Attitude Toward Mass Media” was the subject at the address given at yesterday’s meeting by Margaret Twyman, pastor of First Unitarian Church in Philadelphia, who has been MPA’s community relations dept.

Speaking at the second of a two-day conclave, Mrs. Twyman stated that the churches and their members can and must take a more responsible attitude toward the motion picture industry. She noted that there are forces presently at work which are striving toward this end.

The MPA’s Green Sheet program was welcomed by the clergymen and was enthusiastically received by them. Mrs. Twyman went on to recommend that churches encourage discussion of films at their meeting in order that the youths might become more selective in their choices.

She also pointed out that, if encouraged from the pulpit, church members could learn to speak up as individuals. Not only was there a need for good film making but also to congratulate those producers who gave them good pictures.

Mrs. Twyman cautioned that in the final analysis it was the box office response which would cause the greatest impression. The best public weapon, therefore, is to support good films and avoid those deemed unmitigated.

During her speech, Mrs. Twyman also praised the Pulpit Digest article by Alexander Ferguson which she suggested might be used by ministers as a guide toward good responsibilities.

Big Drive to Launch 200 ‘Village’ Dates

With over 200 engagements of “Village of the Damned” set to open beginning Oct. 26 in the Cincinnati-Indianapolis - Cleveland exchange areas, Metro-Goldwyn-Mayer is readying an advertising and exploitation campaign to bring the science-fiction film to the attention of more than 25,000,000 people.

Two major contributors to the penetration campaign will be a tv and radio barrage, developed and coordinated by Terry Weingartner, advertising director, both of which would be a part of the myriad program whereby most ballots are counted as negative votes.

Four ‘Hot’ Records

Four major record companies—RCA Victor, Mercury, Columbia and M-G-M—will release renditions of the New Jimmie McHugh - Buddy Kaye title song from Joseph E. Levine’s “Where the Hot Wind Blows,” four weeks prior to the first openings of the film in November.

Wilson Names Company

Producer-director Richard Wilson, who joined Columbia earlier in the year as an independent producer and who will release his product through Columbia has elected Hermes Productions, Inc., as the corporate name of his independent production company.
Agree Anglo-French Co-Production
Should Not Permit 'Hybrid' Pictures

By WILLIAM PAY

LONDON, Sept. 27 (By Air Mail)—Any Anglo-French co-production agreement should not permit the making of hybrid films, says a joint statement issued by the British Federation of Film Unions and the French Federation Nationale du Spectacle, following talks in Paris. For each co-produced film made in either of the two countries, there must be a co-produced film made in the other.

Other provisions put forward by the unions are:

1. The system of co-production is so arranged as to lead to an increase in production in both countries;
2. There is no reduction in the employment of any grade of film workers in either country;
3. The conditions of employment of such workers shall not be worsened in either country;
4. A formal agreement shall be on a trial basis;
5. In the two contracting countries co-produced films shall be restricted to cinema release and television shall not be shown on television.

Under the Cinematograph Films

Projection Advances
Demonstrated in U.K.

From THE DAILY BUREAU

LONDON, Sept. 27 (By Air Mail)—New developments in automation and remote control for the cinema were demonstrated at the Photokina Exhibition in Cologne by the G. B. Kalee Division of Rank Precision Industries Ltd. An electric timer device for automatic changeover of projectors and the latest remote control panels were shown for the first time.

Two Victoria X projectors were shown, fitted with a new electric timer device for automatic changeovers. The “auditorium” was lit with white floodlights in simulation of normal house lighting; coloured spotlights represented the stage lights. A Harkness Perlux screen was mounted in a working model frame, complete with motor-driven masking and curtains.

The actual changeovers, triggered by a mark on the film, were handled by the electric timer, all the external functions, such as the control of projectors, masking and curtains were taken care of by the drum model Projectomatic.

The new Gaumont-Kalee compact remote control panel, normally installed in the ancient Hobby office, completes manual control of the presentation. With this panel it is possible to start and stop the show and to control all the external functions, at the same time monitoring the sequence of operations of the automatic changeover device by means of the various indicator lamps provided.

In a regular installation a telephone handset is provided so that the opera-

Coll. Acquires 'Hours'

LONDON, Sept. 29.—Collins Pictures has acquired for distribution in the Western Hemisphere, Great Britain and the British Commonwealth “Five Golden Hours,” a half-hour television documentary covering filming of Metro-Goldwyn- Mayer’s “Ring of Fire” and the subject of television in Austria, starring Ernie Kovacs, Cyd Charisse and George Sanders, currently shooting in London. It was announced by M. J. Frankovich, vice-president of Columbia and head of European production.

NAB Sets Program
For Atlanta Meeting

From THE DAILY BUREAU

WASHINGTON, Sept. 29. — The National Association of Broadcasters announced today the overall program for its NAB fall conference in Atlanta, Ga., on Friday, Oct. 14.

The discussion will focus on the television industry’s current and future policies, with special emphasis on the future role of the industry.

The announcement was made by Charles H. Tower, NAB vice-president, who will preside at the session.

Louis A. Hausman, director of the television information office of NAB, will speak on “The Impact of Television on American Society.”

A review and discussion of Television Code operations, entitled “Your Stake in Quality,” will be presented by Victor W. George, president, and vice-president, WTRF-TV, Wheeling, W. Va., a member of the television Code review board, and by Edward H. Bronson, NAB director of television affairs.

Norman “Pete” Cash, president of the Television Bureau of Advertising, and William MacRae, TVB’s director of station relations, will speak on “The Impact of Television on Community.”

The presentation will include reports on the state of TV and the Fort Wayne department store.

Tower, before closing the session, will head a discussion of television problems. This feature will be entitled “A Look at the Balance Sheet.”

The conference, first of eight to be held around the country, opens in Atlanta, Ga., on Friday, Oct. 13, with joint morning and afternoon sessions of radio and television broadcasters. G. Richard Shaw, executive vice-president of CBS and WAB-TV, television, is a member of the NAB policy committee, will deliver the luncheon address.

Following the separate radio and television sessions on Friday, the conference will consist of a television program featuring an address by Noah Langdale, Jr.

Arthur Greenfield has been appointed north-central area manager of Screen Gems’ syndication sales force. He will headquarter in Detroit, following Rosenthal, who has been covering the northern Ohio market since 1965, and will move to Detroit to cover the north-central territory under Greenfield.

Tentative Selection of New NAB Head Is Made

From THE DAILY BUREAU

WASHINGTON, Sept. 28. — The selection committee of the National Association of Broadcasters has completed tentative arrangements for employment of a successor to the late NAB president Harold E. Follies.

The committee said it would not disclose the identity of the person selected until after a contract is negotiated and until after the association’s board of directors is called into a special meeting to pass on the nomination and the contract.

The committee said it would have no further statement or announcement until these two steps have been taken.

Proaratel Studios Open
In Buenos Aires Sat.

The dedication of modern television studios built by Proaratel, the program production company formed by CBS Television Stations Division and Goar Mestre, will take place in Buenos Aires, Argentina, Saturday. These facilities will provide live, film and tape programs throughout South America.

The program plans of Proaratel in Buenos Aires will be made available to Rio de la Plata, the Argentineicorporation designated by the government as licensee of channel 13, as well as to additional television stations throughout Argentina and the Spanish-speaking world.

At the opening ceremonies will be Berle S. Jones, president, CBS Television Stations Division, and Goar Mestre, leading Latin American television executive. The dedication is a culmination of events which began Wednesday in which civic, religious, educational and cultural leaders of Buenos Aires are taking part. American entertainers who will fly to Buenos Aires for the dedication include Tony Bennett, Dorothy Collins and Ray- mond Scott.

Due to the low quality of the image, the text is not clearly visible. The image seems to contain a page from a book or a report, but the content is not legible enough to extract meaningful information. It appears to be discussing various topics, possibly related to cinema, television, and international cooperation, but the text is not legible enough for a detailed analysis.
20th HAS 3 WONDERFUL CHRISTMAS GIFTS WAITING FOR YOU!

TAKE YOUR PROSPEROUS CHOICE!