Ohio Town Pushes Family Ticket Plan to Keep Only Theatre Open

Hudson, O., March 31—When the 2,500 residents of this Ohio town read recently in their local paper that C. W. Huff, owner of the Hudson, only theatre in town was about to close— (Continued on page 5)

Bank of America Moving Film Division to L.A.
The Bank of America's special New York motion picture and television department will be transferred to the Los Angeles headquarters of the bank. April 30. The office here has been functioning under the supervision of (Continued on page 2)

A Time to Love and a Time to Die

Universal-International—CinemaScope

Robert Arthur's splendid production of the Erich Maria Remarque novel of World War II, "A Time to Love and a Time to Die," measures fully up to and in many respects beyond the author's now classic novel of World War I, "All Quiet on the Western Front," with which it has aspects in common without being similar. Like that milestone in picture making, an indispensable entry on every respectable best-pictures listings inside or outside the trade, it deals with the war from the standpoint of a German soldier, showing the audience the conflict and the suffering, the fighting and the frustration, as the soldier in uniform views it. This is Remarque's special gift, this ability to treat a subject objectively, examining it bit by bit and letting it reveal itself, and the has done so even more tellingly in this picture, possibly in part because of the superior facilities made available since "All Quiet" was filmed, than in the first one. CinemaScope and Technicolor seldom have been used so eloquently as here.

"A Time to Love and a Time to Die" comes to market at a time when two other big war pictures, one of them the 1957 Academy Award winner, are receiving wide and profitable welcome. It is unlike either of them, in particular or presentation, but it is strictly in the same category as to scale, size, quality, impact and promise. Its financial future is as solidly assured as any picture's can be in these days when the biggest of the big and the best of the best films are playing off more prosperously than ever before in history.

Produced in Germany, specifically in a war-riddled area close up to the Russian border that has been used steadily since peace came as a training ground for NATO military forces, the picture has an authenticity of setting that comes across to the audience with extraordinary

Confident Increase in Production Set By Paramount

Decision Follows Studio Conferences Last Week

HOLLYWOOD, March 31—Paramount Pictures will embark on an "expanded production program" of top budget films, it was jointly announced here today by Barney Balaban, president, and Y. Frank Freeman, vice-president in charge of the studio.

The statement followed a week of (Continued on page 2)

MPA Screens First Russian Feature

By FLOYD STONE

Those interested in buying it came yesterday morning to Paramount's screening room for Russia's "Quiet Flows the Don." There were a bare dozen, generally silent, in conversation tentative, and for quotation, most reticent. Among them were Henry (Continued on page 5)

Lazarus Will Outline Col. Promotion Plans

Promotional plans for Columbia Pictures' upcoming releases will be presented here today to the company's top sales executives by Paul M. Lazarus, jr., vice-president in charge of advertising and publicity. The home (Continued on page 2)
Bank of Amer.

(Continued from page 1)

Francis Herwood, vice-president, with Peter W. Geiger, resident manager in charge of operations. Geiger will announce his new affiliation shortly.

The entertainment industry was established eight years ago primarily to distribute 30 films acquired by the bank. The negative rights to the film properties recently were sold to Mundus Televisiion Corp. The package, known as Million Dollar Movies, previously was handled by RKO Teleradio for U.S. and Canadian television.

John Poor Named

(Continued from page 1)

president and director of RKO Teleradio since January, 1956, assumes his new duties immediately.

Poor has been active in RKO Teleradio’s broadcasting and motion picture affairs since 1947, when he was named as general counsel and later director of General Teleradio and as president of the Mutual Broadcasting System from 1956 until its sale by RKO Teleradio in August of 1957.

Lazarus to Outline

(Continued from page 1)

office sales chiefs and division managers enter their second day of sessions this morning at the Savoy Plaza Hotel.

Lazarus will be accompanied by his executive assistant, Jonas Rosenfield, Jr., and by Robert S. Ferguson, director of advertising, publicity and exploitation.

Drive-In Right Upheld

ALBANY, Mar. 31.—The Appellate Division here has unanimously upheld an order authorizing an innkeeper retaining the town of Brunswick, near Troy, from prohibiting the building of a drive-in theatre there. James H. Conwell, Wyantiskill, and James Girdler, of Troy, have contended that after they had acquired a site and prepared plans for an outdoor theatre the town of Troy enacted a zoning ordinance prohibiting drive-ins.

SPG to Dine Lodge

HOLLYWOOD, March 31—Screen Producers Guild president Samuel G. Engel has announced that Sen. Henry Cabot Lodge, chief of U.S. Delegation to the United Nations, will be a special guest at the Guild’s annual Milestone Award Dinner at the Beverly Hilton Hotel, April 13.

Other special guests are Clare Boothe Luce, George V. Allen and Eric Johnston. Walt Disney will present the Milestone Award to Spyros P. Skouras.

Strong Lamp Showing Set for SMPTE Meet

A demonstration of the "blown arc" projection lamp recently marketed by the Strong Electric Corporation, Toledo, will be conducted April 12 at the Society of Motion Picture and Television Engineers convention in Los Angeles. The "Strong Light Caravan," a large truck equipped as a projection booth, is including the convention in its tour of the country.

The "Caravan" thus far has demonstrated the lamp at drive-ins in Detroit, Pittsburgh, Atlanta, Huntsville, Ala., and Memphis. Others are so far scheduled at the Trail, Houston, today; Jefferson, Dallas, April 3; Okahoma City, April 7; Denver, April 11, and Motor Vue, Salt Lake City, April 14.

Jack Levin Honored

At B’nai B’rith Dinner

Jack H. Levin, president of certified unions, was installed as chairman of the Past Presidents’ Club of B’nai B’rith in the Eastern Region at a dinner given in his honor here last night at Rossof’s Restaurant. Present at the affair were past presidents Adolph Schimel, Irving Greenfield, Bob Weitman, Saul Rogers, and Arthur Israel.

Messages of congratulations were received from other past presidents who were out of town, including Burt Robbins, Marty Levine and Max Youngstein.

‘Run’ Gross $131,684

United Artists yesterday reported receipts of $131,684 for the first three days’ playing time for Hecht-Hill’s "Run Silent, Run Deep." The film has been a success in ten key situations. At the Victoria Theatre here, the film was said to be grossing better than $7,000 a day, an all-time high for UA product at the house.

Rubine Here for B-M

HOLLYWOOD, March 31—Blistov-Maskel has assigned Irving Rubine, who operated his independent publicity bureau in Hollywood prior to entering production as vice-president of Douglas Corp. to take charge of the Blistov-Maskel New York office, effective yesterday.

‘Run Silent’ Disc

The title song theme of the Hecht-Hill-Lancaster film, "Run Silent, Run Deep," will be released by Decca Records in connection with the opening of the United Artists release in 300 cities this week. The song was recorded by Jack Piel’s orchestra and chorus.

Para. Product

(Continued from page 1)

top level executive conferences at the studio participated in by George Wel- nner, Paul Raburn, Russell Holmes and Jerry Pictures, in addition to Herbert Balaban and Freeman. The group turned to New York today.

The new program, it was said, based on the company’s confidence the future of the industry. A brief program of outstanding attraction will be supported by Paramount “complete financial resources, an efficient studio structure, combined with Paramount’s aggressive worldwide sales and merchandising organization,” they said.

The new accelerated production policy, it was stated, was worked out after a complete studio of industry market conditions around the world which “very clearly demonstrates the public’s increasing interest in top caliber motion pictures.”

A company spokesman said they will be no ceiling on the number of pictures to be produced.

“Paramount has the facilities and is ready to put as much of it at work as it will, to produce the completed key to the public,” Paramount’s aggressive worldwide sales and merchandising organization,” they said.

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Nicholson, Perry Name

HOLLYWOOD, March 31—Frank Freeman, Paramount vice-president, has appointed C. E. Nicholas, and William C. Perry as deputy sales controllers, replacing Morris Simpson, retired.
my heartfelt thanks...
A Time to Love And a Time to Die

(Continued from page 1)

power. The ruins seen are not studio-made ruins. The bombed-out buildings are real. The rubble is genuine. There is no mistaking this. And this realism spreads its spell over the players and their performances. Never for as much as a moment does the picture seem like a picture. Seeing this story is living it.

The screenplay by Orin Jannings opens on a tired, tattered company of German soldiers retreating abroad from Moscow under the following fire of Russian artillery. The early scenes are in a low-key blue that chills the observer in his seat. The snow that slows the men in their march is genuine. Their struggling through shush and shuffling are grim, uncevable. In an early scene the melting snow bares the frozen face of a German officer, lost on the earlier challenging march on Russia, and when one soldier says, "He looks like he's crying," which the camera plainly shows, the next soldier replies, "His eyeballs have been frozen—now they are melting." This is not a big incident. It is the kind of small incident that, strewn throughout the picture, registers the awful horror of war without making a speech about it.

The central figure of the story is a soldier in that retreating company who receives a three-week furlough and goes home seeking his parents. Their home has been bombed, they have disappeared from the neighborhood, and the soldier sets out to trace them. He is helped by a former professor, now in hiding, by some fellow-soldiers he meets in ourinary barracks, and by a former schoolmate who, now a Nazi district leader, offers to use his influence. In the course of his search he meets and falls in love with a girl of his neighborhood, grown to womanhood in his absence, and they marry. When his furlough is over he returns to the still-retreating company to which he belongs, takes as his duty as he feels he must, but undertakes to soften the prevailing treatment of Russian captives. What comes of this is a thing to be seen, not written about.

The central character is played with power and conviction by John Gavin, a young actor trained as Rock Hudson was trained in the Universal-International studio, and the girl he marries is played by a young, beautiful and extremely talented Swiss actress named Lilo Pulver. This pair remind somewhat of the Charles Farrell-Janet Gaynor pair in the memorable "Seventh Heaven," and could go as far or farther together from their well-nigh perfect teamwork here.

Other American players are Jock Mahoney, Keenan Wynn and Don DeFore, and among the others, all excellent, is the author himself, in his first and last acting endeavor, and mighty good. The others in the tremendous cast are expert members of the European screen and stage.

Douglas Sirk's direction, as masterly in the intense scenes between boy and girl as in the frigid sequences showing the ragged soldier in retreat, the scenes in the ill-ventilated bomb shelters and in the richly conducted secret night-clubs operated for the militarily or politically favored, is by far the finest work of his distinguished career.


WILLIAM R. WEAVER

John Gavin and Lilo Pulver in "A Time to Love and a Time to Die."

Television Today

Anti-Toll-TV

(Continued from page 1)

one-sided picture of toll TV. Many Congressmen, particularly in southern and northwestern states, have received a heavy volume of anti-toll-TV mail from constituents responding to the suggestion of local stations that they write protesting toll-TV plans. An FCC spokesman said the staff has already talked both to network officials and to some of the independent stations which had put on the toll-TV broadcasts. He added that under the Communications Act, stations are not required to give all sides of a question fully but are permitted to air "partial" views and that a program would have to be "quite drastic" in its presentation of a point of view before the Commission would take any action.

NTA Wins Approval For Station Purchase

The Federal Communications Commission yesterday approved the sale of television station WATV (Channel 33) to its AM and FM radio affiliates, WAAT and WAAT-FM, to National Telefilm Associates, Inc. The three stations cover the New York City metropolitan area.

National Telefilm Associates will now seek authorization from the Federal Communications Commission to change the call letters of the TV and radio properties to WNTV-TV, WNTA (AM) and WNTA-FM.

The WATV transaction marks the first transfer of absolute ownership of a television station in the New York City area, the world's largest market. WATV is the second television property acquired by National Telefilm Associates. Last year, NTA purchased controlling interest in KNIC-TV (Channel 9) in Minneapolis-St. Paul. In February of this year, NTA acquired 100% ownership of the station by purchasing the 25% stock interest held by Loew's, Inc.

Payment to TV Writers For Series Re-runs Up

From THE DAILY BUREAU

HOLLYWOOD, March 31—Writers Guild of America, West, today disclosed that payments to television writers for re-runs of series shows have jumped from $14,000 weekly to $16,000 since the new basic minimum contract was negotiated.

Guild residuals collections for TV writers have amounted to more than $1,000,000 since the beginning, said WGA.

in, and portrays the television medium as companion to a 12-year-old boy. It is good public relations.

—Charles S. Aaronson
Warner Bros. "No Time for Sergeants," a Mervyn LeRoy production, drew continuous gales of laughter from a jam-packed audience of exhibitors, press, radio and television representatives, and other opinion makers at its trade showing yesterday morning at the Palace Theatre. Seen above in the lobby of the Palace are, left to right, first photo: Charles Boasberg, WB general sales manager, and Nat Pellman of Stanley Warner. Second photo: Larry Morris, general manager of B. S. Moss Theatres; Julius Joleson of J & J Theatres; Sam Rosen, executive vice-president of Stanley Warner; Walter Higgins, Prudential Circuit; and Bill White of the Riverside Theatre. Third photo: Jules Lapidus, WB assistant general sales manager, and Sam Rinzler of Randforce Theatres. Similar enthusiastic receptions were accorded the picture at simultaneous theatre screenings in 31 other key cities throughout the nation. "No Time For Sergeants," directed by Mervyn LeRoy, stars Andy Griffith. The film, which will be released nationally over the July 4 holiday, will have its first New York engagement at Radio City Music Hall.

Urges Letter

(Continued from page 1)

mention here today the plea for a united front of exhibitors which he made last week in his report to TOA board of directors meeting in San Francisco. He specifically urged that Allied States Association pick up the fight against cabled television.

Reviewing the success to date of the film industry's campaign against all forms of pay television, he warned that pay TV proponents would continue their efforts to secure FCC authorization for the use of the air waves as the most economical way of transmitting their programs, and that failing that they would concentrate on localized cable TV franchises.

Screen Advertising a Subject

Exhibitors at the convention today also heard a luncheon address by Harvey Post, research director of the Theatre-screen Advertising Bureau, on the value to the advertiser of theatre screen advertising. A study of 18,219 drive-in theatre patrons who saw theatre screen advertising showed an extraordinarily high rate of recall in two separate surveys, one using aided recall techniques and one using unaided techniques.

Other speakers included George Kosco, TOA field representative, and Robert Wile, exhibitor relations director for 20th Century-Fox.

MPA Screens Soviet Feature

(Continued from page 1)

Arias and Tom Brandon, for their own films, Erwin Lesser of Lopert Films, Frank Mooney of United Artists, and Irving Worsimer of DCA.

Their host was John B. McCullough, director of technical services for the Motion Picture Association which is aiding Russian-American cultural interchange and obliging the U.S. Information Services. It has screened Russian films in Washington, and will screen more here.

The picture—only one-half shown—is in color, in 1:35 to 1, subtitled knowingly, sparsely but adequately; liberally garnished with elemental passions and conventional romance, with surprisingly little and subordinate class struggle.

Story of a Cossack

On the evening of the First World War, it tells of a strong young Cossack who on the estate he works is more concerned with abandoning his wife for another girl more attractive and certainly more bouncy, than with the whispered and only theoretical concepts of social justice. He takes on the new girl, and the child she bears, and then is off to war. He returns, wounded, and finds his child dead, his woman seduced by the estate owner's son. He then madly whips the latter, and joins the idealists who implicitly later will become revolutionaries.

This major effort, so far, is 11 reels; the rest of it arrives later; when it will be shown McCullough yesterday couldn't predict. He will show two more features Wednesday at Warners and more Friday elsewhere.

The color is soft and attractive, the details of rural and estate gossip, romance, idyll and tension amongst the high and low, faithful and objective; the sexual aspects implicit but certainly not stressed, nor alarming; the one battle scene has a realism quite startling. The picture so far would appear defective in motivation, from the Party viewpoint, inasmuch as the hero's conversion occurs, not from sudden resentment at his lowly status, but because he lost his woman.

Expand in Albany

ALBANY, Mar. 31.—To provide space required for inspecting and shipping Warner and Universal prints—new accounts—Clark Service, Inc., has arranged to have an addition constructed to the building occupied for the past year on Loudonville Rd., near Elmarow. Thomas Lark, vice-president of the company, was here from Philadelphia to set up and supervise the expansion.
TEN STRIKE!

Time and again, Trailers bowl 'em over . . . out-scoring all other advertising media in the audience-building game.*

That's why the Prize Baby is the Box Office Kingpin consistently bringing in the most dollars** . . . and for pin money, too!

*Trailers get "top mention" for reliability in the newly released survey prepared for the Motion Picture Association by Opinion Research Corp. of Princeton. Copy available on request.

**Trailers motivate the expenditure of $429 out of every $1,000 taken in at the box office, according to Sindlinger's survey of December 2, 1957, on trailer impact prepared for a group of theatre clients.
Col. to Push 7 Top Films

A major promotional campaign will spotlight Columbia Pictures' seven top forthcoming films, it was disclosed here yesterday by Paul Lazarus, Jr., vice-president in charge of advertising publicity. The films are "The Key," "Gumman's Walk," "The Revenge of Frankenstein," "Best of Enemies," "The 7th Voyage of Sinbad," "The Last Hurrah," and "Bell, Book and Candle."

It was emphasized by Lazarus that the seven productions chosen were all judged to be in the "blockbuster" category. Each will be the beneficiary of a major advertising, promotion and merchandising campaign far greater than that accorded to the average release. Individual campaign plans will be announced as they are completed.

U.A. Associated Lists $15 Million Debentures

From THE DAILY Report

WASHINGTON, Apr. 1 — United Artists Associated yesterday filed with the Securities and Exchange Commission a registration statement seeking registration of $15 million of six percent unsubordinated sinking fund debentures, due in 1963. The debentures and cash are to be offered for capital stock and warrants of Associated Artists Productions and in exchange for

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Paramount Reopens Tonight With New Look, New Policy

By GEORGE SCHUTZ

(Additional stories and pictures on pages 4-8)

Tonight New York's Paramount theatre reopens in rededication to the great achievements of the screen. With the premiere of the 20th Century-Fox production, "The Young Lions," it installs this it was closed recently to be re-equipped and restored to its original character. Tonight it will offer again the environment of elegance with which, on November 19, 1926, it opened as one of the great playhouses of the world.

Physical revision, which will be continued during operation to include various details, declares the change most obviously in abolition of "ballyhoo fronts" which for many years completely concealed the original classic forms expensive wrought in bronze. Conditions had seemed to advise emphasis on popularity, with measurement of that quality often ac-
Republic Plan

(Continued from page 1)

owned two years ago had been disposed of with local franchise holders taking over distribution. The remaining 13 exchanges will be dropped as new deals are made, and construction is going on ahead.

The company will continue to make television pictures and has a deal pending that is expected to bring in $2,000,000. Laboratory work on television films is controlled by Consolidated, Republic affiliate.

Yates said he was optimistic about the Republic production plan, and that with the profit outlook on studio rentals for TV films and theatre production by independents. Several pictures made by independents with financing guaranteed by Big business will be released. No more financing guarantees will be made.

Session's Validity Challenged

Immediately after Yates had called the session to order at the Essex House, George T. Vogel of White Weld & Co., holder of 1,500 shares, challenged the validity of the session, on the ground that reduction of two members in the 12-man board made by the board March 8 was illegal because stockholders had not been notified.

Yates commented: "The court refused to recognize your contention."

He proceeded with the meeting by announcing that 1,425,447 shares were represented by proxy, with 51,049 shares represented in person. The total was 1,476,506, of which, Yates said, 73 per cent were controlled by management.

The next order of business was the election of three directors. Management nominees were: John Petrasauskas, Jr., Edwin Van Pelt and Douglas T. Yates. They were elected, 1,430,828 to 4,430.

Ask Court Reconsider

Loew's Parody Verdict

From THE DAILY BUREAU

WASHINGTON, April 1 — Jack Benny and the Columbia Broadcasting System asked the Supreme Court today to reconsider its March 17 vote giving Loew’s Inc. immunity in its copyright infringement suit against them and the American Tobacco Co.

Loew’s charged that a Benny TV program burlesquing the film “Gaslight” was an infringement of the Loew’s copyright on the film. Loew’s won the lower courts, and on March 17 a 4-4 Supreme Court vote, with Hugo B. Black taking no part, sustained the lower court judgment.

The tie vote, however, meant that the court did not set any broad precedent on the question of whether or not parody is a copyright infringement.

Will Sell Rest of Post'48

To High Bidder, Says Yates

Herbert J. Yates told Republic Pictures stockholders at the annual meeting yesterday that he intends to sell in full the balance of the shares in the inventory as soon as he can get his price.

Offers to date, he said, have been turned down, but he feels certain buyers will make new deals and market pictures in the inventory as soon as he can get his price.

At this stage, nothing has been done about it, or with it, yet. Hence, the market never knew it was not known, nor, for that matter, is the majority industry opinion of the idea known.

On the one hand, it is suggested that a program which attracted 60 to 70 million or more viewers, by virtue of that fact alone, might be considered in a public service category and of interest, as such, to all networks. On the other hand, it would seem that networks would have to forego revenue from their sponsored programs during the 90-minute or more Oscar telecast, which would cover prime evening hours in two-thirds of the nation.

In this connection, the problem of individual station attitude would have to be considered by networks. For the industry, it would mean getting off the hook for the $600,000 to $800,000 costs of putting the show on the air. It could also mean losing a large measure of control of the telecast advertising and a potential for commercials during station breaks.

A better slant on the still nebulous idea no doubt will be available if it is introduced into the discussion with Samuel Goldwyn, who said the Academy head will review the situation with respect to last week’s Oscar telecast, obtain the reactions of top executives of the companies that advanced the money for the show, and discuss the prospects for the future, which latter may have to take in the hallmark or method of presenting next year’s telecast.

Admissions and Receipts

Fall Again in Britain

LONDON, Apr. 1—The latest installment of Board of Trade statistics have already accepted the pattern of a drastic decline in film business here. The Board’s Journal says that the declines vary regionally but are obviously related to the growth of commercial TV coverage.

Theatre admissions in the fourth quarter, always an off season, were approximately 190,000,000. These are nevertheless, 22 less below the comparable 1956 figure. Gross receipts for the fourth quarter were 20.3 million pounds, 15 per cent less than for 1956.

Honor Goldwyn Today

LOS ANGELES, Apr. 1—The Los Angeles Community Chest will present its top individual award to Samuel Goldwyn at the chest’s second annual awards luncheon at the Statler Hotel, as the largest single contributor to the organization over a five-year period. Goldwyn received a $4,000 gift to the Motion Picture Permanent Charities Committee.

### Academy TV

(Continued from page 1)

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TALK ABOUT BUSINESS BUILDING!
The fans who packed theatres for “Teahouse Of The August Moon” and “Don’t Go Near The Water” have another Glenn Ford treat in store!

MGM Presents

GLENN FORD

SHIRLEY MACLAINE

STRANGER WITH A GUN...

He had a reputation to live up to... and a name to live down!

with LESLIE NIelsen
MICKEY SHAUGHNESSY • EDGAR BUCHANAN

Screen Play by WILLIAM BOWERS and JAMES EDWARD GRANT
Adaptation by WILLIAM ROBERTS • Based on a Story by JAMES EDWARD GRANT • In CINEMASCOPE and METROCOLOR
Directed by GEORGE MARSHALL • Produced by EDMUND GRAINGER An 12-C-32 Picturle

Ad campaign sells star value and action!
frames sides and top, with legs and valance completing a black “void” in which the screen, as the description goes, is “ floated.” The new screen is a Hustle “Crystalite,” which has a “pearl” type surface with lenticular embossing. The screen is 65x27 feet. Projection of CinemaScope productions will be to dimensions of about 61x26 feet, and non-anamorphic pictures at the same height in a 1.85/1 ratio. The projection angle is 21 degrees with a throw of 175 feet.

The only other equipment change for the present is installation of new Simplex projectors. These are XL models with curved gates. Projection light sources remain Strong lamps installed several years ago, using Long life carbons with a lifespan of about 1,000 hours.

In recent years the Paramount CinemaScope picture has been about 32 feet wide, with a metallic screen. The new screen has a gain of about 1.5 (over magnesium carbonate).

Restoration Achieves Dignity
Inside the immense theatre, with its grand foyer and numerous lesser halls from sublevel to balcony floor, and an auditorium seating 3,800, restoration has so far consisted in removal of various grungy poster frames superimposed on bronze and marble architectural elements, in replacement of carpets and other furnishings, in return from exile of assorted works of art.

The original decor placed paintings and sculpture valued at hundreds of thousands of dollars throughout the foys and lounges of the Paramount. While some of the paintings were left, the sculpture was picked and stored. Pieces of art thus banished are being recalled to grace chambers that were thus described when unveiled for the glorification of the motion picture 30 years ago:

“Passing through the entrance door, one enters the Hall of Nations. This leads to a grand stairway of marble and bronze to the upper floors. On the opposite side of the room there is a panel on the wall exhibiting a collection of gems from various parts of the world. The story of each is told in bronze tablets and inscriptions.”

This has since been covered with an attraction advertising display, which is scheduled to be removed so that the gems may again be enjoyed. . . . From this lobby—

“Through a broad archway one now gets a vista of the Grand Hall, which is 170 feet long, 45 feet wide, 50 feet high. The domed ceiling is supported by massive marble columns, and at the opposite end is a grand stairway of marble widening to a mezzanine landing, where there is a marble fountain surrounded by a fine piece of sculpture.”

Everywhere the great theatre offered the elegant leisure of lounges, from the vast Elizabethan Room for general use to such lesser ones, some exclusive to one sex or the other, as the College Room, the Chinatorto, the Venetian Room, Club Room, Hunting Room, Jade Room, Powder Box, Marie Antoinette Room, Colonial Room, Empire Room, yet others. The present management, headed by Robert K. Shapiro, states that completion of the restoration will give them substantially their original character.

In one aspect, however, the Paramount is not reverting to its original state. As designed, the front had an arched marquise, with a coved soffit, to harmonize with the arched window panels of the facade. In 1948 that ornamental marquee, fashioned primarily to serve as a protective canopy, was rebuilt to provide large attractive advertising panels on each side and brilliant lighting beneath. It is not being disturbed.

In the auditorium there is another exception. The mezzanine—a shallow tier of seating forming a horseshoe in the manner of a grand opera house—was not being used. The balcony obstructs vision from some parts of it to the top of the screen.

Otherwise, the Paramount theatre relives tonight an occasion reminiscent of its gala opening. Reporting that event, Motion Picture Herald called the theatre and the skyscraper erected to house it and the home offices of Paramount Pictures, “not only a crowning achievement for the career of Mr. Zukor, but as well a celebration of the industry’s conquest over many of the ills and disadvantages that handicapped its earlier years.”

Tonight, under the impetus of subsequent conquests over new ills and disadvantages, the Paramount theatre reclains the importance for which it was designed.

Paramount Theatre Reopens with New Look

(Continued from Page 1)

Monroe and Stars to Glitter at Opening

Marilyn Monroe heads a contingent of entertainment world celebrities and society notables who will walk across a golden carpet into the refurbished Paramount Theatre this evening to attend the gala Actors’ Studio benefit premiere of 20th Century-Fox’s “The Young Lions.” (Still on page 6.) The Studio will also sponsor a midnight supper and dance at the Waldorf-Astoria Hotel. ABC television cameras and disc jockey Martin Block for the radio audience will cover.

The handsome entrance of the Paramount has long been concealed by ballyhoo fronts as above. Cleaned of accumulated grime, left, the rich ornamentation is displayed again.

Bob is the Manager Everybody Knows

BOB SHAPIRO probably is that theatre manager whom everybody on Main Street knows. In this instance, it’s Broadway. It’s not merely that his theatre is the focus of our industry, nor that Bob started traditionally, and a long, long time ago (1928) as an usher at the Rialto, on Broadway. It is that wherever there is industry activity, the managing director of the Paramount is there. This means Variety, it means the Band B’loth, it means the Red Cross, March of Dimes, the countless industry endeavours to help the community.

From the Rialto staff, Bob came to the Paramount. This still was apprenticeship; he served at the Criterion, the Rivoli, the Brooklyn Paramount as a financial man, and assistant manager; and then returned finally in 1933, as treasurer. Then . . . assistant managership in 1936; house managership, 1941; managership, 1945, and managing directorship, 1954.
The First Will Be 'The Young Lions'

Tonight, after months of preparation, the Paramount will re-open its doors, dedicated to the finest in motion pictures presented in an atmosphere conducive to well-being and a sense of stimulation. You will find many innovations and new features, such as free parking and high definition CinemaScope projection on the enlarged 'crystalite' screen. You will be proud of the 'new look' Paramount—and equally proud that our first attraction is Irwin Shaw's monumental best-seller 'THE YOUNG LIONS.'

NOTE: — This advertisement will also be seen in: London Paris • Antwerp • Berlin • Zürich • Naples • Brussels • Rome Athens • Stockholm • Oslo • Madrid • Milan • Genoa • Budapest Amsterdam • Copenhagen • Edinburgh • Dublin

Also starring HOPE LANGE • BARBARA RUSH • MAY BRITT - Produced by AL LICHTMAN - Directed by EDWARD DMYTRYK - Screenplay by EDWARD ANHALT - Based on the Novel by Irwin Shaw
"The Young Lions"

To inaugurate its "new look" the Paramount on Times Square has selected an epic in keeping with the occasion with 20th Century-Fox's "The Young Lions," which was produced in Cinemascope.

Two of the "Young Lions," Dean Martin and Montgomery Clift, who play American soldiers, meet again in a Southern Army camp in this scene.

War and romance are the main themes of "The Young Lions," which tells the stories of three men involved in World War II. Marlon Brando (above, far left) plays a Nazi soldier whose romantic interest is May Britt, with whom he is shown at right below. Montgomery Clift is an American soldier who weds Hope Lange (photo at left below).

Russians 'Interested'

(Continued from page 1)

the past week. However, they didn't say which or how many.

U.S. companies will show the Russians additional films between now and the next U.S.-Soviet film meeting on Apr. 8. American officials have so far screened four Russian films, and will screen more during the coming week.

Today's meeting, which lasted over three hours, was the second meeting between U.S. and Russian film officials to attempt to implement the film provisions of the recent U.S.-Soviet cultural exchange, and like the first, was chiefly exploratory and indefinite. The negotiators are confining their discussions now to mutual sales of films and not going into "film weeks," joint production or other parts of the cultural accord.

'Merry Andrew' Bows
In Hollywood Tonight

From THE DAILY Bureaus

HOLLYWOOD, Apr. 1.—The local premiere of MGM's "Merry Andrew" takes place tomorrow night at 8:30 P.M. at the Pantages Theatre. All proceeds will go to the Variety Boys Club, sponsored by Tent No. 25 of Variety International.

More than 100 screen celebrities are expected to be present and leading the parade to join state and local officials in the first night audience will be star Danny Kaye and his co-stars Pier Angeli and Bucaloni.

Technicolor

(Continued from page 1)

profit for 1957 of $65,046 after provision for Federal and foreign income taxes and after including a non-recurring special item of capital gain of $563,994 on the sale of land. The income also was reduced by the chargeoff of $448,309 required by abandonment of the graphic arts division. The result compares with net profit of $1,226,149 for the preceding year.

Assets Total $7,853,331


Arkansas ITO

(Continued from page 1)

sessions here today of the Independent Theatre Owners of Arkansas.

A report on the Jameson plan was presented to the membership by three board members, and the final meeting then endorsed the idea.

Officers elected were as follows: president, J. Fred Brown; vice-president, Roy Cochran; secretary-treasurer, Nons White; chairman of the board, K. K. King; representative to the national TOA board, B. F. Busby. Directors were also elected.
The decorating of the PARAMOUNT THEATRE has been devised and executed by WEGIER DECORATING COMPANY, INC.

111 East 42nd Street
New York 17

Murray Hill
6-3610
TWO GREAT HOTELS IN THEATRE SQUARE WELCOME THE “NEW LOOK” PARAMOUNT

THE FAMOUS

HOTEL Astor

44TH TO 45TH STREETS AT BROADWAY
NEW YORK 36, NEW YORK • JU580 6-3000

1,000 air-conditioned rooms each with radio and TV. Completely modernized. The Astor offers the last word in luxurious accommodations plus the largest banquet facilities in the world.

Rates from $8.00 single • $12.00 double

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HOTEL Manhattan

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NEW YORK 36, NEW YORK • JU580 2-0300

1,400 air-conditioned rooms each with radio and TV. Outstanding facilities for tours, group business, athletic teams and private functions. A variety of exciting new restaurants.

Rates from $6.50 single • $9.50 double

Television Today

One Man’s TV Views

By Pinky Herman

BY SIMPLY (Simply????) pre-empting next Wednesnite’s “Kraft TV Theatre,” NBC, aided and abetted by Benny Goodman, Elfi Fitzgerald, Dave Garroway, Harry James, McGuire Sisters, Jo Stafford, Ray Feeble, Bimbi Linn & Rod Alexander, Bob Crosby and Teddy Wilson will “Swing Into Spring” with a full-hour musical colorcast (9:00-10:00) originating at the Brooklyn studios produced by Charles Dubin for the Texas Company. . . . “(Swing Low, Sweet Clarinet.) With Prexy Ralph Bellamy tossing out the first ball in colorful ceremonies emceed by John Effrat, the Broadway Show League (16 softball teams representing current Broadway shows, the Lambs and The Friars) will open its fourth season May 15 at Central Park in Gotham. . . . NTA’s “High Noon” telesfilm co-starring Gary Cooper and Grace Kelly, adding new ratings laurels to the film’s box office and record of achievements. . . . Her recent guest stint on the “Jimmy Dean CBShow” recently may launch Kathy Bar into the moon pitchers. Kathy is as easy on the eyes as on the ears. . . . Jim Kimberly, wealthy Chicago sportsman and racer has been named vice-president at Kling Pictures. . . . Three unrelated couples just figured in new deal. Frank Cooper has set script Burt Cooper to write severed segments for Jackie Cooper’s “People’s NBCChoice” teleseries (could Sup Cooper’s Hooper).

ABC Congratulations are in order as a result of that net winning for the second year in succession the “George Foster Peabody Award” for TV news coverage. For John Daly it was his third such honor, having copped this coveted citation in 1956 and 1957. pro sportsman Claude Casey, handsome single-cowboy star of the Carolinas, recording artist featured in several Hollywood westerns, has just signed as a featured Singer-Deejay at Station WBLI, Batesburg, S. C. Carolina. Casey’s legion of admirers and listeners will be augmented by the thousands because not only does he sing as a lark but hisZe and efforts to boost local and national welfare dese fatal; have always proven fruitful. . . . Gaye Reicher, who turned in a brilliant job as chief cameraman for the forthcoming Cinemiracle flicker, on location in Puerto Rico for Columbia Picture and will miss the N. Y. preem of the production next week at the Ros Theatre . . . Remember Willie Robyn, Radio’s pint-sized barton with the tremendous voice? He’s now a cantor and thrills his congregation regularly at the Temple Israel Center in White Plains, N. Y. . . . Hal March back from the coast where he made a pilot of a new situation-comedy series . . .

Forms Company to Produce on Videotape

By FLOYD STONE

Howard Meighan is resuming this week as CBS vice-president and in cooperation and with backing of Ampex will make, in New York first, then on the Coast and eventually in the Midwest commercials on videotape. He has registered the title, Videotape, and it holds his corporations. He told reporters before leaving for the coast that Ampex has 45 per cent of the New York producing company, and he the remainder; the California and the other company remain “flexible” for investors.

He said he has plenty of backing, and expects plenty more, because the saving in the method of which he says he is the chief and most efficient moment and exponent, is staggering and certainly the way of future TV. After commercials, he indicated, we come entertainment films.

Immediacy, economy and efficiency and fidelity (better than film), are the factors which he offers the ad agencies, he pointed out, and added weeks of production, millions man hours, and certainly quite a few men personally, are going to be eliminated. Ampex, he disclosed, now has an editing attachment, which will work through interruption of the TV scanning impulses, and use “electronic super-8” Stations-still have 100 Ampex machines, he said, and more are being installed.
Picture Quality, Availability Keep
Attendance on Upgrade: Downing

Better quality pictures and a marked increase in their number have been
accompanied by a corresponding improvement in attendance and grosses at
Radio City Music Hall in the first quarter of this year compared with the cor-
responding period last year, Russell V. Downing, president, reports.

The steady output of films for rapid process treatment or other special
handling has presented no problem thus far to the world's premier
theatre, which depends on top quality product having an appeal to the widest
type of audiences to keep its 6,200 seats filled most of the time. Downing said
the Hall already is booked to July.

(Continued on page 3)

Ad Agency 'Council' Will Aid B-B Drive

The six advertising agencies which serve the motion picture industry have
been organized into a consulting council to aid the industry's business-
building campaign, Paul N. Lazarus, Jr., chairman of the campaign operat-
ors.

(Continued on page 2)

26th Annual Edition of 'FAME' Goes in Circulation This Week

The 1958 FAME, Quigley Publications annual which has become widely
known and accepted as the authoritative audit of personalities of the screen
television, went into circulation this week.

The 26th edition, 198 pages on heavy coated stock and in several
colors, is divided into three sections. The Hall of Fame for motion pictures
presents the Top Ten Money Making Stars of 1957, the Champion pictures
of the year and the Annual Champion pictures of 1957 and preceding years,
and the Champion Producers, Directors and Writers.

The Money Making Star Poll which excited considerable comment when it
was released in January because for the first time in its history exhibitors
selected no feminine stars to the elite, is headed by Rock Hudson. Others are
John Wayne, Pat Boone, Elvis Presley,

Frank Sinatra, Gary Cooper, William Holden, James Stewart, Jerry Lewis
and Yul Brynner.

A feature story on the poll by William B. Weaver points out that while
a total of 68 stars have won the 260 Top Ten Placements voted by exec-
tives, 29 of the 68 have been girls and that most of these were in the early years
of the poll. In 1933 and 1934 for instance six out of the ten were female
but the male stars have been in the ascendency ever since.

The second motion picture section
READ THESE AUTHENTIC "GOD'S LITTLE ACRE"

It is the best selling novel of all time.

It was brought to trial as "lewd and immoral"—but the praise of such great names as Franklin P. Adams, Sinclair Lewis, Alexander Woollcott, James T. Farrell, and Carl Van Doren defended it!

Georgia, where the story takes place,
AMAZING, FACTS ABOUT ACRE"

was "inhospitable" to the location crews — and the picture had to be made elsewhere!
The book cannot be sold — or even printed — in the state of Massachusetts!
It is the most censored book ever written!

ATING NOW FOR MAY!

CO-STARRING
JODY HACKETT JACK LORD-VIC MORROW-FAY SPAIN-HELEN WESTCOTT

AND INTRODUCING TINA LOUISE

PLAY BY PHILIP YORDAN • BASED ON THE WORLD’S BEST-SELLING NOVEL BY ERSKINE CALDWELL

directed by ANTHONY MANN • produced by SIDNEY HARMON • music composed and conducted by ELMER BERNSTEIN
18th Peabody Awards Given: Three Major Webs Honored

Before a full house at the Hotel Television Executives Society played thirteenth annual George Foster Peabody presentation almost was anti-climactic, because “Time Magazine” appeared on midtown newstands Tuesday night with the award story, so the “New York Times” did likewise yesterday morning. The story was for release before 1 P.M. yesterday.

However, with Robert W. Sarnoff of NBC and Dr. Frank Stanton of CBS among the dignitaries, Bennett Cerf, as chairman of the Peabody Awards board, and Dean John E. Drewry of the University of Georgia’s Grady School of Journalism did the honors. The school, with the board, administers the annual awards. John Daly, RTES president, presided, and took an award beside.

The achievement awards for 1957 were as follows:

Radio and Television News: CBS, for depth and range, including “Face the Nation,” “See It Now,” “The 20th Century” and “This Is New York.”

Television News: NBC for “Prologue ’55” and other significant news coverage by John Daly and associates.


Television Education: “The Dinah Shore Show,” NBC.


Television Youth and Children’s Roosevelt yesterday, the Radio and host at the presentation of the eighth and Radio Awards. But the

Local Television Public Service: “Panorama,” KZTV (CBS), Denver.

Local Radio Public Service: KPFM, Berkeley, California.

Television Contribution to International Understanding: Bob Hope, NBC.

Special Radio-Television Awards: NBC, for its outstanding contribution to education through (a) the series of educational programs fed to educational stations across the country; and (b) the “Know Your School” project by NBC owned and operated stations.


FCC Approves Grant Of TV Channel to WJR

WASHINGTON, Apr. 2—The Federal Communications Commission has reaffirmed its grant of a Flint, Mich., TV channel to WJR, Inc.

The FCC originally proposed the grant to WJR in May, 1954. The grant was contested in the courts by W. S. Butterfield Theaters and another applicant competing for the channel, and the courts ordered the FCC to reconsider. The FCC did, but said today it still felt the channel should go to WJR.

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TV Clearances

(Continued from page 1)

protection over television. We are at first market. It has been conclusively demonstrated that television exhibits of theatrical films can be disastrous to this primary market. Meetings between exhibitors and distributors to effect contractual understanding on the subject are needed at such speed as ever advisable.

Adams opined that little of a conclusive nature can be accomplished in the way of effecting a ban on the sale of post-1945 releases to TV.

Sees Qualification Inevitable

“Chief executives of distribution companies are obliged to qualify statements they make on the subject,” he observed. “They cannot stipulate there will be no sale of such product to television. A understandable so. Management must be obedient to a board of directors and boards are responsible to stockholders.

Let a company president ignore directive of his board and he would not remain president for long. I every time a picture is sold to television it hurts theatres.”

The Allied president was enthusiastic in his expressions to last week’s industry sponsored telecast of Academy Awards presentations. “It was a tremendous plus for industry,” he said, “a great improvement over last year’s program. It impressed me as being well produced, and I’m sure the public has been precisely its having been broadcast by the industry without comment.” At the same time, it benefited the industry, he added, by putting pictures in the picture, helping with helpful, to make the show possible.”

Busiest Season Is Now

Adams reported some improvement in theatre business in the Clevel and out-state areas in recent months. It seems to be a better supplying stronger product. In addition to it is wall, and drive-in operations, he is executive of race tracks in Ohio. Kentucky and said his work load at its heaviest now with prepara for the reopening of both outdoor theatres and the race tracks, going ahead currently. [The reporter’s phone caught him eating a hurried lunch, and he should be seeking to actually have been misquoted on of the topics under discussion, it is not attributed in advance to a garbled speech impediments and not Bell Telephone calling lines state repertory careness.]

Adams said he hoped Cleveland area exhibitors, who are conduct their own business, building up campaigns, would not let that interfere with their financial support of and cooperation with the all-industry campaign, and he added:

Wants Both Efforts Supported

“The local and the national are two separate things. Each is aim at getting its people to do the others. Therefore, both are deserving the exhibitor’s support. Both are signed to help him. It is to his advantage to cooperate to the utmost.”
MAKE WAY FOR "THE YOUNG LIONS"

Eralding one of the most important 20th Century-Fox motion pictures in the company’s history, the late Al Lichtman’s "The Young Lions" was given a gala premiere last evening at the newly-refurbished Paramount Theatre. On hand were two of the picture’s stars: Montgomery Clift and Hope Lange. With Hope and Clift was Miss Lange’s actor husband, Don Murray, soon to be seen in the exciting outdoor drama, "From Hell to Texas."

The Actors’ Studio benefitted from the gala debut of the CinemaScope production. Acting as honorary ushers for the glamorous event were theatrical lovelies, left to right: Polly Bergen, Geraldine Brooks, Sarah ("The Long, Hot Summer") Marshall, Jean Seberg, Helen Gallagher and Lily Lodge. Among the numerous celebrities they greeted at the premiere were Aly Khan, Elsa Maxwell, Mary Martin and Sophie Tucker.

Twentieth Century-Fox president Spyros P. Kouras and Mrs. Kouras arrive for the premiere. "The Young Lions" was termed a monument to memory of Al Lichtman, former sales executive for the film company.

American Broadcasting-Paramount Theatres president Leonard H. Goldenson and Henry Kaiser, noted industrialist, were also among those on hand to give "The Young Lions" a brilliant and impressive sendoff.

Television favorite Steve Allen and his wife, Jayne Meadows, arrived early to see Marlon Brando, Montgomery Clift and Dean Martin in "The Young Lions." Broadway and Hollywood were well represented at the opening.

Twentieth Century-Fox Central-Canadian division manager C. Glenn Norris and his wife are greeted by Paramount Theatre managing director Robert K. Shapiro. Mr. Shapiro’s luxurious theatre is the talk of the country.

Murray Silverstone, 20th Century-Fox International Corp. president, and his wife attend. Mr. Silverstone is a happy man these days, the result of the record-breaking European openings of David O. Selznick’s "A Farewell to Arms."
ORDER BERNZ-O-MATIC IN-CAR HEATERS
NOW—TO ASSURE FALL DELIVERY
NO DOWN PAYMENT ON HEATERS
USE OUR
PAY AS YOU USE PLAN
NOW EVERY DRIVE-IN CAN AFFORD HEATERS
NOTE: WE WILL EXPEDITE THE APPROVAL
OF THE BERNZ-O-MATIC FLAMELESS IN-CAR
HEATERS IN ANY STATE IN U.S.A. OR CANADA
PRIOR TO DELIVERY

BERNZ-O-MATIC
IN - CAR - AIR CONDITIONERS
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PORTABLE - NO INSTALLATIONS
COSTS LESS THAN 3c PER SHOW

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STANFORD INDUSTRIES INC.
6501 W. 95th St. Oaklawn, Illinois
PHONE GA. 4-3070
Justice's Views on Production By N.T. More Severe Than Reported; New Talks Expected

From THE DAILY Bureau
WASHINGTON, April 3—Further conferences between Department of Justice officials and executives of National Theatres on the latter's petition to engage in production are expected to be held here in the near future.

Meanwhile, a Department spokesman disclosed that its position with respect to National's petition is considerably more severe than has been reported. Justice said if National wants to produce and distribute films with preemptive rights for its own theatres, the Department would oppose such a court petition. If National is willing to waive the preemptive rights, Justice still can see problems in such a situation and, without saying yes or no to that, would want to discuss it further with National before deciding.

Previously it had been reported only that Justice would approve National's petition if it were willing to waive preemptive rights to its own pictures. National's Federal consent decree prohibits it from engaging in production or distribution.

Indications are that Elmer C. Rhoden, National president; and John Bertero, vice-president and counsel, will renew conferences with Department officials later this month, presumably as soon as National's early Cinerama premieres are out of the way.

AB-PT Circuit Trend In Solid Upturn

AB-Paramount Theatres business currently is running 45 percent ahead of a year ago, a company official stated yesterday.

The improvement is general across the country, he said, attributing it to the release of better quality pictures, in greater number and in an orderly distribution pattern. He added that exhibitors are working harder this year than last, too.

"What happened to exhibition last fall," he remarked, "could have been a blessing in disguise. Theatre men were so frightened they went to work in earnest and are keeping at it. The favorable results are now beginning to show."

Reeves' Sales, Earnings Highest in Co. History

Reeves Soundcraft Corp., manufacturer of magnetic recording tapes, had the highest year-end sales and earnings in the history of the company, according to Harry E. Reeves, president.

Sales were $4,578,801 for the calendar year of 1957, as compared with $3,304,356 in 1956. Net income after taxes for 1957 was $232,224, as compared with $876 in 1956. The company now has 2,817,725 shares outstanding.

FCC Won't Regulate Community TV Masts

From THE DAILY Bureau
WASHINGTON, Apr. 3—The Federal Communications Commission declined today to take over regulation of close to 300 community antenna TV systems in some 30 states. The systems are operated by erecting tall towers which pick up programs of distant TV stations and deliver these to set owners over wires or underground cables for a fee.

The FCC's ruling today held that the companies do not make use of the companies do not make use of the airwaves to deliver their service, and so are outside commission jurisdiction.

'Thought Lions' Off to Flying Start at Paramount

The Paramount Theatres' "new look" (physical refurbishing) and new film policy (top flight product) got underway to a "terrific" start here yesterday when 20th Century-Fox's "The Young Lions" set a house record for a non-holiday opening. Late in the day Bob Shapiro, managing director of the theatre, estimated that the gross would hit $171,100.

The figure was considered even more exceptional in view of the fact that it was achieved during Holy Week, which is traditionally a slow one for theatre business.
Miss Woodward Guest
At ‘Summer’ Premiere

Fannie Hurst, Pearl Buck and other prominent literary world figures joined last night with stars of the entertainment world in welcoming Jerry Wald’s “The Long Hot Summer,” which had its premiere at the Fine Arts Theatre here. The story of the 20th Century-Fox release is based on a novel by Pulitzer and Nobel prize winners William Faulkner and Joanne Woodward. Academy-Award-winning star of the picture, was a guest at the premiere, as were Wald and co-stars Orson Welles and Sarah Marshall.

Kamber to Coast for H-H-L, UA Meetings

Bernard M. Kamber, Hecht-Hill-Lancaster’s national director of advertising, publicity and exploitation, will leave here at the weekend to meet with company officials in Hollywood next week on upcoming promotions in H-H-L’s $12,000,000 production program for United Artists release.

The conferences are scheduled over 10 days and will be attended by H-H-L president Harold Hecht, James Hill, Los Angeles, as well as with Robert B. Blumofe, UA vice-president in charge of West Coast production, and Leon Roth, UA West Coast publicity coordinator.

British Firm Acquires
Three Mexican Films

Special to THE DAILY

MEXICO CITY, Apr. 3—Three Mexican pictures, “Adam and Eve,” “Tisoc” and “Where the Circle Ends,” have been bought by a British firm to be dubbed into English and exhibited in England. This is considered the first step in an effort to increase the exchange of good films between Mexico and Great Britain.

British films appeal greatly to Mexican fans.

Danish Producers Aided

WASHINGTON, Apr. 3—Danish film producers turned out 18 feature films last year, according to Commerce Department film chief Nathan D. Golden. There are currently five Danish companies producing feature films, which receive substantial government subsidies.

Set ‘Acre’ Premiere

“God’s Little Acre,” an Anthony Mann-Security Pictures’ presentation, for United Artists release, will have a gala three-theatre world premiere in Los Angeles at the Iris, Rialto and Wilshire on May 7.

NT Dividend

LOS ANGELES, Apr. 3—The board of directors of National Theatres today declared a 12 and one half cent dividend on outstanding common stock of the company, payable May 1 to holders of record April 17.

June Industry Meet Sought

(Continued from page 1)

Los Angeles Is All Set
For ‘Windjammer’ Bow

From THE DAILY Bureau

HOLLYWOOD, Apr. 3 — More than 100 screen personalities will attend the world premiere of the CinemaScope production of “Windjammer,” at Grauman’s Chinese Theatre, Tuesday night, National Theatres have disclosed, attending talent will be seen on television station KTTV in foyer ceremonies emceed by Edgar Bergen. Airplane parties from as far away as Denver, where 41 business leaders have charted a special plane for the premiere, will be “Windjammer.”

At first Cinemiacrion production, filmed by Louis de Rochemont, projected on a screen 100 feet wide by 40 feet tall. Theatre renovation, costing virtually a half million dollars, is nearing completion under a 24-hour, three-shift labor drive, with expectation that the film can be screened for the press the night before the premiere. “Windjammer” starts a reserved-seat run on Wednesday, with all Fox West Coast theatres in Southern California and Arizona handling the ticket sale.

Golding Joining
(Continued from page 1)

The Elms,” is a former vice-president of Hecht-Hill-Lancaster. He previously was associated with Samuel Goldwyn for six years and was publicity director of the 20th Century-Fox in New York. He was also a London representative for Goldwyn and Sir Alexander Korda after World War II.

Friedlander Named to Post with UA Records

Buddy Friedlander, veteran promotion executive in the recording industry, has been named national promotion manager of United Artists Records. It was announced yesterday by Max E. Youngstein, president.

Friedlander is a 13-year veteran of the record business and has come to UA after serving as national promotion manager of Epic and OK Records. Prior to that, he was with Mercury Records for eight years, serving as a branch manager, assistant A&R man, promotion manager.

Earlier, Friedlander was a song “plugger” for Mills Music Publishers and worked as a promotional representative for singer Georgia Gibbs, Frank Warren, Noro Morales and others.

‘Marjorie’ Continues
Fast Pace in Miami

Special to THE DAILY

MIAMI BEACH, Apr. 3 — Warner Bros. “Marjorie Morningstar” began its third week yesterday at the Beach Theatre here and also opened that at the Olympia, Miami and Coral Gables, Coral Gables, making it a 3-theatre day-and-date engagement in this area. Opening day of simultaneous runs grossed a “tremendous” $6,257, it was reported.

The film established a new all-time high box office record in the 16-year history of the Beach when it grossed $33,071 in the first week of its world premiere engagement here.

‘Paris’ Benefit Held

MONTREAL, Apr. 3 — Bob Hope and his production of “Paris Holiday” raised $21,500 for the Canadian Cancer Society tonight as the United Artists release was unveiled in a gala benefit premiere at the Capitole Theatre here.

NEW YORK THEATRES

Radio City Music Hall
Radio City Center • CI 6-4900
DANNY KAYE
in “MERRY ANDREW”
and PIER ANGELL
BAZACALDI • NEIL PURCELL • ARTHUR CORTE
for ‘MERRY ANDREW’ and ME TALK pretty in UNIFORM
A M-G-M Feature
and THE MUSIC HALL’S GREAT EASTER STAGE SHOW
Jerry Wald's production of William Faulkner's "The Long, Hot Summer" was given a brilliant debut last night at the Fine Arts Theatre as part of 20th Century-Fox's first East Side-West Side simultaneous engagements. Both the Fine Arts and the Mayfair Theatre on Broadway begin regular engagements of the CinemaScope-De Luxe Color attraction today. Here the producer is interviewed by the Armed Forces Radio Network for beaming around the world.

A turn-away crowd was on hand for the debut. And when word of New York's morning newspaper reviews of the attraction was received "The Long, Hot Summer" became the talk of the town. Said Bosley Crowther, of the "New York Times": "A tight, word-crackling script, slashing dialogue." The critic also had high praise for stars Paul Newman and Academy-Award-winner Joanne Woodward. He paid tribute to Newman as "roughneck who moves in with a thinly-veiled sneer to knock down the younger generation," and to Miss Woodward, who, he says, "is excellent as the independent daughter."

Sarah Marshall, who is importantly cast in "The Long, Hot Summer," arrived with escort Conrad Janis. The "Tribune's" Paul V. Beckley also went all out for "Summer." Said he: "A beautifully written, well-directed film with the sexiness that has the dry lightness of the French style."

Twentieth Century-Fox's vice-president Charles Einfeld (left) greets glamorous silent screen star Olga Baclanova and 20th Century International president Murray Silverstone at the party given by the Fine Arts prior to the opening of the production.

Mrs. Charles Einfeld (left), wife of 20th's vice-president, chats with Mrs. Francis Lederer, wife of the noted actor currently on tour with "The Diary of Anne Frank" road company.

Also on hand were actor John Cassavetes and his lovely wife, actress Gene Rowlands. Justin Gilbert, in New York's "Daily Mirror," said of the women in "Summer": "They keep the sex interest high."

Noted producer Ilya Lopert (left) is greeted by Fine Arts managing director Richard Davis. Davis was more than happy to hear that Kate Cameron, of the "Daily News," said of "Summer": "Four stars, a honey of a picture!"
**Girls on the Loose**
Universal-International

Hollywood, Apr. 3

The girls on the loose in this First National Enterprises, Inc., production are uneasy partners in a bank robbery, executed in something like the Brinks tradition, which gets the picture off to a promising start. Later, when the girls have buried the loot in a lonely place and gone back to their several primary occupations, the partners get into a variety of disputes, rivalries and deceptions that are handled, by way of murder, counter-murder and so on, to one who is least guilty of the five and ready to tell the district attorney all about the crime. The girls, a rather clever bunch, try only kinds of looseness displayed, the feature may be sized up by title-shoppers as short of its billing.


W. R. W.

**Hell's Five Hours**

**Allied Artists**

Hollywood, Apr. 3

Jack L. Copeland, a young recruit from the industrial-film field with fresh ideas about making films for today's young audiences, and Walter A. Hennemann, his partner in Copeland-Hennemann Productions and before that a film editor, have experienced in such special areas as the editing of CinemaScope features, present here in 73 suspenseful minutes a stimulating demonstration of their extremely well grounded theories. The theories are, to be sure, a subject to be dealt with separately from a report like this on one of their pictures, but it is relevant in this case to point out that his penultimate melodrama avoids just about all of the pitfalls that most of them fall into and comes off fine, fast and exciting.

Written, produced and directed by Copeland, with Hennemann as associate producer and film editor, the picture opens on a high note of tension with a disgruntled ex-employee, played forcefully by Vic Morrow, breaking into a missile-fuel manufacturing and making off with 10 sticks of dynamite after killing a policeman. Stephen McNally, head man at the plant, is summoned from home to his office and shortly is informed by the semi-elemental Morrow that the plant will be blown sky high that night because of wrongdoing done him by the boss who discharged him.

Morrow, who has devised a chest-clothing composite of the stolen dynamite and a mercury-switch to activate it, then makes captures of McNally's wife and child, bringing them to the plant at gun point and stating most pretentiously that he intends to blow up the plant, himself and all parties concerned. As the plant is stocked with missile-fuel which requires five hours to be shipped off to a connected installation, McNally and his associates are up against the problem of keeping Morrow from exploding his device until that much time has elapsed. This places the audience in a fine state of suspense which lasts until the picture's finish.

Morrow as the demented one, McNally as the plant head and Coleman Gray as his wife are standouts in a convincing cast.

Running time, 73 minutes. General classification. Release, in April.

William R. Weaver

**The Proud Rebel**

Goldwyn, Jr.—Buena Vista

Hollywood, Apr. 3

The venerable, infallible and altogether splendid boy-and-his-dog theme is backgrounded firmly by the not so venerable but equally infallible and altogether splendid "Shane" plot-scheme in this nameful and enjoyable production by Samuel Goldwyn, Jr., of a James Edward Grant story purchased by the producer from his illustrious father ten years before start of filming. In that long a while a young producer reared in the shadow of parental greatness can do a lot of planning and preparing sure to yield a fine result. That is what "The Proud Rebel" is.

Although Producer Goldwyn didn’t foresee it at the time he bought the story, the growth of the screenplay by Joe Pettraca and Lillie Hayward over the decade paralleled, so to speak, the growth of a certain small boy whose father’s acting example was as instructive to him as the senior Goldwyn’s to the junior Goldwyn. This small boy was David Ladd, son of Alan, and when the producer finally got the story rounded into the form he felt it warranted there was no doubt in anybody’s mind that the script fit the Ladds, father and son, better than any other actors in the world. The Ladds thought so, too, and audiences that see them play father and son in the picture are likely to think this isn’t fiction at all they’re seeing but an actual father-son team living their way from trouble through conflict to happiness.

The Ladds do not live it alone, of course, for the cast assembled by the junior Goldwyn and directed with his always sure and certain hand by Michael Curtiz is headed also by Academician Olivia de Havilland, contributing her first American performance in three years, and solidly-fledged Dean of the screen, Henry Hull, as artillery man in charge, Thomas Pittman, John Carradine, Eli Mintz and others. And the Ladds and all the rest of the players share the performance responsibilities very largely with a magnificent sheepdog named King. Photography is in Technicolor.

The story opens on Ladd and his son, muted by shock in the burning of Atlanta, making their way through Illinois in search of a doctor who may be able to restore the boy’s speech. In a small town their dog, a wonderful handler of sheep, is stolen by three shepherds from whom, Ladd recovers him but is set upon, clubbed, sprinkled with whiskey and taken to court, where he is sentenced to 30 days or $30. Miss Haviland, owner of a farm nearby, pavs Ladd’s fine, out of sympathy for the mute boy, and he agrees to work out the debt on her farm. The boy and dog are inseparable, but when town kids taunt the boy for his affliction, Ladd secretly sells the dog to get money to send the boy to a Minnesota surgeon for treatment, which fails. When the boy learns his father is killed in World War II, Ladd, buckling on his gun, sets out to get the dog back from the shepherds who, he soon learns, have arranged this so they can shoot him down as a dog stealer. From here on it follows the “Shane” format pretty accurately, differing however in that this time Ladd doesn’t ride off into the nowhere.


William R. Weaver

**Cole Younger—Gunfighter**

**Allied Artists—CinemaScope**

Hollywood, Apr. 3

Frank Lovejoy, who has an extensive array of motion picture credits and a continuing exposure to the wider public in TV’s “Meet McGraw,” takes on here the identity of the infamous Cole Younger and runs up a tidy score of heroic deeds in the picture without sacrificing the basic identification. He wears the character reasonably well and the story of the picture ends in such a manner that he could go on wearing it in future pictures, on either screen, indefinitely. The present picture has, however, the assets of CinemaScope and DeLuxe color which TV pictures would not have.

Production is by Ben Schwalb, and direction by R. G. Springsteen. Daniel Mannwriting wrote the screenplay, based on a story by Clifton Adams. Running time, 70 minutes. General classification. Release, in April.

W. R. W.

**Academy Telecast Is Cited in COMPO Ad**

Under the caption, “Academy Show’s High Rating Should Interest Editors,” the 88th in the series of COMPO ads in “Editor & Publisher” says, “Nothing has given such eloquent proof of the popularity of motion pictures as the Academy Awards telecast over NBC on the night of March 26.” The advertisement will appear tomorrow. NBC reported the next day that this show, the ad continues in part, “had the highest Trendex rating of any show in the current television season among the last local Nielsen ratings.”

The previous high was established on Thanksgiving Eve by Mary Martin in ‘Annie Get Your Gun.’ The Martin show, with a Trendex rating of 35.3 and slightly over one million New York metropolitan television audience, played to 60,000,000 persons, according to the figure developed by NBC research.
REVIEW: The Flame Barrier

United Artists

Solar batteries, humans that turn a charnel skein in a flash, chimneys that fall returned from a ride in a satellite to outer space and suddenly evaporates in a flash of light, and tape recorders that blur indistinct murmings have been added to the usual torments of the jungle such as pythons, snakes and eerie sounds. It’s exciting fare for today’s imaginative young rocketeers.

The story opens calmly enough on the edge of a jungle near Campeche, Mexico, where, it is believed, a satellite containing a chimpanzee has fallen out of space. Carol Dahnhan (Kathleen Crowley) arrives in search of one Dave Hollister (Arthur Franz) and his brother, Matt Hollister (Robert Brown), who know jungle ways. Mrs. Dahnhan has been trying to convince the Hollisters they should head her on an inland trip in search of her missing husband. Dave is a four character who breaks no opposition even from the woman who is paying for the trip.

They go as far as they can in a jeep. Then, with the help of Indians, they penetrate into the dense undergrowth and find a deserted Indian village. The few Indians they meet seem to be terrorized. Snakes and gila monster add to the suspense. Finally they reach a town with a scientific apparatus and with electric lights. They discover that everything living that crosses a certain fine in a cave goes up in flame. The climax comes as soon as they try to short circuit the electrical mass.

Its hardly credible, but the youngsters will probably like it very much. The screenplay by Pat Fielder and George Worthing Yates from a story by Yates, Arthur Gardner and authors V. Levy were the producers, and the direction was by Paul Landacre.

Running time, 70 minutes. General classification. Release, in April.

JAMES M. JERBAULD

U. S. Films Most Liked

In Argentina: Golden

From THE DAILY Variety

WASHINGTON, Apr. 3—U.S. film distributors in Argentina are pressing for higher admission prices, but so far unsuccessfully, the Commerce Department said. Film chief Nathan D. Golden noted that low admission prices are considered politically important in Argentina, and government pressure has thwarted them. The U.S. distributors would particularly like higher prices in theatres in downtown Buenos Aires, he said.

U.S. films are the most popular in Argentina, accounting for 382 films or 25% of the 701 films released there last year, Golden reported. Italy, Great Britain, France, Spain, Mexico and Russia also are popular.

Argentina producers started coming out of the bad slump late in 1957, according to Golden.

Mike Todd, Jr., on April 21 will officiate at ceremonies at the Cine-Stage Theatre, Chicago, marking the first anniversary there of "Around the World in 80 Days." Harvey Shapiro, recently promoted from assistant manager to manager, said the ceremonies were postponed one week because of the death of producer Mike Todd.

Richard Young, booker in the 20th Century-Fox exchange at Albany, N.Y., has been advanced from vice-president to president of Local F-43, IATSE, comprising front office workers in the area. He succeeds Mrs. Charlotte Lansing, assistant cashier at Warner Brothers until the recent closing of the WB branch.

Richard Williams, for six years with the Disney organization in Chicago and more recently with Wilding, has joined Filmcraft Studio Co. as head cartoon animator. Ed Stevens has been added to the animation staff and Gladys May has joined Filmcraft as a film editor.

Ed O’Neill, Connecticut district manager for the Brandt drive-in theatres, has resigned, effective immediately, with future plans to be disclosed shortly. Temporary replacement in the state will be Sain Kanto, supervisor of Brandt’s 42nd Street theatres, New York.

Carl Bovee has been named manager of Lumant’s Vail Mills Drive-in, near Gowlersville, N.Y., to be re-opened Apr. 17. Bovee is now associated with a Gloversville radio station.

Edward J. Wall, who recently retired as Paramount advertising head in the Albany-Buffalo area after three decades of service with the company, has been named assistant secretary of a new corporation which will erect the first cooperative apartment building in the Albany area.

Wylie M. Hamrick, owner of the Hamrick Theatre in Gaffney, S. C., has been elected to the board of directors of Graver Industries, Inc., of Charleston, S. C.

Alfonso Cardenas, formerly business manager for Ray Manufacturing Co. of Los Angeles, has been named manager of the Los Angeles office of Wilding Picture Productions, Inc., of Chicago.

Earl Humphries, who has been 27 years with Theatre Printing Co., Atlanta, is resigning to form his own printing organization, National Program Printing Co., in the same city.
 Adds Sponsorship to TV, Radio Performing Career

Herb Sheldon has the unique distinction of having become a sponsor at the same time that he continues his career as a radio and television performer.

It happened this way: A couple of years ago a Brooklyn doctor, who gave lollipops to child patients, got the notion that vitamins in lollipops would be a real idea. It worked, and the doctor and his partner approached Sheldon, master of four programs and expert at selling. In children, for sales help. Sheldon experimented, then took over ownership of the vitamin firm.

The company's Pop-a-Day Pops are going very well, Sheldon has bought time on several shows, and of course continues to sell the product on his own shows.

'Code' for FCC

(Continued from page 1)

The practice of some commissioners of having trips and other expenses paid by broadcast industry groups, and the pressures brought on the FCC in connection with the award of the Channel 10 station in Miami to National Airlines. The hearings forced the resignation of commissioner Richard A. Mack.

May Alter Budget Procedure

It might also suggest that the chairmanship be rotated among the members, that the budget of the FCC and other regulatory agencies come directly to Congress without budget bureau review, and other reforms.

Hearings on other TV channel award cases are expected to resume after Congress' Easter recess ends in mid-April.

Miss Hemlock a Witness

The final witness today was former commissioner Frieda Hemlock, who charged she was dropped from the FCC because she fought "monopolistic influences," which she named as the three major TV networks and the American Telephone and Telegraph Co.

New MPO Division For Live Programs

MPO Productions, Inc., producers of industrial films and television commercials, has formed a new department to produce live industrial presentations, including sales meetings, dealer conventions, product introduction shows and stockholder presentations. Bert G. Shevelow will head the new division.

America on TV to Be Feature at Brussels

NBC International Ltd. will bring Europeans their first look at color television this summer.

The NBC subsidiary, now in its second year, was awarded a State Department contract to handle U.S. government television activities at the Brussels World's Fair. Working with a color television studio and equipment installed by RCA in the U.S. Pavilion, an NBC International program staff will provide eight hours of live and filmed color programs daily to be viewed on closed circuit over color receivers in various parts of the pavilion.

Typically American

The programming will include interviews with leading Americans visiting the Fair, as well as cooking and household shows, and other typically American programs. There will also be acts from all over the world appearing in Brussels in connection with the Fair. There may be excerpts from the NBC-commissioned Menotti opera, "Maria Golovin," which will have its world premiere at the Fair on Aug. 20.

While negotiations for the Brussels project were under way, Alfred B. Stern, chairman of the board of NBC International, was on a 40,000-mile, eight-week trip that took him around the world on an organizational survey visit to eight countries--Cuba, Austria, Germany, Japan, Hong Kong, Malay, the Philippines and Australia.

Finally Universal Interest

"Everywhere, I found great enthusiasm for NBC International's activities," said Mr. Stern. "I found special interest in our objective of building a two-way street of television systems around the world. Through this channel there will be a steady and growing interchange of programming, film and talent. This is bound to expand the advance of television as a world communications medium."

In its second year, NBC International has its own offices or representatives in six locations--Montreal, Mexico City, Panama, London, Tokyo and Australia.

Looks Overseas

Looking to the future, Mr. Stern said he hoped NBC International would soon be providing channels not only between the United States and overseas nations, but directly between various NCS and countries. For from time to time, he said, his company would provide a direct interchange of programming between Spanish television, which is just getting underway, and several South American countries where TV is already established.

Who's Where

Gamal Abdel Nasser, president of the United Arab Republic, will be seen on the TV network of CBS Sunday in a filmed interview that will be carried between 3:30 to 4 P.M. The original interview was conducted in Cairo by Frank Krens, CBS correspondent there.

John J. Heffernan has been appointed sales manager for Terrytoons, a division of CBS Television Film Sales, Inc., it was announced by William M. Weiss, vice-president of Terrytoons.

Martin Colby has been appointed to the national sales staff of the radio and television division of Triangle Publications in Philadelphia, Edward J. Benedect, national sales director has announced.

Louis S. Simon has been named general manager of KFOX, San Francisco television station owned and operated by WBC, it was announced by Donald H. McGannon, WBC president, and Philip G. Lasky, WBC executive in charge of West Coast radio and television.

Irving Feld has been appointed general sales manager of Guild Films by John J. Cole, newly elected president of the company. Feld, formerly national sales director of Guild Films, has been with the company since 1955. He will have supervision of all sales departments--national, syndication and foreign.

Audrey Rejoining CBS in Creative Services

James T. Aubrey, Jr., will join the staff of Columbia Broadcasting System, Inc., as vice-president--creative services, effective April 28.

Aubrey is returning to CBS after 16 months with ABC Television, where he was vice president in charge of programming and talent.

Moore, Mullen Shift

Thomas W. Moore has been appointed ABC-TV vice-president in charge of TV programming and talent and William P. Mullen, manager of ABC-TV Detroit sales division, has been promoted to succeed Moore as ABC vice-president in charge of TV sales. Moore succeeds James T. Aubrey, Jr., who has resigned to go to CBS.

Bette Davis on CBS

Bette Davis has been signed as hostess-narrator of CBS Radio's new daytime drama "Whispering Streets," which started on the network Monday.

National Pre-Selling

"LIFE" in the March 24 issue has created a new approach in covering a motion picture. In this issue the editors have visualized the lyrics of Oscar Hammerstein for "South Pacific." They did this by using the past and some of the sets, and giving their impressions of the Rodgers and Hammerstein songs.

N. B. Farbman was assigned by "Life" for this extraordinary group of photos. Among those visualized are Mitzi Gaynor singing "A Wonderful Guy," Rossano Brazzi, "Some Enchanted Evening," and John Kerr singing "Younger Than Springtime."

All the photos are in full color. They appear entirely across two double-page spreads.

"Esmirna" for the April issue photographed Joan Collins in the four roles she likes best in the English theatre. A full page in brilliant color is used for each role. As for Joan film career, her next release is "Rally Round The Flag, Mr. Lincoln."

An interesting history of the Academy of Motion Picture Arts and Sciences's own Oscar appears in the April issue of "Photoplay."

"Witness for The Prosecution" reports Marshall Scott in "Cosmopolitan's" March issue is the trickiest and smartest melodrama in years. This Agatha Christie thriller, whose concluding triple-whammy will keep you guessing right to the last second.

A striking two color ad on Sol Siegel's "Mercy Andrew," starring Danny Kaye, appears in the March 25 issue of "Life."

"Ten North Frederick," the John O'Hara novel published by Bantam Books, has been made into a motion picture. It stars Gary Cooper, Diane Varsi and Susie Parker and will be released in May by 20th Century-Fox.

In selecting "The Long Hot Summer," as the picture of the month for April, Edwin Miller in "Sevene" says: "This exhilarating movie--boils along like some swift, tricky current of the Mississippi River--motives in this engrossing story are as tangled and entertaining as they were in life itself."

Glenn Ford and Shirley MacLaine are spotlighted in the ad for "The Sheepman" appearing on the table of contents page of the April issue of "Good Housekeeping."
Easter Week Business Here Is Off to a Strong Start

Easter week business on Broadway was off to a strong and early start last week and over the weekend, with new shows drawing capacity houses in most instances and others playing to consistently large audiences.

Ted Schlanger Resigns
Stanley Warner Post

Stanley Warner Corp. on Friday announced the resignation of Ted Schlanger as zone manager in the Philadelphia area. S. H. Fabian, SAW president, in making the announcement, expressed regret at Schlanger's decision to leave the company and stated that the executive would be retained as a consultant.

Schlanger, educated at Michigan State University and a veteran of World War I, entered the industry in 1921 with Universal, where he rose ultimately to the position of Eastern sales manager and assistant general sales manager. In 1932 Schlanger joined the theatre division of Warner Brothers (now Stanley Warner), He was named to the post which he now is leaving—Philadelphia zone manager—in 1933.

Film Council Industry Report Mailed; Offers 4-Point Plan for Recovery

By WILLIAM R. WEAVER

HOLLYWOOD, Apr. 6—The Hollywood-FILM Industry Council, comprising 31 unions and guilds aggregating a 24,000 membership, on Friday issued a stern call for organized leadership to marshal all forces for an attack on problems now facing the industry.

The action is predicated on a 78-page report by Dr. Irving Bernstein, U.C.L.A. economist engaged by the Council to compile a survey covering all branches of the industry. A complete copy of the report, entitled "Hollywood at the Crossroads—Economic Study of the Motion Picture Industry," was dispatched at the weekend to 35 industry leaders with a letter from Council president Pat Somerset inviting them to join in meetings and discussions preparatory to implementing the Council's program based on the Bernstein report.

"The Council feels that a united effort is imperative now in at least four projects: 1. Demand for American counter (Continued on page 3)
C. V. WHITNEY, president, and Arthur Wilde, general vice-president, of C. V. Whitney Productions, will arrive in New York on Monday from Hollywood.

Mori Kruszen, United Artists exploitation manager, returned to New York over the weekend from Montreal.

William L. Snyder, president of Rembrandt Films, will return to New York today from Europe.

Irving Sochin, general sales manager for Rank Film Distributors of America, will return to New York to-day from key cities of the Midwest.

Charles Kranz, Filmmakers vice-president, and Mrs. Kranz on Saturday celebrated their 35th wedding anniversary.

Mac Krem, West Coast representative for the Detroit exhibitors, will leave Los Angeles this week for Honolulu and the Far East.

Michael Wansynsky, representative in Hollywood, will return to New York today from New York.

Semenenko Buys 23,000 Shares of WB Stock

From THE DAILY Bureau

WASHINGTON, Apr. 6.—Serge Semenenko reported buying 23,000 shares of Warner Brothers common in February, boosting his holdings to 103,000 shares, according to the latest report of the Securities and Exchange Commission on trading in film company stocks by officers and directors. The purchases were made between Feb. 21 and March 10, Associated Motion Picture Industries reported selling 20,000 shares of Republic Pictures cumulative convertible preferred, retaining 29,600 shares. Herbert J. Yates bought 7,309 shares of Republic common in January, boosting his holdings to 74,469 shares. Jerome A. Newman bought 100,000 shares May 16, boosting his holdings to 4,530 shares, and Graham Newman and Co. bought 125 shares for a total of 5,145. B. Gerald Cantor bought 1,000 shares of National Theatres common, boosting his holdings to 108,500 shares. Alfred Hart bought 2,000 shares of Columbia Pictures common for total holdings of 8,067 shares.

The Kudos for Milton Rackmil are still reverberating from one end of the trade to the other for rejecting all thought of liquidating any of Universal's operating assets and for his decision to have production going again on the Universal City lot by July 1. His action expressed his confidence in the industry's future and his company's place in it. It is a decision that automatically strengthens the industry, as the other kind of decision would weaken it. Because that is readily recognizable, the plaudits for Rackmil are many and sincere. He made a decision that benefits not only his own company but the industry at large. Even though the subject of liquidation of some of U's assets may again be raised, it could come only from completely meaningless sources. Rackmil is on the side of stock-voting authority. And the industry is on Rackmil's side.

PRESS RELEASE from NTA Pictures, subsidiary of National Telefilm Associates, which supplies TV with films, contains this: "...there is a vast reservoir of potential moviegoers ready, willing and able to patronize theaters provided they're offered a legitimate respite from rick' n' roll beats and clichè-ridden TV scripts."

MOTION PICTURE DAILY, Martin Quigley, Editor-In-Chief and Publisher; Sherwin Kase, Editor; James D. Ives, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Western Editor; J. F. Feke, Advertising Manager; Gus H. Faneit, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editor; Frank C. Rhein, eastern Editor; Hollywood Bureau, 1833 Vine Building, Samuel D. Berna, Manager; William R. Weaver, Editor, Telephone Hollywood 7-2145; Washington, J. A. Otto, News Editor; Edward C. Davis, Reprints and Circulation. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1709 S. Broadway, Los Angeles, Calif. 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, $6.00 in the Americas and $12 foreign. Single copy, 10c.

TRADENISE

By ONLOOKER

BUSINESS during the first quarter of this year ran consistently ahead of the first quarter of 1957. Experience differed from one locality to another, even from one circuit to another, and hence it is difficult to arrive at an average figure even though the general pattern was one of improvement. ... With the second quarter off to a tremendous start—in some instances 35 to 50 per cent ahead of Holy Week last year—exhibitors are looking to the future with more confidence and pleasure than they have been able to muster in a long time. ... Nevertheless, the business story actually is the same that it has been for several years—the top pictures doing vastly more business than ever before, and the weaker films doing little or nothing. While it remains a story of peaks and valleys, the difference this year is that to date there have been more peaks. They are closer together than last year. The number of strong attractions has increased and they reduce the necessity of many theaters playing fill-in product. The result is that the fine business done by the top films is not being leveled by the weaker in-between product. The exhibitor is left with more take-home pay. ... Another factor is that exhibitors, almost to a man, are working harder, are more careful about the appearance, performance and service of their plant, and have corrected many of the negligent practices which were hung over from the rush postwar years. ... The morale of exhibition is better, too, now that they have had from top sources the strongest assurances that can be given them as of now that no sales of post-1948 libraries to television are contemplated. ... It is in reality a New day and a bright one for exhibition.

NEXT PHASE of the all-industry business-building campaign is likely to be an advertising and promotion campaign on radio networks beginning in June. The time is considered right because millions who start deserting their television sets in that month still listen to their car and portable radios. ... That is, it will be the next step providing exhibitors maintain their interest in the campaign and, in the meantime, can come up with whatever is expected of them in the way of their share of the financing up to that point. If they do, the summer radio campaign most probably will be followed with a national advertising campaign in newspapers across the land, designed to stimulate theatre-going during the period when the top television programs are returning to the air. ... But without adequate exhibitor support, the campaign's continuation will be endangered, and so would a repeat of the industry-sponsored Oscar telecast in 1959.

Three Theatres Reopen In Upper Midwest

Special to THE DAILY

MINNEAPOLIS, Apr. 6.—Theatres reopenings continued closing 4 to 1 in the upper Midwest during the last two-week period, while a fifth, G. Nathanson's Clouet at Clouet Minn., went back to full seven-day operation.

Reopening are the Juneau, Milwaukee nabe, which was formerly operated by the Gran circuit but is now under lease to Elmer Nimmer; Ohi Engen's Lyric, Rugby, N. D.; D. H. Plassa's Arcadia, Hannah, N. D., and the Mallard, Mallard, Ia.

State Legislature

(Continued from page 1)

lemas are expected in any of the states this year.

Altogether, 18 state legislatures will meet this year. A bill to permit classification of films into adult and universal categories was defeated in Maryland, and a sales tax bill defeated in Massachusetts. The New York legislature passed legislation to prohibit films or other media from advertising any product as hav ing been subject to an immoral court case, and this is now pending before the governor.

The legislatures now in session are Massachusetts, Michigan, New Jersey, Rhode Island, South Carolina, Arizona and Connecticut. Kansas will open a special session later this month and Louisiana will start sitting next month.

A bill is pending in South Carolina to prohibit obscene films, but no action is likely.
Motion Picture Daily

Monday, April 7, 1958

Oscar Show

(Continued from page 1)

of the Motion Picture Association of America on plans for the 1959 "Oscar" show.

He told the press that he’s willing to produce next year’s telecast, but he would like to have 12 months in which to prepare it. Public service coverage, he said, is his idea. "Why shouldn’t it be covered as public service?" he asked. "The Academy show was something of an entirely new scene—and far more entertaining than the political conventions."

In addition, he said, "TV needs a shot in the arm." The Academy show has been the amount of good will TV would create for itself by carrying the show "free—that is, paying the time charges which the industry itself paid for, and held up a bridge to preposition to the cost. The money thus saved by the Academy, he said, would then be put into the actual production of the show, for top musicians, directors, choreographers, etc.

Tells of CBS Offer

Indicative of the networks’ interest, said Wald, was the fact that on the Monday before this year’s show CBS-TV offered to carry the Oscar telecast on its network. NBC-TV, however, objected, and so the idea was dropped.

Discussing this year’s show, he said that it was "a tremendous success" in all departments, adding that it was "almost incredible that we got through without a single goof as we did." This he explained by saying that they had had only three days of rehearsals, had never even had an entire run-through and had been forced to hire enough material to fill still another show (with some of the cutting being done while the show was on air).

Mentions Total of Billion

The total audience for the show around the world, including TV viewers, the radio audience and those who see the film of it, should reach one billion people, Wald said, and he expected the Nielsen rating to show a TV audience here of between 80 and 90 million.

The public reaction to the telecast was unanimously favorable, he continued, and he added that the audience was "on target" with the show on the air.

Favors Twice-A-Year

In addition to his idea for "public service" coverage, Wald said, "I have another proposal in regard to the "Oscar" show. He said he would like to see it done twice a year. That is, he explained, he would like to see an Academy-sponsored show in June, which would feature the best five actors, actresses, supporting players, directors, writers and pictures, which in turn would compete for the "Oscars" the following March with pictures released subsequently.

This, he said, would not only spread out the promotional activity of the Academy show, but would also spurn the earlier release of many top pictures which distributors, mindful of the deadline for Academy nomination eligibility, now tend to release in a bunch just before the end of the calendar year.

Wald also touched up this "bunching of releases" in his remarks about the industry in general. He was somewhat, he shook, he said, to walk down Broadway Thursday night and see two Clark Gable films in first runs just a couple of blocks apart. If someone wants to see a Gable film which one should they go to?" He added, "Don’t distributors talk to each other?"

Sees Industry Ok

However, he said, "I can’t really see anything wrong or dying about an industry which is doing a $2 billion gross annually." Hollywood, he suggested, "can’t keep living in the past; the star system, as it is used to be known, is dead; the combination of story AND stars AND production values is the thing.”

As he outlined them, his own production plans this year make him almost a man major company. He starts shooting "March of the Grapes" in Lexington, Va., next Friday. Also scheduled to get under way very shortly are "The Big War," "March the 9th," probably with Cary Grant and probably to be shot in Greece; "The Sound and Fury" with Yul Brynner; a Bob Hope film; "Wild in the Country," based on a novel by Fred Gipson; D. H. Lawrence’s "Sons and Lovers," and an original by Clifford Odets.

Small Business Credit

Hearings on April 21

From THE DAILY BURSES

WASHINGTON, Apr. 6.—A Senate Banking Subcommittee said it would start public hearings on or about April 21 on proposals to provide long-term credit and equity capital for small businesses. Most proposals pending before the committee would set up a new system of special small business credit associations, financed in part by government funds and partly by private funds, to fill these needs.

Must Show Technical

Awards on TV: Wald

By the very nature of its name, the Academy of Motion Picture Arts & Sciences cannot drop the presentation of its scientific and technical awards in the course of the "Oscar" telecast, even in the interest of time and showmanship, Jerry Wald said here Friday. "However," he said, "we can try to make these presentations interesting." He revealed that he had had a plan this year for Cantinflas to be on hand during these awards to serve as focal point for a light-hearted explanation of what the various technical awards mean. Wald also revealed that he almost—but not quite—pulled off another coup of news-worthy proportions. He said he had secretly persuaded Greta Garbo to make an unexpected appearance to present the best actor award as a stand-in for Ingrid Bergman. The former beauty queen, he said, for her own time, got cold feet the night before, however, and decided to stay home.

Film Council

(Continued from page 1)

measures which would operate like the British EADY Plan to encourage production in America of American-interest films.

Calls for full governmental assistance in the field of foreign exchange and negotiation of reasonable regulations on earnings' remittances. "Continuance of the fight for general modification of tax structures which operate to discourage domestic film production.

"Thorough exploration of the possibilities of legislative or judicial correction of industry problems arising out of the Paramount decree."

Open for Suggestions

The letter continues, "Our efforts need not be confined to these projects. We would be happy to hear other suggestions, but we feel that immediate action is most necessary. The prevailing political and economic climate seems most favorable for timely and concerted effort on behalf of our industry. Since we face the immediate problem of scheduling meetings and arranging a time-table for action and publicity, could you indicate to us within a few days whether or not you or your organization will be interested in preliminary discussions with us."

The Bernstein report includes many tabulations showing in statistical form how revenues, costs, employment, wages, placements and other indices of all kinds, have varied from year to year, beginning in 1946.

Education Meet Set

A conference on motion picture education, the second in an annual series, will be held Tuesday evening Wednesday at the Museum of Modern Art here.

UAA's Plan to Buy

AAP Filed with SEC

Further details of the plan under which the Associated Artists Corporation, Inc., would purchase the assets, properties and film television business of Associated Artists Production Corp., as first reported in Motion Picture Daily in mid-February, have been disclosed with the filing of a registration statement with the Securities and Exchange Commission.

The transaction, which would involve about $33,000,000, consists of an offer of debentures and cash for capital stock, warrants and outstanding debentures of Associated Artists Production. UAA is an affiliate of United Artists Corp.

Gotham Acquired 700,000

Gotham Television Film Corp., also a subsidiary of UAA, Corp., last December bought 700,000 shares of AAP. In the registration statement filed with the SEC it is stated that Gotham would sell its share of United Artists stock associated and that Gotham would enter into an agreement to furnish services and funds to UAA. It also states that UAA Corp. would have an option to buy UAA stock.

Under the terms of the deal United Artists Corporation would exchange $6 of debentures and $6 in cash for each outstanding share of AAP stock and $54 of UAA debentures for each outstanding warrant for the purchase of four shares of AAP stock and $13 in cash.

United Artists also plans to acquire Associated Artists Production's 6 per cent subordinated convertible debentures offering $648 in cash and $648 of United Artists shares for each $1,000 of AAP debentures.

WB Suit Settlement

Approved by Jurist

New York State Supreme Court justice Edgar Nathan on Friday gave final approval to the proposed settlement of a suit brought by a number of Warner Bros. stockholders against the company and several of its officers and directors last year. At a hearing on March 12 the judge had reserved decision after hearing both plaintiffs and defendants. Friday he ruled that the settlement was "fair and reasonable."

The suit, brought by Florence Brill and other WB stockholders, charged loss to the corporation and improper gain to the officers and the group which purchased the stock from Harry and Albert Warner through the stock tender arrangement under which the purchase was made.

The suit was approved by both plaintiffs and defendants last May, the defendants specified no admission of liability, but agreed, in order to avoid the trouble, time and expense of the case, to authorize the payment of $100,000 to the company, upon which the suit would be dismissed.
Soviet Sales

(Continued from page 1)

under the recent U.S.-Soviet cultural agreement.

The State Department said that firms willing to buy Russian pictures or wishing to sell U.S. films to the Russians should apply to Shelton. He refused to say exactly how many Russian films were being sought by the American companies, but that there were "a number of" them. All the American distributors interested in Russian films have seen some but not all of the films the Soviet film negotiators brought with them, and will see the rest in the next few days.

50 U.S. Films Offered

Shelton said the U.S. negotiators have now made available about 50 American films to the Russians for possible Soviet purchase, and expect to make about 50 more. The Soviet delegation thus far has seen about 20 of these.

The U.S. and Soviet negotiators held a third meeting here Tuesday, with three presidents of international sales organizations expected to sit in. Motion Picture Association President Eric Johnston is heading the U.S. negotiating team, with A. A. Slavno and A. N. Dvylev handling the Soviet end of the negotiations.

Producer-Writer Team

(Continued from page 1)

to spend five million to tell a story, and for the industry to depend on such would be disastrous because how many can there be. Certainly in making "Kathy O" they spent far less. "Names," they declare, mean no more than the stories they adorn; "production values" are in planning and writing carefully, believably; and they work very hard analyzing and conveying to script the story characters, to achieve believability.

The men are producer S y Omberg and director Jack Sher. They wrote their picture's screenplay, and Sher wrote the original, for the "Saturday Evening Post." They were in Philadelphia, and then New York, promoting through talking shops, trade shows, etc., made through the years when they were in those fields—on newspapers, and especially magazines such as the "Post," "Life," and "Look," and other middle

motion picture shooting, the opening of the "Search for Paradise," the fourth Cinemara production, at the Missouri Theatre.

The opening night's performance April 22, will be for the benefit of the Catholic Community Library. A second "premiere" will be held April 24, with most of the proceeds being given to the Heart of America Eye Clinic.

Easter Week Starts Strong

(Continued from page 1)

$10,000, and the total advance now stands at $150,000, ranging from four to five weeks of capacity. At the weekend "Kwai" had live shows in three days, and the gross was a sellout, $17,900.

That success story was the same at the Criterion where "South Pacific" had six performances in three days for a total of $25,145. Sell-outs for all shows of "Around the World in 80 Days," including an extra on Saturday morning, were reported at the Rivoli. Management of the Warner Theatre, where Cinemara's "Search for Paradise" is in its last five weeks, said that business was "very good."

On the basis of Friday receipts and the expected upturn on Saturday and Sunday the Victoria Theatre expected to gross $22,000 with United Artists "Run Silent, Run Deep" for the three days. And at the Astor, where the same company's "Witness for the Prosecution" is now in its ninth week, a gross of some $17,000 was anticipated for these three days.

Other theatres with strong product were looking forward to a big weekend, including the Mayfair with Fox's "Long, Hot Summer," the Capitol with Universal's "The Good Thief," and the Odeon and Sutton, both playing Paramount's "Desire Under the Elms."

Allied Bulletin

(Continued from page 1)

"Actually certain features of the (20th-Fox sales) plan," says the bulletin, "are being employed by other companies at the present time—demands for 50 per cent and upwards of the gross receipts; demands for a two-week engagement for two weekends; and demands for increased admission prices and satisfaction to the distributor."

There is no question here is that Fox has included all these requirements in its written offer, putting its pictures up for 'grabs' regardless of pre-existing runs, clearances and availabilities. We have found some variations in the terms for 'Peyton Place' but none more favorable that the exhibitor..." Experienced, efficient exhibitors operating subsequent run and drive-in theatres, however, have no evidence of sincerity that they cannot survive under marketing of the kind herein described."

The bulletin asks exhibitors to check their engagements carefully and report on them to the Emergency Defense Committee. It adds: "Unless exhibitors resist now, the plan may spread among other companies as other oppressive innovations have spread in the past."

Contacted in New York late Friday, A. H. Harrison, general sales manager of 20th Century-Fox, said he had not yet received a copy of the Allied bulletin and had no comment to make on it.
IN OUR VIEW

TELEVISION TODAY

Four Recommendations on FCC Will Go Into Bill For Congress

WASHINGTON, Apr. 6—A House Commerce Investigating Subcommittee is still studying the activities of the Federal Communications Commission in proceedings, and will definitely hold hearings on charges that the TV networks had been carrying on an unfair propaganda campaign against toll television.

Mr. Salant eloquently defends his particular network against the charges brought by (Zenith president) Commander McDonald. I think his defense would appeal to the television broadcasting industry in general. Thurmond, of course, is a leading critic of toll television.

Atlanta Radio Stations Get License Renewals

Special to THE DAILY

ATLANTA, Apr. 6—The Federal Communications Commission said it has granted regular three year license renewals to Atlanta radio stations WSB, WAGY and WYZE, after approving their program logs for the past year. At the same time, the commission declined to comment on trade reports that license renewals for 10 other radio stations in Atlanta have not been acted upon, pending responses to staff “letters of inquiry” about program logs submitted for review here.

The stations which have not as yet received their renewals are WAKE, WAOK, WES, WQXI, WJXH and WHIN. In such cases, the stations involved continued on a deferred license basis.

WB-TV in Burbank Is Opened

Special to THE DAILY

BURBANK, Calif., Apr. 6—Warner Bros.' $1,000,000 television operation centre in Burbank, Calif., has been opened officially by Jack L. Warner, president; television executive producer William T. Orr and the company's five stars. On hand for the ceremony were Clint Walker of "Cheyenne," James Garner and Jack Kelly of "Maverick," Will Hutchins of "Sugartown" and Wayde Preston of "Calt." 

The building will house the complete administrative and production staff of Warner Bros' television division.
SMASH RIGHT ACROSS THE COUNTRY...

HEADED FOR THOSE "TRAPEZE" GROSSES!

‘Run Deep’ Boxf
DETROIT—Palm’s

‘Run Deep’ Sock
MINNEAPOLIS—Gopher

‘Run Deep’ Great
BOSTON—Orpheum

‘Run Deep’ Smash
CHICAGO—United Artists

‘Run Deep’ Bofoo
SAN FRANCISCO—United Artists

‘Run Deep’ Socko
DENVER—Paramount

HEART, HILL and LANCASTER Present

CLARK GABLE • BURT LANCASTER
RUN SILENT, RUN DEEP

JACK WARDEN • BRAD DEXTER • DON RICKLES • NICK CRAVAT • JOHN GAY
ROBERT WISE • HAROLD HECHT
MOTION PICTURE
DAILY

NEW YORK, U.S.A., TUESDAY, APRIL 8, 1958

E D I T O R I A L

Mis-Directed Zeal

By Sherwin Kane

nce again the industry becomes a world-wide loser because of the built-in system, but nonetheless guided publicity endeavors of one of its members. This time it is the survey prepared for the Hollywood Film Council, intended to show that only cause the industry has been on the downgrade since 1946, Hollywood production presumably is in need of artificial respiration.

The report was treated in national network and news syndicate handle as further proof that not only Hollywood but the entire industry is washed-up and done for.

For example, the N. Y. Times' Page 1 headline read: "Movies' Decline Held Permanent." And the subhead: "Survey by Film Unions Finds '46 Status Gone Forever." Industry members were puzzled no doubt to learn that the fact that the abnormal prosperity of 1946 is past, can be construed today as news. It is just as "gotten" as many other industries, unpublicized. It is something that the industry has been aware of for a long time.

To publicize the fact at this stage as though it were something new, even in the hope of achieving production stimulants from which Hollywood labor might benefit is a misdirected action.

As for the program the survey proposes, there is no more reason to believe that an early plan for Hollywood would be any more valuable than it has been to England, and certainly an increased admissions tax is too great a price to pay for it. On point 1, negotiations of reasonable for- nition remittances are being diligently and ably handled by Eric Johnston, his associates and other industry leaders.

The tax modification proposal is valid and should be assisted. Some amendment of the Paramount consent decree is desirable but it is doubtful whether any unanimity of industry thinking could be attained in order to give it a chance of succeeding.

Brochure Soliciting Exhibitor B-B Contributions Distributed

A brochure soliciting exhibitor contributions to the industry's $2,000,000 business-building fund is being distributed to theatres over the country through the exchanges of National Screen Service, it was announced yesterday by COMPO. The mailing of the brochure marks a further implementation of the all-industry campaign.

Bearing on its cover the injunction, "Get Into This Fight ... It's For...

(Continued on page 8)

Big Weekend For Broadway

Damis Will Head S-W

Phila., D. C. Zones

Frank J. Damis has been elected a vice-president of the Stanley Warner Management Corp. and will direct the company's theatre operations in the Philadelphia and Washington zones, which are being merged under his supervision, Harry M. Kahn, vice-president and general manager, announced yesterday.

Damis began his industry career in the film room of the Paramount

(Continued on page 8)

Fox to Release 12 April Through June

Twentieth-Century-Fox will release 12 feature productions in the second quarter of 1958, April through June, it is announced by Alex Harrison, general sales manager. Included in the list are five Regal productions.

Heading the schedule is "The Young Lions." In addition 20th-Fox

(Continued on page 8)

Under Study

'Oscar' Show
For All Nets
Up to NBC-TV

Would Have to Waive Pact; MPA Meet Hears Reports

Whether the telecast of the Academy Awards annual presentations will be offered to all networks as a public service program now appears to hinge on whether or not NBC-TV would be agreeable to waive its contract covering the next two years with an option on a third, it was indicated yesterday following a meeting of Motion Picture Association directors here, at which the subject was discussed.

Jerry Wald, producer of this year's telecast show and a backer of the idea that the industry be let of the $650,000 "hook" by making the program a public service one, indicated that NBC-TV would be soundly out on its attitude toward waiving the remainder of its contract. CBS and

(Continued on page 2)

Harrison Takes Post
As Hospital Chairman

Alex Harrison, general sales manager of Twentieth Century-Fox, has accepted the appointment of national distributor chairman for the Will Rogers Memorial Hospital at Saranac Lake, N. Y., Abe Montague, hospital president, announced here.

"Harrison fills the chairmanship to which, for the past eight years, the late Charles Feldman was so sincerely dedicated," said Montague, "and it is in the Feldman tradition of...

(Continued on page 8)

Ships and the Sea Star
As Cinemiracle Opens

By GEORGE SCHUTZ

(Additional stories and pictures on pages 6-8)

With a picture which exploits the quality of adventure inherent in a square-rigged ship of sail riding the high seas to far ports of differing lands, National Theatres this week brings its Cinemiracle process to the public in two premieres, one for each of the productions, "Windjammer," will be given in Los Angeles tonight, and at the Roxy in New York tomorrow night, then begin an indefinite engagement on a reserved seat policy the following day.

The motion picture's second three-
PERSONAL MENTION

ADOLPH ZUKOR, chairman of the board of Paramount Pictures, has returned to New York following an extended stay at the studios.

Arthur Ehrlich, United Artists manager in Panama, has returned there from New York.

Hank Feinstein, Allied Artists salesman in the New York territory, is celebrating his seventh wedding anniversary today.

Eric Plessow, United Artists manager in Germany, is in New York from Frankfurt.

Supply Firms Invited to TOA-NAC Show

Invitations to display at the NAC-TOA motion picture industry trade show, to be held October 21-25, 1958, in the Americana Hotel, Miami Beach, have been mailed to all allied supply firms according to a joint announcement by President Ernst G. Stennings of Their Owners of America, board chairman Bert Nathan, and president Lee Koken of National Association of Concessionaires. Firms are offered a selection of the FIACAR stage for the hotel's public exhibition auditorium.

NAC-TOA have incorporated exhibitor suggestions in their 1958 trade show planning, it was stated. These include eliminating general membership business sessions during exhibition hours; sending a questionnaire to all 1957 NAC-TESMA-TOA motion picture industry trade show exhibitors to determine the most satisfactory exhibition hours for the 1958 show; plans to hold certain social functions, and to offer prizes in the trade show auditorium to insure greater buyer attendance.

Cochranes in Hospital

Robert H. Cochran, who was president of Universal Pictures from April, 1936, to December, 1937, and has since retired from the industry, and his brother, P. D. Cochran, a former vice-president of the same company, are both in New Rochelle Hospital. A hospital spokesman said the condition of both was good yesterday.

Levy to Britain

Herman Levy, general counsel of Theatre Owners of America, will sail for Britain at the end of the month to confer with the Cinematograph Exhibitors Association on mutual problems.

‘Oscar’ Show Up to NBC-TV

(Continued from page 1)

ABC-TV already have indicated interest, Wald reported.

Top Hollywood talent also is in favor of the public service idea, if it is carried through, and nearly everyone felt that there is very little prospect of NBC-TV waiving its contract and that the idea of making the telecast a public service program is likely to remain just that pending the expiration of the pact.

Audience Vast, Says Seaton

George Seaton, president of the Academy of M.P. Arts & Sciences, and Wald reviewed results of the March 26 program for the meeting, reporting that between 78 and 90 million people had heard the radio broadcast, including the Armed Forces abroad, and millions more saw the 16mm prints.

As direct results of the event, four extra Awards films have been invited to film festivals in addition to films previously nominated, and the Public Relations Assn. of the U.S. voted to award its Silver Anvil to the Academy for the telecast as one of the media relations efforts. Wald will receive the award in Washington on May 2 on behalf of the Academy.

Wald has agreed to produce next year’s show, which, the industry, through the MPA, already is committed to sponsor again on a non-commercial basis.

Press Coverage Much Improved

Roger Lewis and Pickwick of the Academy promotion committee for distribution, reported to the meeting on the all-out cooperation in promoting this year’s event, and were given many suggestions for improving the magazine exhibition, which, they felt, contributed importantly to the huge audience gained for it. Press coverage, too, was better this year than ever before.

Ralph Hetszel, MPA vice-president, presented the committee at the meeting in the absence of Eric Johnston, president. Members of the advertising-publicity direct committee, Edward Paul Lazzarus, Jr., is chairman, attended.

CBS Struck; Web Calls

Rejection Offer Liberal

Approximately 1,300 men are involved in the strike called against CBS by the International Brotherhood of Electrical Workers, which went into effect at 1 P.M. yesterday.

The final CBS offer, rejected by the union, included an agreement for 2½ years with an average wage increase of $1,200 per man for that period.

William C. Fitts, Jr., vice-president of Columbia Pictures in charge of labor relations, declared in a statement yesterday that the offer made to the union would cost CBS $4,000,000 for the 2½-year period, which would be $185 per week to each man, which sum he said, with overtime and extras, would be equal to about $10,000 a year or better.

Some 50 of the 1,300 executive personnel, previously trained for such an emergency, stepped in at 1 P.M. yesterday to take over technical functions to keep as many shows as possible on the air.

Reports from Hollywood tell of similar emergency measures in effect at the network's Court studios.

M. Diamond, 93

HARTFORD, Apr. 7 — Morris Diamond, 93, veteran Connecticut showman, who owned the Life Theatre, New Haven, and operated the Penny Arcade at Savin Rock Amusement Park, died recently at his home in the home of his daughter.

Suit vs. Loew’s Int.

To Begin Here Today

Trial will get underway here this morning at 10:30 in the damage suit asking $2,800,000 brought by the 112 merchants who produce motion pictures, and Sunset Screengens Co. against Loew’s International. The plaintiffs have charged the latter with “breaking a 1947 agreement” by not using the assets to pay off the release of certain films made by Empresa.

Gibson, W. J. German

Vice-President, Dies

Special to THE DAILY

CHICAGO, Apr. 7 — Funeral services will be held tomorrow morning here for Thomas L. Gibson, vice-president, and manager of the company’s Chicago office, who died April 4. He had been with the German organization since 1932 and with Jam Handy and Rothercar Laboratories prior to that. He is survived by his wife and two daughters.

Detroit Hearst Johnstown

DETROIT, Apr. 7 — The immediate and long-range impact of foreign trade on our economic system was the theme of an address delivered here this afternoon by Eric Johnston, president of the Motion Picture Association of America at a branch of the Economic Club of Detroit.

RKO Names Kaufman; Acquires Two Pictures

The appointment of Arnold Kaufman to the position of general manager of RKO TeleRadio Pictures’ network financing division was announced yesterday by Thomas F. O’Neill, president of the company. At the same time, O’Neill said that Kaufman had already negotiated a contract with Harold Bogeaus for two films, "The Bandit," starring John Garfield, and "This is the Night," starring Robert Mitchum, whose shooting had been completed. The pictures are not being processed for RKO release.

O’Neill said that Kaufman was negotiating further deals with independent producers, writers, directors, and producers, and others seeking financial support for pictures. “RKO will deal with these people for either long- or short-term arrangements which are mutually beneficial,” O’Neill said.

Jules Verne Story Included

The two Bogeaus films produced with RKO are “Bobo” and “Requiem for a Heavyweight,” starring Dana Andrews and Jane Powell in a story adapted from Hermann Melville’s “Typee,” and Jules Verne’s “From the Earth to the Moon,” starring Dick O’Neill, John Farnum, C. H. Coten, George Sanders and Debra Paget. "These two films are proto types of what we have in mind for the future," O’Neill stated.

Kaufman, a former mutual, will also alternate his time between the RKO offices in New York and Los Angeles, has been an executive of RKO TeleRadio since 1948. He has been a vice-president of the company since July, 1953, and has been vice-president, at which time he was appointed RKO TeleRadio’s Vice-President, to July, 1955, when he was appointed vice-president of RKO TeleRadio from the post as chairman of the advisory committee of RKO TeleRadio. In arranging the first major motion picture licensing agreement for television in 1955, he was chairman of RKO in the sale of its film library to Matthew Fox and the C & H Super Corp.

Kaufman has also served as able to O’Neill in negotiations for the sale of a number of broadcasting and motion picture projects.

NEW YORK THEATRE

RADIO CITY MUSIC HALL

Rockefeller Center • 6-1400

DAWNY KAVE

IN "MERRY ANDREW" WITH ANDREW JACOB

BACALL WITH ROBERT MITCHELL IN "SEVEN BRIDES"

In CinemaScope METROCOLOR

As M.G. M Pictures

and THE MUSICAL HALL'S GREAT EASTER SHOW

YOU GET EM FAST, YOU GET EM RIGHT

When You Go For Your Special Trailers from Standard Distributors

FILMAC

FILMAC

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FILMAC
The New York
PARAMOUNT
sets
5-YEAR RECORD
with
"THE YOUNG LIONS"

BIGGEST FIRST 4 DAYS
ON STRAIGHT-FILM POLICY!
“Windjammer” First in Cinemiracle

Glitter — and Publicity — to Signal Openings in N. Y. and Hollywood

First glimpses and possibly glimpses at the new Cinemiracle process will come in Hollywood tonight, as National Theaters goes to its brain child a premiere at the traditional electronic focuses—the Cinemiracle, rebuilt especially like the Roxy—and with all the hoopla obtainable only in the production capital.

Zsa Zsa Gabor will lend her glamour and possibly make news, by landing in a helicopter in the theatre forecourt, and there ascend a ship's-bridge (duplication of the “Windjammer” tv), to be interviewed, along with droves of others by television. And patrons who as usual will be hurried inside won't miss these ceremonies: they'll see them on a television screen 12 by 15 feet.

Promotion which began several weeks ago comes to focus with tonight's and tomorrow's openings; and not the least is “Miss Cinemiracle” — Dorothy Diller, chosen by columnist Earl Wilson. She has prizes, and a wardrobe described as regal, and carrying important ties with such as Capezio, Mr. John, Friedlander gowns; and she'll appear on as many TV programs as possible. Random House is pushing a hard cover, one-dollar “Windjammer,” which Jino Hardiman of Cinemiracle edited, Res Fridman of the book house produced, and which has color photos, and copy by Captain Alan Villiers.

The Cinemiracle camera (below) with its middle-panel camera, which photographs the scene directly, flanked by cameras photographing the side segments from fixed mirrors (edge and back appear in photo). Above is the projection scheme of the Cinemiracle process, with all projectors in one booth, beams of side projectors being deflected to proper panels by mirrors.

Mirrors Advantageous

Use of mirrors for the side images, instead of direct photography for all cameras, as in the Cinerama system, is said to facilitate optical alignment of the three cameras for fusion of the segments without practical distortion. The three equal segments encompass a field of 146 by 55 degrees, or a little less than that of human vision.

The Cinemiracle camera is also distinguished by electrically controlled. This is accomplished by an adaptation of the Smith-Dieterich voice coil technique which mounts each lens on a carriage in a magnetic field. Responding to variation in the amount and direction (polarization) of electrical current, the mount moves on roller bearings forward, backward, or sideways. Enough mechanical tension is provided to assure rigidity in the correct position.

Seascapes Are Impressive

Electrically interlocked, the three optical systems respond in unison to cover the scene with that definition to its full depth which is an advantage of three-panel cinematography in providing realistic image proportionate to the field of vision. With a range, for the full 146-degree coverage, starting as low as two feet when absolute sharpness in immediate foreground is not critical, and with sharp definition from about six feet to infinity, Cinemiracle process makes “Windjammer” a continual demonstration of that advantage. When a cloud in the far distant sky is as sharply defined as the foam of the sea lashing a submarine turret in the foreground, the complexity of multi-panel technique seems justified.

Differences. The three-headed camera, binocular, weighs around 500 pounds. Yet in scenes aboard ship and in underwater shots it exhibits mobility seemingly equal to most conditions presented a conventional studio camera.

Match-Lines Eliminatd

Film processing is also peculiar to the Cinemiracle system. While fusion of the Cinemiracle panels on the screen involve the projector mechanism, Cinemiracle provides for elimination of the match-lines in the printer. As noted above, camera coverage overlaps each segment a little. In the printer the overlap area is vignette, or “feathered.” This is done by printing a strip, substantially in the width of the overlap, of graduated opacity on the positive film—on the inside of each side-panel print, on both sides of the middle print, with graduation—call it a series of grays—from dark to light proceeding from the perforations inward. The positive runs through a “feathering head” to be exposed to this vignetting image, then continues on to the picture head. The vignetting process involves shifting the feathering image, which is on glass, according to focus. This is done automatically from a “cued” punch tape.

Adaptable to Local Conditions

Projection of the three picture prints allows some latitude in the placement of the mechanisms as local conditions demand. The central projector of course beams directly to the middle panel. The side machines can be variously related to it in distance and angle, with mirror angles adjusted to angle of throw (see accompanying diagram). There can be no vertical projection angle, however, because of the segmental match lines. (In the Roxy a projection booth, a little over 20 feet wide, has been built at the front of the balcony, just below the regular projection room.)

The Cinemiracle projectors, designed and fabricated by the Century Precision Corporation, are essentially parts radiating from a base, normally 35mm mechanisms, not only with respect to drive for film movement at 146.25 feet per minute—as with Cinerama. Cinerama's has a base of pull-down cloth with frames approximately one inch wide by an inch and an eighth high or 20 frames a second—whereas Cinemiracle is Limited to sixteen frames a second. This is a feature that could be a belated innovation of value to projection generally: Neither magazine is attached to the projector.

Reels Hold 8,000 Feet

All elements of the projector related to film travel have been designed and machined to the lowest film-threading expense in order to insure properly, positive image placement, focus, fluctuation being of course intolerable at match line. Considerations of vibration as well as of film travel limit frame to 120 feet for continuous projection to an interruption of about a second break—led to mounting magazines entirely free of the projector and its pedestal. They are raked side by side near the floor, and the film travels up from the feed magazine through an idler train guiding it from one side of the gate into the movement—a curved trap, incidentally—and similarly down to the takeup.

Further in the interest of accurate imposition, Cinemiracle prints as well as negative have Dubray-Howell perforations. The three projectors operate synchronously through an electrical hook-up, into which is tied the sound reproduce. The separate sound strip carries seven magnetic tracks, automatice angular systems and two side, and rotary motion, one for each side and adjoining rear. “Windjammer” sound is a RCA recording.

Picture 90 Feet Wide

Development of the Cinemiracle system has contemplated a small curvature of screen than that used by Cinerama for a “giving” effect. The Roxy and Chinese engagements are presenting a picture a little over 90 feet wide with a curvature—both screens are on R. L. Grosh & Son freestanding frames—of about 10 feet, which introduces relatively little lineal distortion, even at the extreme sides.

The screen in each case is a Hudspeth anamorphic vinyl sheet which is lenticulated, not to control angles of reflection, but rather to overcome any specular characteristics that might reduce uniformity of refection over the three panels. And in both theatres projection light sources are Aschcraft Super Cine lamps with automatic arc control. The Roxy they are operated at 145 amperes.
THE PRESS AND INDUSTRY LEADERS AGREE!

LOUELLA PARSONS — L. A. Examiner
“The last word in perfection... best participation... perfect clarity from any seat.”

JIMMY STARR — L. A. Herald-Express
“Another new era for Hollywood... first wall-to-wall projection.”

“Most advanced method of motion picture presentation since the origin of film itself.”

PHILIP K. SCHEUER — L. A. Times
“Literally wall-to-wall projection... best shown to date.”

HOLLYWOOD REPORTER
“CINEMIRACLE tops them all! Nearest approach to what human eye sees... illusion of depth is remarkable!”

KING Vidor — Famous Director
“You don't look at CINEMIRACLE... it picks you up embraces you... and you become a participant in the scene.”

JOHN FARROW — Famous Director
“The advent of CINEMIRACLE marks a milestone... by means of its magic, audiences participate, without consciousness of technique, in the drama and spectacle of beautiful and remote places.”

National Theatres presents the first CINEMIRACLE attraction
LOUIS DE ROCHEMONT’S spectacular epic...

"WINDJAMMER"

HOLLYWOOD’S world famed CHINESE Theatre • TUESDAY, APRIL 8th

NEW YORK • OSLO, NORWAY • LONDON, ENGLAND • CHICAGO

at the ROXY at the COLOSSEUM ODEON, TOTTENHAM COURT ROAD

THE NEXT CINEMIRACLE ATTRACTION... MAX REINHARDT’S “THE MIRACLE”... NOW IN PREPARATION BY WARNER BROS.
ELMER C. RHODEN, president of National Theatres, more than two years ago gave form and substance to the idea which reaches its climax tonight and tomorrow night in New York and Los Angeles. Confident that Cinerama would be permanent and successful medium of entertainment for the future he approved the research which brought it to fruition and the arrangement with Louis de Rochemont which resulted in "Windjammer." Now Rhoden is engaged in establishing theatres for it throughout the world.

COLEMAN T. CONROY, Jr., photographic director of the Cinerama camera department, joined the Cinerama organization in 1952 from Bell & Howell. He was the operator of the Cinerama camera throughout the shooting of "Windjammer" including hanging on to the outside of a submerged submarine.

P. STANLEY SMITH, is co-inventor of the Smith-Dieterich electronic lens system which allows depth of focus at full aperture on the Cinerama camera. He has been associated with Warner Bros. as Hollywood sound-recording supervisor, and with the RCA Victor Corp. He is founder of the Smith-Dieterich Corp.

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*TRI ART COLOR CORPORATION is proud to be associated with LOUIS de ROCHEMONT in the first CINEMIRACLE PRODUCTION...

"WINDJAMMER"

PRESENTED BY NATIONAL THEATRES, INC.

* EASTMAN COLOR NEGATIVE PROCESSING & PRINT BY TRI ART

TRI ART COLOR CORPORATION (a subsidiary of Du Art Film Labs, Inc.)
245 West 55th St., New York 19, N. Y. • PLaza 7-4580
Big Broadway Grosses Mark Easter Weekend

**Metropolitan Sound Gets Prologue Credit**

The musical prologue for the new Cinemiracle film, "Windjammer," opening this week at the RKO on Broadway, was re-recorded and dubbed at the Armour Research Studios in New York. Winnie O'Keefe, general studio manager, reports that a number of feature films produced in the east coast studio on the west coast have been handled at the plant. Among them were "Paths of Glory," "Country Music," "The Goddess," and others. Numerous TV commercials also were handled at the metropolitain, as well as the Lowell Thomas "High Adventure" series and the records of the NBC show, "Outlook," and the CBS show, "Conquest," among others.

**Harrison Takes Post**

(Continued from page 1)

service and progress for our hospital, that the first official act, by Harrison, in his new capacity, is the inauguration of the 1958 health program of the hospital.

"Plans of this program, which is now getting underway, and already has the endorsement of all distribution companies, TOA, Allied, and the unions and guilds, call for offering free chest-check examinations for all employees in the industry."

**Cooperation is Full-Scale**

The National Tuberculosis Association, along with its affiliates and local health departments across the country are cooperating with the Will Rogers Hospital in the industry-health survey. NTA facilities and personnel will service the examinations, and the industry's distributor and exhibitor organizations will direct and execute the program.

**Damis Named**

(Continued from page 1)

New York Exchange: Within two years of the move over to Warner Bros. theatre organization as a booker in the New York office. In 1929 he became the film buyer for the Newark zone and then was transferred to Pittsburgh as film buyer, later becoming assistant zone manager.

He took over the same duties in Newark in 1934, becoming the zone manager, a position which he held for ten years before resigning in 1954 to engage in a personal venture. He returned to Stanley Warner as assistant general manager of the theatre company.

**FPA Dinner Tonight**

About 200 executives from all branches of New York's film production industry are expected to attend a cocktail party for Toot Shor's in honor of the 1958 officers of the Film Producers Association of New York. The affair will launch expansion of the FPA to include companies in the laboratory, sound recording, equipment and other fields.

**Brochure Asks B-B Support**

(Continued from page 1)

in the metropolitan area. In three days the picture grossed $160,000, and is expected to make $280,000 in its first week, Paramount officials estimated yesterday.

Advance sales for reserved seats had guaranteed sell-outs for the Palace, Criterion and Rivoli where the attractions are "The Bridge on the River Kwai," "South Pacific," and "Around the World in 80 Days," respectively. Long lines were observed at all three theatres yesterday, with patrons seeking to secure tickets to performances that have been scheduled throughout this week. The three houses have all adopted a policy of three shows daily for this week only.

**Hard Tickets Snapped Up**

For the three-day period starting Friday the "hard-ticket" attractions were reported at capacity, Receipts for the three-day period (five shows) were $17,600; "South Pacific" (six shows), $25,145; and "Around the World (six shows), $21,170.

Entries was also being made at the Mayfair, where "The Long, Hot Summer" took in $28,000 Friday through Sunday. The picture is playing day-and-date at the off-Broadway Fine Arts Theatre, where it also did an excellent $18,583 for the same period.

Continuing to sustain its fast pace at the Victoria was "Run Silent, Run Deep," which grossed $18,680 for the three-day weekend. At the neighboring Astor, where the "long-run "Witness for the Prosecution," is now in its ninth week beauty for the same period at $12,900 was considered to be very good.

Paramount reported that "Desir Under the Elms" grossed $23,700 for its fourth week ending Wednesday at Theatre, and "On Her Majesty's Secret Service" was doing $21,000 at the Odeon. It was also estimated that the "Teacher's Pet," now in its third week at the Capitol, will take in $42,000, for its third week ending today.

"Marjorie" Grosses Big

Warner Bros., "Marjorie Morning star" opened over the Easter holiday weekend, in 130 key cities. Cities as typical grosses were the following: Metropolitan and Ambassador Theatres, day-and-date, Washington D.C., two days, $14,234; Stanley, Pittsburgh, which drove an impressive $22,876; Stanley, Philadelphia, two days, $16,137; Paramount, Buffalo, two days, $10,018; Astor, Boston, two days, $10,018; Paramount, San Francisco, two days, $8,878; Paramount, Kansas City, three days, $6,696; Paramount Rochester, three days, $11,319.

"Young Lion's" Booming

Twentieth-Century-Fox's "The Young Lions" opened spectacularly over the weekend in key cities, the company said yesterday. Typical weekend (3-day) grosses on the film: Fox San Francisco, $19,623; Fox, Philadelphia, $20,693; Fox, Detroit, $21,708; Roosevelt, Chicago (2 days $16,801.

Kahane Would Resume His Part-Time Status

From THE DAILY Review HOLLYWOOD, Apr. 7—Back from New York conferences with the Columbia Pictures committee appointed to select a suitable studio head, vice-president B. B. Kahane, who gave up his part-time status to take charge of studio administration pending permanent arrangements, today again stated that he is not a candidate for production head but will continue to take part in the committee's considerations. Kahane indicated he wishes to resume his part-time schedule.

**Fox to Release 12**

(Continued from page 1)

Any way you look at it!

Cinemiracle is spectacular

Cinemiracle features

The largest free standing screen frame in the world

Also

Tracks • Motors • Drapery • Equipment

Designed, Manufactured and Installed

by

R. L. Grosh & Sons

Scenic Studios

4114 Sunset Blvd., Hollywood, Calif.
The day you'll always remember is when...

Louis de Rochemont's

WINDJAMMER

...sails into your life!

At the boxoffice you "sign on" the beautiful full-rigger Christian Radich, and the dream you have always dreamed begins to come alive!

You and your shipmates live a modern odyssey—17,500 miles...239 days, a story of thrilling experiences at sea and exciting adventures ashore!

You sail your ship...meet your girls...sing your songs...live life to the full!

AN ENTIRELY NEW AND DIFFERENT KIND OF MOTION PICTURE ENTERTAINMENT FOR YOU!

National Theatres Inc.
Presents
Wall-to-Wall Entertainment

CINEMIRACLE

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LOUIS DE ROCHEMONT ASSOCIATES, 380 Madison Avenue, New York 17, N. Y.
Industry Much Alive, Says Zucker; Wagner Pledges N. Y. Aid to FPA

By JAMES D. IVERS

"Hollywood is not nearly as dead as some people in Hollywood think it is," Nathan Zucker, president of the Film Producers Association of New York, declared at a dinner honoring civic officials and association members at Toots Shor's Restaurant here last night.

Characterizing the motion picture industry as a "living, vital, growing force," Zucker pointed out that the recent "obituaries," including the "New York Times" headline: "Movies Decline Held Permanent," were premature. "The industry is very much alive," he declared.

The speaker distinguished between (Continued on page 4)

Cinemiracle Opens in New York, Hollywood

The Cinemiracle process, a three panel projection system designed to show an extreme wide angle picture and a "surround" effect, will be unveiled to the public tonight at the Roxy Theatre. First feature in the process is El De Rockemont's "Windjammer" the story of a six months' Atlantic cruise of the full-rigged Norwegian training ship "Christian Radich."

The Roxy opening will be a benefit for New York's Police Athletic League, attended by the city's social and civic leaders and scheduled for full television and radio coverage. Promotion tieins include the selection of a "Cinemiracle" by columnist Earl Wilson, and the publication of a hard cover book, "Windjammer" by Random House.

The picture was given a full treat- (Continued on page 4)

20th-Fox Board Meet On Coast Next Week

Meeting of the board of directors of 20th Century-Fox will open in Hollywood on Monday, the first meeting of the directorate to be held on the Coast in the company's history. Spyros F. Skouras, 20th-Fox president, and Charles Einfeld, vice-president (Continued on page 5)
`U’ at Work on New Lineup

(Continued from page 1)

product we feel will be profitable and that’s what we’re trying to do at the present time. It will be varied, and I can’t tell you how many will be started between July 1 and the end of the year.

He commented with some asperity on a report that the company had planned to turn its distribution over to some major company.

“There has been endless conjecture on this,” he said, “and it has usually been said only this month that I have had discussions with presidents of several companies on industry problems, but I’m not going to say what we talked about as discussions have been reached.

“What I am trying to do is find a new approach to some of the problems that have been troubling us. None of the current problems are insoluble. I feel certain the second quarter will be better than the first for Universal and the 25-cent quarter will be maintained.”

The inevitable question as to whether the company intended to dispose of its post-1948 films to television was evaded.

“Absolutely not,” replied Rackmil. “We have no such intention. We didn’t sell pre-1948 films; we leased them. No discussion of further leasing has arisen.”

One stockholder at the Decca meeting asked Rackmil what the company was planning to spend on advertising this year. He refused to answer on the theory that negotiations with advertising houses would be harmful to competitors.

Replying to a question as to whether he expected Universal to get back into the black, he said: “We have cut expenses between six and seven million and hope to try a new form of operation. We will make all kinds of pictures we think will make money.”

Discussions have been held, he said, on the production of films for television, and the company will do it “if it can find the proper approach.”

Five Decca Directors Renamed at Meeting

Stockholders of Decca Records, Inc., reelected five directors at the annual meeting here yesterday. They were John H. Hart, president; Robert A. Garthwaite; Leonard W. Schneider; Harold I. Thorp and Samuel H. Valance. The vote was 1,237,280 for and 2,790 against.

At the meeting the board met and reelected the following officers: president, Milton R. Rackmil; executive vice-president, Leonard W. Schneider; vice-president and treasurer, Albert A. Garthwaite; secretary, Samuel Ya- min; assistant secretary, Isabelle Marks; assistant treasurer, Irving E. Winters.

Operations of the record division showed a net income of $5,323,718, before taxes, as against $4,424,305 for the previous year. Net sales were $36,832,012, an increase of 500 per cent, and a comparable increase over 1956. Several questions were asked by John Gilbert, but the general atmosphere was serene throughout.

The reappointment of Peat, Mar- wick, Mitchell & Co. as auditors for one year was approved by a heavy majority.

Du Mont Reports Shift In Chromatic Status

Chromatic Television Laboratories has been dissolved and now is operated as a division of Paramount Pictures. Stockholders of Allen B. Du Mont Laboratories are told in the notice of the annual meeting of the latter’s stockholders, set for May 5 at the company’s office in Clifton, N. J., that Du Mont Laboratories, 834,400 shares of which is owned byParamount, had an agreement to aid in establishing commercial mass production of Chromatic’s single gun television picture tube for a 10 per cent stock interest in Chromatic if its program was successfully completed. The agreement has been terminated by substitute a 3½ per cent participation in the gross royalties or other proceeds derived from Chromatic from Chromatic patent rights.

Spent $242,000 First Year

Du Mont reports that it had spent $242,000 on the Chromatic development program the first year, and second year costs are expected to exceed that amount.

Stockholders will be asked to reelect the following eight Du Mont directors: Barney Balaban, Allen B. Du Mont, Amnaud G. Erpl, Thomas T. Goldsmith, Jr., Paul Raish, David T. Schultz, Percy M. Stewart and George K. Webber.

Only two officers of the company received remuneration in excess of $30,000 last year. They were Du Mont, whose salary was $50,000, and Schultz, president, $75,000.

Will Use Council’s Survey In Union Negotiations

Although the Hollywood Film Council’s widely publicized survey depicting the industry as permanently uneconomic has been a hot topic of discussion in the collar, a few major circuit executives yesterday professed to have found it uncommonly useful.

“We’ll have it at our elbow to quote from merely the next time we sit down to negotiate with the unions,” he said.

Film Council Unit Plans Action on UCLA Study

From THE DAILY BUREAU

HOLLYWOOD, Apr. 8 — A Film
Council committee set up to meet with industry leaders responded to president Pat Somesene’s recent letter, conveying a copy of UCL professor Irving Bernstein’s especially prepared report on the condition of the industry. The committee will spend the next couple of months in talking to industry leaders over the next couple of months in discussing the report. Even more indicative, the spokes-
man said, are several hundred requests, by phone and telegram, for copies of the report. The first mailing was restricted to 35 leaders invited to participate, and to principal groups and papers.

Benny Will Entertain At Milestone Dinner

From THE DAILY BUREAU

HOLLYWOOD, Apr. 8 — Jack Benny, Jerry Lewis and Anna Maria Alberghetti will provide the entertainment program for the Screen Producers Guild’s annual Milestone Dinner Sunday evening at the Beverly Hilton Hotel, at which the Milestone Award will be presented to Spyros Skouras, SPG announced today.

R. T. Kettering Dies

CHICAGO, Apr. 8—Ralph T. Ket-
tering, well-known publicist and playwright, died here last night after a heart attack. He was formerly with Jones, Linick and Schaefer as advertising manager and for the past two years had handled publicity for Cinerama.
following M-G-M’s release of the suspense-thriller “JULIE,” attention was focussed on its director Andrew L. Stone, acclaimed as the new Master of Terror. Now as writer, director and producer of “CRY ERROR” and with his wife Virginia Stone as production associate, script supervisor, location scout and film editor, the Stones again reveal the importance of authentic locations to enhance suspense, excitement and realism. The only husband-and-wife production team in Hollywood is well-named “The Rolling Stones.”

Tense, taut drama—filmed amid New York City’s skyscraper heights and thundering subway depths—a new experience in suspense entertainment!

M-G-M Presents

CRY TERROR!

Starring

JAMES MASON • ROD STEIGER • INGER STEVENS

Co-Starring

NEVILLE BRAND • ANDREW L. STONE • A VIRGINIA and ANDREW L. STONE PRODUCTION
Television Today

One Man’s TV Views

By Pinky Hermes

On HIS fade-out program over ABC Radio, Merv Griffin made a gracious exit by singing Irving Caesar’s “If I Forget You,” an appropriate choice if we have ever heard one. The beautiful song is a standard and we might add that Merv, likewise, will hardly sound better from here on.

Phyllis Kirk, co-star of MGM-TV’s “The Thin Man” series, arrives in Gotham tomorrow for guest spots on two other Colgate-Palmolive programs, “The Big Payoff” and “Dotty.” A cocktail party for the fashion press next Monday then back to Hollywood... Marie Torre, radio-TV editor and syndicated columnist for the New York Herald-Tribune, who was sentenced recently to 10 days in jail for contempt of court (she refused to reveal a source of information) will have her day in court today at the Greenwich Village Court of Appeals where her appeal will hear her appeal argument... Toni Arden, the Decca thursh, has been signed to guest on April 27 on the “Steve Allen Show” NBC-TV... ABC Cowboy star Hugh (Watt Earp) O’Brien will appear in Westport, Conn., June 12-21 in “Picnic.”... Ork Pilot D’Artega, whose forthcoming LP album of Continental music will feature the voice of Francisco Campins swears that the youngster, just in from his native Spain, is a cinch for stardom here. Campins was a protege of the late Beniamino Gigli.

Maestro Paul Taubman, with whom this scribbler has chafed many ditties, played his simplified version of “The Star Spangled Banner” for us many months ago and we feel that without radically changing the basic melody, Paul made the National Anthem easier to sing... CNP’s Arthur Perles left yesterday for Teledo, Ohio, to set up Jeff Morrow’s p.a. tour highlighting the 75th anniversary celebration of Kroger Stores, sponsors of “Union Pacific.”... Edward J. DeGray, just named by Leonard Goldenson to succeed Robert E. Eastman as proxy of ABC Radio, started his career back in 1937 at CBS and moved to WBT Charlotte where he was assistant to Charlie Crutchedfield, one of the smartest radio execs in the industry. The Steve Allen, his wife Jayne Meadows and their family vacation in Europe, Steve Lawrence and Eydie Gorme, who were featured vocalists on Steve’s first NBC-teleseries in 1954 and recently became man and wife, will head the “Steve Allen Show” summer series, starting Sunday, July 13. ... adv. promotion-publicity chief Jay Smolin has appointed Edward Lawson, publicity supervisor for A.A.P. Lawson was formerly with Paramount News and United Artists.

Glenmont Drive-In Drops $1-Car Admission Policy

Special to THE DAILY

ALBANY, Apr. 8—The Albany exchange district’s first drive-in to feature a regular $1 per-car admission, has abandoned that policy, and substituted a straight 75-cent price for adults for its reopening last Thursday. Theatre is the Jericho, in the town of Glenmont (three miles south of the Albany city line), operated by Morris Klein.

When he first opened the drive-in last June, Klein advertised a regular rate of $1-a-car. The bargain price was based upon the fact that a town curfew law requires the theatre to turn out performances by 12 P.M. each night, and by 11 P.M. Sundays. This made difficult, if not impossible, the presentation of two full features, especially in the early part of the summer. Klein felt this placed him in a disadvantage in competing with other drive-ins in the Albany area and so instituted the $1 plan.

Trans-Lux Theatres

(Continued from page 1)

its wholly owned subsidiaries had net profit of $224,539, equivalent to approximately 40 cents per share of 550,000 outstanding common stock. Gross division, in addition to Mayo Wagner, who were present, included Commissioners Richard C. Patterson, Vincent J. Shea and James J. O’Brien of the Department of Commerce and Public Events, and Leo A. Larkin, assistant corporation counsel of the city who has been appointed by the Mayor to explore ways by which the city can actively support the film industry here.

Other guests included Bud and Stuart Schullberg, Elia Kazan and Paddy Chayefsky, all of whom have produced pictures in New York, an NBC spokesman whose television program is filmed here.

Cinemiracle Opens

(Continued from page 1)

ment Hollywood opening at Gran marquee, the last night, with the forecast of that film’s midnight show.

The executive producer and under whose direction the bridge of a full-rigged ship as a background for television interview of the young Captain Cook is to make its debut.

These included the arrival of Zsa Zsa Gabor by helicopter. A closed circuit television hookup allowed patrons inside the theatre to view the arrivals at the premiere.
**New Records**

(Continued from page 1)

ion followed a long period in which he purchase of existing labels was considered by the Columbia management. In label naming by the company, it had significant share with Imperial Records under which Col- umbia would acquire Imperial and subsidiary companies for $5,000,000 and integrate them into its operations. This plan did not materialize, how- ever.

The new Columbia division, which a year or more has been planned, will have as its general manager Jonie Tas, veteran music exec and producer at the Columbia studio in Hollywood.

**Wexler Heads Operations**

Paul J. Wexler, formerly vice-president of Columbia Records, will serve as director of operations. He was in charge of sales for Columbia Records from 1950 to 1955, and in the latter year was named to head that company's diversification program. Last year, he was named president of Columbia Music Corp., from which post he will resign.

Present plans call for operation of the subsidiary to begin July 1, with offices stationed in Hollywood and Wexler in New York.

In addition to promoting music from the soundtracks of Columbia's motion pictures, the record company will utilize performers under contract to the studio and also seek talent and material from outside sources, it was pointed out.

**Soviet-UA Talks**

(Continued from page 1)

film negotiations, their third under the recent U. S.-Soviet cultural exchange.

At the meeting at the Motion Picture Association headquarters here, the Russians, who thus far have screened two films, were not the only ones who demonstrated interest. The UA sales chief, on whose hands lay the burden of negotiating, had reason to feel pleased. The meeting was characterized by a strong indication that a new overture to the film industry might be in the making. The Soviets are interested in obtaining screen versions of the works of Lev Tolstoy and Leo Tolstoy.

**Quantity Not Disclosed**

The negotiations did not reveal the number of U. S. films involved or their names, how long the talks might go on, nor what U. S. companies would be next. However, the indications were that negotiations would be going on steadily during the coming week with U. A. and other companies.

The negotiations mean the Russians will slow the pace at which they will view U. S. films during the coming week. They have had submitted to them a list of approximately 100 films nominated for purchase or distributed by MPAA members, and the State Department has a list of 60 more submitted by companies not belonging to MPAA.

At the same time that the Russians are looking at films and negotiating elsewhere, American companies interested in buying Russian films are expected to step up the pace of screening these imports in New York. Negotiators hope that all 34 Russian films brought by the negotiations will have been seen by the middle of next week by all U. S. companies interested in buying.

A meeting of the full group of U. S. and Russian negotiators will take place the middle of next week.

The Russians also announced today their membership on the permanent U. S.-Soviet film committee set up in the cultural accord to implement the film portions and settle any disputes. The Russian representatives will be Vladimir Surin, Deputy Minister of Culture, and A. N. Davydov, head of Soveprint Films. MPAA president Eric Johnston and U. S. Information Agency film chief Turner Shelley are the American members of the commit- tee, which is supposed to meet twice a year, once in the U. S. and once in Moscow.

Representing the U. S. at today's full meeting were Johnston, Shelley, MPAA vice-presidents Griffith John- son and Kenneth Clark, Picker, 20th Century-Fox international sales chief Emanuel Silverstone, independent producer Sam Spiegel and independent producer and importer Ilya Lopert.

The Russian delegation included A. A. Slavkov, of the cultural ministry; Davydov; Andrei Ladowski, of the embassy here, and Yuri Dobrovolinsk, of Soveprint Films.

**'South Pacific' Advance Sale Reported Heavy**

The national advance sale on "South Pacific" was reported yesterday as close to $700,000. The advance sale at the Criterion Theatre here is running around $150,000.

**Pilott Resigns Rank**

Exploitation Post

Leo Pilott has resigned as exploitation manager for Rank Film Distributors of America, Inc. Now vacation- ing in Florida, he will announce future plans upon his return.

Pilott, prior to his affiliation with RFDA, was with Paramount Pictures, and special events and exploitation manager for 20th Century-Fox, where he also handled national promotional tie-ups, newspaper syndicates and national magazines.

At one time Pilott was special events manager for Columbia Pictures, acting that organization to be- come personal manager for television star Sid Caesar.

**V.C. to Sponsor 'Kwai'**

ALBANY, N. Y., Apr. 8 - The Albany Variety Club will sponsor a special screening of "The Bridge on the River Kwai" at Fabian's Palace the night of Apr. 15, for the benefit of the Camp Thacher Fund. The premiere will be held on the eve of the Columbia picture's regular opening in the 3,600-seater.

20th-Fox Board Meet

(Continued from page 1)

The new leader, will leave here today for the board meeting as well as for confer- ences with government officials on forth- coming product. Other executives of the company who will attend—leaving New York later this week — include Murray Silverstone, Alex Harrison, W. G. Michel, Donald Henderson and Otto Koegle.

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SAMUEL GOLDWYN JR.'s production

Starring

ALAN LADD, OLIVIA de HAVILLAND

in

THE PROUD REBEL

Technicolor®

Co-Starring DEAN JAGGER
And Introducing DAVID LADD
Directed by MICHAEL CURTIZ
First on Agenda

Financing of Ad Drive on Compo Agenda

Exhibitor Ideas on Raising Money to Feature Meeting

The first general airing of exhibitor ideas concerning financing of the industry business-building campaign is expected to take place at the Compo directors and membership meeting at the Astor Hotel here next Tuesday.

The meeting is scheduled to discuss the program at length and views on raising exhibitors' 50 per cent share of the costs are expected to be ex-

(Continued on page 2)

Paramount-MCA Deal Issue in D-J Action

The 50-million-dollar deal of early February, whereby Music Corp. of America acquired the Paramount pre-1948 backlog of 750 features, is the issue in the Department of Justice investigation of M.C.A. and the William Morris Agency, according to a report in the "New York Herald Trib."

(Continued on page 4)

Cinemiracle Has Bow At Roxy Theatre Here

Louis de Rochemont's "Windjammer," first presentation in the new Cinemiracle wide-screen process, had its eastern premiere last night at the Roxy Theatre here, with a benefit performance for the New York City Society for Crippled Children and Adults.

Notables from the worlds of diplo-

(Continued on page 3)

AUSTRALIAN EXHIBITORS IN MOVES

To Stop Sales of Films to TV

BY FRANK O'CONNELL

SYDNEY, Australia, Apr. 5 (By Air Mail)—Threats of boycott against any distributor who sells his product to television, including both pre- and post-1948 films, are being made in increasing number by local exhibitors. The move to combat TV is being led by the independent theatremen rather than the heads of the large circuits, who usually take the initiative on industry projects.

Action has already been taken by a group of 27 exhibitors in the New-
castle and central coast area of New South Wales in a boycott against Warners Bros. The film company has pointed out to exhibitors that the pictures were sold to TV by Associated Artists Productions, which acquired

(Continued on page 5)

Goldwyn Signs Deal With Union Musicians

Samuel Goldwyn Productions has become the latest independent film producer to agree to a basic contract for employment of union musicians, James C. Petitto, president of the American Federation of Musicians, announced here yesterday. AFM studio musicians have been on strike five major Hollywood film studios since mid-February.

The letter agreement with the

(Continued on page 6)

Sol Wurtzel Is Dead Following Long Illness

From THE DAILY Press

HOLLYWOOD, Apr. 9 — Sol M. Wurtzel, veteran producer, died here today following a long illness. Born in New York City Sept. 12, 1890, he had entered the industry in 1914 with Fox Film Corp. resigning in 1944 to join the production staff of 20th Century-Fox. In 1945 he formed Sol M. Wurtzel Productions, Inc.

(Continued on page 7)

REVIEW:

Windjammer

National Theatres—Cinemiracle

The FIRST PICTURE in National Theatres' new Cinemiracle process which, like Cinerama, uses a three-camera, three-projector technique to produce a single mammoth screen image, is perhaps best described as a combination of the semi-documentary and travelogue film. It was produced by Louis de Rochemont, whose career has ranged from the "March of Time" series to "Cinerama Holiday."

Such a background fitted de Rochemont well for supervising both the material and the cinematic technique in "Windjammer," which recounts the voyage of the Norwegian sailing vessel, "Christian Radich," from its home port in Oslo to New York and back again by a roundabout route.

The officers and men of the merchant marine as well as 42 young apprentices who actually made the voyage play themselves in the film. The youngsters are a clean-cut and personable group who are quite at ease in front of the camera.

None of them is singled out for special attention, except, perhaps one

(Continued on page 4)

EASTER WEEK

Grosses Boom Cross Country

Spring Buds Bring Happy Lines to Box Offices

By RICHARD GERTNER

Lines of patrons waiting to get into Radio City Music Hall crossed to the north side of 51st Street yesterday for the first time this Easter Week. That bustling activity, three blocks from the box office, set the tone for high grosses at Broadway theatres generally, and also in the theatre according to reports from home office circuit executives here yesterday.

Spokesman for American Broadcasting-Paramount Theatres, Los Angeles, and the music publishing companies owned by Paramount Pictures, which were authorized by Du Mont stockholders last year, have been discontinued because of inability to arrive at a satisfactory agreement, Bernard Goodwin, Du Mont president, reports in his annual message to company stockholders.

Paramount is a substantial stock

(Continued on page 5)

DU MONT BDCSTG. DROPS

Bid for Para. Units

Negotiations by Du Mont Broadcasting Corp. for the acquisition of television station KTLA, Los Angeles, and the music publishing companies owned by Paramount Pictures, which were authorized by Du Mont stockholders last year, have been discontinued because of inability to arrive at a satisfactory agreement, Bernard Goodwin, Du Mont president, reports in his annual message to company stockholders.

(Continued on page 5)

BOOTH TO BE NON-UNION

At 11 Minn. Drive-ins

Special to THE DAILY

MINNEAPOLIS, Apr. 9 — Eleven Twin Cities drive-ins are scheduled to reopen for the season Friday with a one-man, non-union projection booth following the collapse of negotiations between Ted Mann, president of Min-

(Continued on page 3)
THAT Hollywood Film Council survey, which all television and radio newsmen, most newspapers and wire services translated into another of those nationally and internationally circulated epitaphs for the entire motion picture industry, in its third day yesterday continued to be one of the most talked-about subjects in the New York end of the trade in a long time. Most irritating and perplexing subject, as well as the one most frequently heard. . . . What stumps most New Yorkers is their ready recognition that its sole reason for being was the desire of the Hollywood studios unions to pressure the industry, and then the employment of their members. Office holders observe themselves completely baffled that the downbeat survey and its publicizing nationally should be used to achieve that purpose. . . . How, they ask, can union or any other kind of employment be aided by publicly circulating a survey that points above all else to the decline of the industry and invites the conclusion that it never will recover from its recent depression? . . . And the timing of the survey's release is equally baffling to New York industry members. It comes just as theatres in most parts of the country are experiencing their best business in several years and their only sustained period of improvement in almost a year. . . . The survey's selection of 1946 as the base year for comparison with subsequent industry experience also strikes the industry here as completely cock-eyed. Television, the new element of competition from which the industry's losses developed, was unknown to the public in 1946. There had been no break-up of the major theatre operating producer-distributor companies at that time and no Federal-court decreed restrictions on distribution and exhibition. . . . More, the whole economy of the nation was at or nearing an abnormal postwar peak, from which not only motion pictures but many other industries have reaped appreciably since. Does it follow that none of the industries that find themselves in a recession today which has pulled their operating and earnings statistics below their 1946 level have any hope for the future either?

THE FILM COUNCIL's program for industry aid is equally unhelpful. Is the Council completely unaware that major industry elements for months have been developing a business improvement campaign which, if successful, will certainly aid production as well as exhibition? Is it unaware that COMPO has planned a campaign for the Central of the remaining Federal admissions tax which, if successful, will solve some economic and inevitability of production? If so, then why propose an Eady-Plan for America that will add to admission taxation and, as demonstrated in Britain, will discourage attendance and, therefore, production, too? . . . There is no dearth of production financing. It is available on all sides to the right parties with the right package, and who else is deserving? Some of the stiffest competition in the industry today is in the area of financing of independent producers. What the Hollywood Film Council needs is a fairly good public relations adviser with at least a surface knowledge of what's going on in the industry.

THE OVERPLAY of the Lana Turner story by most of the newspapers across the country is galling to industry publicity executives who often have pleaded in vain with editors of the very same newspapers for space for clean, constructive, newsworthy stories and layouts on new developments, program planning, theatre programs listings and the like. A common experience in having their idea or copy rejected was to be told by the editors that "The public isn't interested in Hollywood any more." . . . Now the editors are selling more papers than they've sold in months by smearing the latest Hollywood scandal all over their front pages and an entire section of their inside. Consistency's name certainly isn't news editing.
Exhibitor Calls ‘Homesteaders’ Cause Of Recession; Suggests Sell Ads

Emmett F. Roche, owner of the Hart, Shelby and Pentwater Theatres in Hart, Mich., has evolved a theory about the cause of the recession. Being a showman, and a man of action, Roche feels that there is a way he can help to put through his theory and his proposal is in two parts: first, to use goods being advertised, persuade the national advertisers to put their money into an hour or hour and a half film, of color which would be presented as part of the double bill program at neighborhood theatres. People would leave their homes to buy this vastly better entertainment at theaters and in the course of it buy also all the innumerable goods, food and clothes which the advertisers and the merchants must sell to keep the wheels of business moving.

Roche argues, tellingly, that the depression of the ’30s was caused by people sitting home to listen to radio and contend that the present recession is the result of the same thing in another cycle.

Cinem打响 Bows

(Continued from page 1)

nauty, society, stage and screen who attended included Norwegian Ambassador Paul Gruuda Kolst, Norwegian Ambassador to the U.N. Hans Engen, Admiral Ralph Westbroek, Mrs. and Mrs. Edward R. Marrow, Mr. and Mrs. David A. Sulzberger, Dr. and Mrs. James E. Ziegler, Mr. and Mrs. Robert Lehman, Mrs. Chote B. Bach, Mr. and Mrs. Myron L. Borgen, Mr. and Mrs. Anthony D. Hoagland, Mr. and Mrs. J. MacNaughton Thomas.

Also Imogene Coca, Shirley Booth, Joe E. Lewis, Tennessee Williams, Sophie Tucker, Lili Darvas, Celeste Holm, Robert Q. Lewis, Jackie Robinson, Douglas Fairbanks, Johnny Roche, Marion Whitaker, Ethel Waters, lan Sherman, Wendy Barrie, Joey Adams, Kathryn Bry, Sally Carr, Sal Mineo, Hope Hampson, Lisa Kirk, Sammy Kaye, Jean Seberg, Robert Merrill, Zalora Norbo, and Arthur Fielder.

‘Gigi’ Premiere Here

At Royale on May 15

Arthur Freed’s production of “Gigi” will have its world premiere here at the Royale Theatre on May 15, it was announced yesterday by MGM, which is releasing the musical, score of which is the work of Alan Jay Lerner and Frederick Lowe, of “My Fair Lady” fame.

New York producer and writer, will exchange production opinions at a luncheon at the Hotel Bradford, Boston, on April 15. The affair will be sponsored by the Commonwealth Jewish Appeal, with Edward W. Lader of Yamin’s Theatres, as toastmaster.

Charles Skipper, booker in the Atlanta office of Martin Theatres, has resigned. His duties have been taken over by Charles Karrh and George Bosser.

Memphis Gross Increase

4,000,000 Pesos in ’57

Special to THE DAILY

MEXICO CITY, Apr. 4 (By Air Mail)—Motion picture theatres in Mexico grossed about 4,000,000 pesos more in 1957 than in 1956, according to figures just released by the Mexican Government. A Mexican company, Películas Nacionales S.A., was the highest grossing distributor, with a total of 58,493,163 pesos and M-G-M was second with a gross of 15,793,323 pesos.

A Spanish picture, distributed by Películas Nacionales, was the highest grossing picture at the box office with a total of 5,231,320 pesos. “El Belo de la Paqul” starring Cantinflas, was second with 1,860,328 pesos, and United Artists’ “Trampico” was third with 1,702,548 pesos.

Crescent Executives Sign Sindlinger Workshop

Fifty managers and executives of the Crescent Amusement Co., circuit with headquarters in Nashville, have been registered for the Sindlinger & Co. ticket-selling workshop set for April 16 at the Hotel Hermitage in Nashville, it was announced here yesterday. The workshops are being conducted by Mike Simons, Sindlinger representative.

Simons announced simultaneously that among the panel members at the Nashville meeting will be New Jersey distributor Will男神 Smith of Dover. Also appearing will be E.J. Chubb, former managing director of the Riverside Theatre, Milwaukee, and now owner of the John Ringling and Julliard Theatres at Baraboo, Wis. From Newark, Ohio, Robert Cannon, manager of Shea’s Theatre, will come to Nash-ville to report on successful ticket selling ideas formulated for the smaller cities.

40 Color Cartoons On Paramount Schedule

Forty one-reel color cartoons will comprise Paramount’s 1958-59 short subjects program. The 1958-59 season will start September 1.

The new program will include 20 new cartoons as follows: six Noveltoons, six Modern Macdeps, four Herman and Katnips and four Casper, the Friendly Ghost subjects.

‘Run Deep’ Hawaii Trip

For 54 U. S. Newboys

Fifty-four “junior V.I.P.’s,” newsboy winners of Hecht-Hill-Lancaster’s national newspaper promotion of “Run Silent, Run Deep,” have been announced as part of the island-wide campaign spotlighting the opening of the United Artist release at the Walkiki Theatre in Fort Lauderdale tomorrow. The boys are drawn from 27 newspapers across the United States.

Before departing for Hawaii, the newscarriers were feted by Bert Lancaster on a Hollywood studio tour. Their junket is set up numerous news and photo breaks across the U.S. in the papers they represent.

Report Warner Bros.

Closing Memphis Office

Special to THE DAILY

MEMPHIS, Apr. 9— Warner Brothers is closing its Memphis exchange, it was reported here today.

W. O. Williamson, Jr., W.B. division manager, now in Memphis, said, "I can’t tell you anything now.

There are 15 employees in the Memphis exchange. The report said that Joe S. Young, Memphis manager, and Jeff Williams, salesman, would be kept in Memphis by the company to handle selling and booking.

Booths Non-Union

(Continued from page 1)

nesoeta Entertainment Enterprises, which represents the drive-in owners, and William Donley, an ATSEE International vice-president.

The drive-in owners originally offered a renewal of the expiring contract for a two-man booth for one year to be followed next year by a one-man operation with a $141.00 per week salary. The union countered with a request for $172.50 minimum with increases in subsequent years.

With the contract rejected today Donley raised the ante for the union to a flat $200 per week and Mann withdrew his offer. Mann left for New York yesterday noon, so there is no possibility of further negotiations before the opening Friday.

Drive-ins affected include five owned by MEE, a syndicate of 22 Twin Cities hard-top owners, and six other independently owned drive-ins.
Handle With Care

M-G-M

Judge Cardoza's famous dictum that a cry of distress can take precedence over the dry forms of legal enforcement has been used by Samuel and Edith Grafton to develop a story about youthful students who become impatient to put their grand jury studies into practical use by investigating the affairs of a small town.

Their professor, Walter Abel, agrees to help by inducing the town authorities to allow them to examine the ledgers. The youngsters develop a crusading attitude when they find some irregularities in the tax collector's ledger. Thomas Mitchell, the former tax collector, is the mayor at the time the story unfolds. His is a moving picture

It is a down-to-earth story made on a median budget. It develops in a serious mood, but with a basic understanding of the conflict between youth and age and the compromises age often makes to help those in trouble. A thread of romance between two of the students is woven in.

The story gets off to a slow start, but develops emotional intensity when Mitchell agrees to the mayor's request to become a mock grand jury. In the proceedings, footage from a southwestern dust storm is introduced—a poignant device.

If the storm film ends there it is an emotional climax as Abel quotes the Cardoza dictum and tells the students that Mitchell had given receipts for taxes that had not been paid in order to save the farm from the poor citizens. At the close of his six-year term all these debts had been paid.

All the students except one, who simply went toward Dean Jones, a young student with a conviction that the law should be enforced to the letter. The exception is Joan O'Brien, a fellow student, who is in love with Jones. The situations and character developments have been expertly handled under the direction of David Friedkin, who also collaborated on the screenplay with Morton Fine, the producer. Running time, 72 minutes. General classification, Release, in April.

JAMES M. JERALD

Justice Dept. Action

(Continued from page 1)

Rouge et Noir

Franco London—D. C. A.

Stendhal's classic novel, "Rouge et Noir (The Red and the Black)," is on that should be familiar to the major- ity of the art theatre audience in the country, and those are the patrons that will want to see this French film version (with English subtitles) that has previously been removed by Claude Audu-Lara. Gerard Philip and Danielle Darieux, the stars of the picture, are also well-known devotees of foreign films, and others desire to be a priest and yet have handsome reproductions of costume and decor of 19th Century France beautifully photographed in Technicolor.

But the primary draw of this ambitious film will be its literary source and the major discussions about it the audience will revolve around. Successfully the original has been very successfully the original has been very successfully the original has been very successfully the original has been very successfully the original has been very successfully the original has been very successfully the original has been very successfully the original has been very successfully the original has been very successfully the original has been very successfully the original has been very successfully the original has been very successfully the original has been very successfully the original has been very successfully the original has been very successfully

In general the film recounts the detail of Stendhal's story faithfully. It follows the career of Julien Sorel the prodigal son of a provincial provost whose efforts to rise above his status bring about his downfall. He is typical of the flesh and the spirit—desire to be a priest and yet have power and riches. In his struggles he in honor of himself he has to

As a story told for its own sake, this was not very substantial even the novel, but the latter was filled out by the brilliant imagination of its characters which Stendal is just noted for. On the screen this psychological element must be considerably altered and condensed and tends to be superficial—especially even though Antoinette Lara has used the device of having Julien speak many of his seer thoughts on the sound track, both when he is alone and with others.

RICHARD GERTNER

many television stations of a rightful source of movies for telecasting these packages and the agency's vast talent resources? Officials of M.C.A. and the William Morris Agency have denied knowledge of the Federal move.

Windjammer

(CONTINUED FROM PAGE 1)

The semi-documentary element of "Windjammer"; the audience is acquainted with the Norwegian method of training young men for the merchant marine. There are many scenes showing the boys receiving instruction in the duties that must be performed on board ship—from scrubbing the decks to cleaning and painting the hull in port. Other scenes show the young crew at relaxation from work; and a strong sense of camaraderie is especially achieved in some melodious song fest that are periodically held.

In the course of the trip, the "Christian Radich" stops at a number of ports, and this affords the opportunity for the Cinematiracle cameras to photograph exotic locales and customs. In Madeira a gay festival ends in a burst of fireworks that excitedly lights up the huge screen. In Trinidad calypso dancing is performed right on the docks. There are also some quiet and panoramic tours of intriguing and colorful sights in San Juan and Curacao.

Nor have de Rochemont and his associates neglected to exploit the use of special cinematic effects. One of these is a fast and dizzying tour of the streets of Maderia in a speeding native vehicle. Another is an ingenious kaleidoscope that the photographer "Weegee" has created to suggest the impression that New York makes on the Norwegian sailors—an impression of overwhelming size and a hurly-burly atmosphere.

"Weegee" variously uses a different image in each of the three screen panels, distorting lenses, and tricks with neon lights to dazzle the eyes of the spectators.

Neither of these cinematic devices is new, but they acquire an added impact on the large Cinematiracle screen.

To one observer, however, "Windjammer" is being highly successful at the Norwegian apprentices are taken aboard a U. S. submarine to learn something about how it functions. The descent of the submarine and the mission of several of the crewmen to locate a torpedo has been staged in such a manner as to give it the dramatic force of an episode from a good submarine thriller. And when the submarine surfaces the spectator is provided the sensation of riding right alongside; the camera itself becomes obscured by the spray of the sea in a startling effect.

"Windjammer" is being projected at the Roxy Theatre in New York on a screen 100 feet wide by 40 feet high, virtually filling the entire front of that large auditorium. The Roxy image has great clarity and focus, and the divisions between the three panels, while occasionally noticeable, are not distracting. "Windjammer" may only be made available, of course, to theatres especially equipped for three-projector systems.

Music, recorded on seven tracks, plays an important role in "Windjammer," and Morton Gould has composed a score that captures the flavor of the sea in some original melodies as well as arrangements of folk songs. Two famous musicians appear as themselves in two scenes; Pablo Casals is shown conducting at the Governor's Palace in San Juan, and Arthur Fiedler and the Boston "Pops" come on board the ship at Portsmouth to play Grieg's concerto A minor with Sven Erik Libaek, one of the Norwegian cadets, as piano soloist. During the latter performance the audience is given a quick tour of Norway in a series of beautiful shots of its mountains, farms, and fjords.

The picture was co-directed by Louis de Rochemont III, son of the producer, and Bill Colloran. The script was by Capt. Alan Villiers and James L. Shute. Photography was in Eastman color. Running time, 127 minutes, plus a 15-minute intermission. General classification, Release, special.

[END OF REVIEW]
who's where

Alfred J. Scuplane has entered into a contract with the CBS Television Network as an independent producer, it was announced by Russell Robinson, Jr., executive vice-president in charge of network programs.

Marilyn Weiner was appointed a press representative for National Telefilm Associates' public relations department. She joined the company in February, 1957.

Lawrence P. Frahnberg has been appointed sales manager of KPIX, Channel 5 television station of the Westinghouse Broadcasting Co. in San Francisco.

Bob Morin has joined National Telefilm Associates' national sales department as an account executive. Harold Goldman, NTA executive vice-president, has announced. In his new post, Morin will be calling on advertisers and advertising agencies and will be working out of NTA's New York headquarters.

Albert Ward, until recently with Bitten, Barton, Durstine & Osborne as TV account executive and producer, as well as account executive for Revlon for two years, has joined Television Programs of America, Inc. in the newly created post of eastern program director, it was announced by Milton A. Gordon, president of TPA.

MPO Moves Offices

Onto Republic Lot

HOLLYWOOD, Apr. 9 — MPO Productions, Inc., has arranged with Republic Pictures for the use of the entire Republic lot and facilities here for the filming of television commercials and sponsored films. MPO has moved into offices on the Republic lot which will be MPO's West Coast headquarters.

Judd L. Pollock, MPO president, announced today the appointment of Mel Dellar as executive producer in charge of MPO's West Coast operation.

Laramie' to Start

BURBANK, Calif., Apr. 9 — John Russell and Peter Brown have been set by Warner Bros. TV executive William T. Orr to co-star in "Laramie," a new 30-minute western television series for presentation in the fall. Filming of the first segment of the 39 episodes is to begin tomorrow at Warner Bros. studios here, with Jules Schermer producing.

Australian Move Against TV

(Continued from page 1)

Projects Active

Projectors have also pledged support to exhibitors, with the Federal Committee of Management of Australian Theatrical and Amusement Employees' Association passing a resolution on the subject. The decision, says, in part, the group views with alarm the action of the exhibitors in cutting down their pro-

tection for telecasting over any TV network to the detriment of the exhibitors throughout Australia. It adds that "this association pledges its full support to the cinema owners and exhibitors in a campaign to bring to the production side of the industry the same enthusiasm that producers, for telecasting purposes. Further, that all sections of the motion picture industry be called to arms to take whatever action they deem necessary to safeguard the jobs of employees and the money invested in the theatre."

Meanwhile TV itself is not having an easy time in Australia at the moment. It is reported that many stations are not insisting on commercials and stations have not disclosed any actual figures, but the Australian Broadcasting Commission, a government body which operates radio stations and two TV stations, recently tabled figures in the House showing an eight-month period

Growth of TV predicted

The eight months referred to in the report are the first of operation for the ABC stations. The report states that TV should soon create benefits far in excess of "any difficulties it might cause" and predicts a rapid growth of TV all over the country.

Selectivity

(Continued from page 1)

brought by the Attorney General against P. J. Grubbs & Co., stockbrokers, that information given out in selling the stock was fraudulent.

Hamilton admitted at the question-

ing yesterday that Grubers had at-

tended numerous sessions of the board of directors of the company and knew of the status of the system and the actual amount of money invested.

The pre-trial hearings were ad-

Journalists report the gross revenue of 1957 of $2,933,587, compared with $3,504,3

in 1958, and net income of $1,1

69 before depreciation and

and taxes, compared with loss of $544,598 on the same basis e

year ago. Net income after taxes last year was $243,490, con-

in a loss of $890,593 in 1956.

Assets $5,613,182

The company reported cash on

and as of Dec. 31 of $1,273,764.

The current assets were $5,613,182, a

current liabilities of $3,746,230.

The proxy statement for the annual meeting proposes the re-election of 

directors except Allen B. Du Mont, 

and J. Mahoney, president of the 

Corporation, is nominated to fill the vacancy. Other nominees are: 

William H. B. Babee, Richard D. Buckley, 

and G. Erph, Thomas T. Gild-

ford, Jr., Bernard Goodwin, Robert 

Jones, Paul Rainbird, Percy M. 

eart and Edwin Weiss.


et Sales $31,774,276

Net sales of Decota Records, Inc., 

1957, were $31,774,276, compared 

with net sales of $28,532,460 for 

56. A typographical error in yester-

day's story gave the latter figure for 

57.
National
Pre-Selling

In the March 31 issue of "Life," Herbert Bevan explains how subliminal perception has been used for the first time in a motion picture by producer William Edward. The film, titled "My World Dies Screaming," starring Cathy O'Donnell, is termed a psychorauma by the producer, and ready for release.

During the more frightening portions of the film, words and images that normally trigger strong responses in people are superimposed onto frames and appear on the screen for one fifth of a second, too short a time to register on the conscious mind. These frames are reproduced in the "Life" article.

Clark Gable plays the part of a journalism pupil in "Teacher's Pet" while Doris Day acts as his teacher. This new Paramount film got a tardatory review in the April issue of "Redbook."

Kathy Grant Crosby, Bing's wife, is profiled by Pete Martin in the April 5 issue of "The Saturday Evening Post." Kathy is both loquacious and energetic. Her next release is "Gumshaw's Walk."

"The Young Lions," deeply impressed "Look's" motion picture reviewer, whose reactions appear in the April 15 issue. He says, "It is a film of unmatched excitement, based on Irwin Shaw's best seller of 1948, written in the white-hot memory of his war experiences. The novel's anger inflames the movie, but the script also has the sobering perspective of ten intervening years. The result is a compelling drama of what World War II was really like for the three soldiers who are its main characters—Marlon Brando, Montgomery Clift and Dean Martin."

A striking color page ad on "South Pacific" appears in the March 31 issue of "Life." The 12 premiere engagements of the Rodgers & Hammerstein musical are listed on the upper right hand part of the page.

Herbert Bevan used a photo from Film Representative's "The Bally" to illustrate a story on alcoholism in the March 31 issue of "The American Weekly." Bevan called this Lionel Rogosin production one of the year's finest documentary films.

"Gates of Paris," is a "masterful tale of some poor Parisians filmed by the brilliant French director René Clair," reports Edwin Miller in the April issue of "Seventeen.

"Search for Happiness" is the title of a Rock Hudson interview appearing in the May issue of "Photoplay."

WALTER HAAS

Nation's Easter Grosses High

(Continued from page 1)

week's business were being recorded at the Music Hall and the Paramount, but no one else was complaining. The former, with "Merry Andrew" on the screen and the annual Easter show on the stage, was headed for a "ter- rific" $105,000 for the weekend last night. At the Paramount, where the first four days of "The Young Lions" set a five year high for the house on straight picture policy, the record was being extended to include the full week. The first week's gross was estimated at $108,000—the best since 1953.

Ticket-buyers were also crowding the box offices at the Criterion and Palace to secure seats for "South Pacific" and "The Bridge on the River Kwai," respectively. Both these theatres and the Rivoli, where "Around the World in 80 Days" is also on a reserved seat policy, reported capacity at their extra holiday performances this week.

There was also an optimistic report from the Mayfair, where "The Long, Hot Summer" has been drawing crowds, so much so that a record $39,000 was estimated for the first week which ends today.

Other high spots on Broadway: the Victoria, where "Run Silent, Run Deep," grossed $39,000 for the week ending last night, the Astor, where "Witness for the Prosecution" did $29,000 at the end of its ninth week. Paramount reported that "Desire Under the Elms" grossed $25,700 for its fourth week ended yesterday at the Sutton and Odeon and "Teacher's Pet" took in $42,000 for the third week ended Tuesday.

Paramount also reported that "The Ten Commandments" was continuing its exceptional performance in neighborhood engagements in nine theatres in the metropolitan area. For the week ended tonight a combined gross of $280,000 was estimated.

Goldwyn Deal

(Continued from page 1)

Goldwyn organization adopts the basic music contract with the union which expired on February 15, Petri-ello said. The arrangement is subject retroactively to any conditions negotiated subsequently by AFPI and the Independent Motion Picture Producers, of which Goldwyn is not a member, if it is pointed out.

It was said that the agreement with the union assures Goldwyn of "uninterrupted musical scoring of a film which contains $200,000 expenditure for music alone." The reference was to Goldwyn's "Porgy and Bess," which is now in production.

The Petriello statement said further that similar individual contracts have been signed with some 20 other independent producers, but the names of the latter were not available, according to an AFPI spokesman yesterday.

Suggests Stage Plays
On Theatre TV Screens

From THE DAILY Bureau

HOLLYWOOD, Apr. 9.—As a result of the success of recent primetime stage productions on television, film and television producer Larry Finley has announced he will go to New York soon to explore the possibilities of bringing Broadway first-night stage productions to film houses across the country via the closed-circuit telecasts.

"Instead of sitting back and worrying about the eventuality of Pay-TV in the home as a threat to motion picture pictures, why not take the initiative and use television facilities to help theatre attendance?" Finley declares.

Such a large screen presentation of live events also would serve to "spoil" the public for standard room-size television set viewing of similar fare on a paying basis, Finley's opinion. He also feels the project would enhance film education, and bring more adult audiences back into the fold.

New York is a film town, they said

They made gay and resounding the third floor of Toots Shor's the other evening, those two hundred lively hustlers of film making. They attested the vigor and substance of New York producing. They were the men of the Film Producers' Association, and they heard with pleasure but not surprise new president Nate Zucker tell them they now employ 25,000 persons, make 90 per cent of the country's TV commercials, and some theatre pictures which have become renowned.

—F.E.S.

Producers . . .

Budd Schulberg
Elia Kazan
Paddy Chayefsky
Hi Brown of Galahad Productions, and Martin Poll of Gold Medal Studios

St. Louis in Tribute
To Handy Film Today

Special to THE DAILY

ST. LOUIS, Apr. 9—Paramount's "St. Louis Blues," screen biography of W. C. Handy, will have its world premiere at the St. Louis Fox Theatre tomorrow evening climaxing a day-long civic tribute to the beloved "Father of the Blues" who died March 28 in New York.

Mrs. Irma Handy, the composer's widow; Nat "King" Cole, who portrays Handy in the picture; Pete Bailey, who plays his aunt, and Charles Handy, the late composer's brother, will be honor guests at ceremonies commemorating W. C. Handy and at the premiere.

Seeks New Drive-In

HARTFORD, Apr. 9—James Schiff, Stratford, Conn., property owner, has petitioned the Stratford Town Planning and Zoning Commission for authority to build an outdoor theatre in the town's first, Stratford already has one theatre, the four-wall Stratford owned and operated by Albert M. Pickus, TOA director.

Competitors

Budd Schulberg
Elia Kazan
Paddy Chayefsky
Hi Brown of Galahad Productions, and Martin Poll of Gold Medal Studios

President
Ask High Court Review
Ruling in FWC Suit

From THE DAILY Bureau
WASHINGTON, D. C., Apr. 10.—Beacon Theatres of San Bernardino, Calif., today asked the Supreme Court to review a lower court ruling denying the corporation a jury trial of anti-trust charges against Fox West Coast Theatres.

Beacon, operators of the Belair (Continued on page 2)

Sack Calls Press ‘Prime Medium’
Through Which to Sell Pictures

By JAMES D. IVERS

Ben Sack, Boston exhibitor who has established exhibition and distribution seven years ago, believes that the press to sell pictures. His methods, colorful, persuasive and unorthodox, nevertheless produce results as proved by columns and columns of stories and publicity on "Bridge on the River Kwai," "South Pacific," "Around the World in 80 Days," all of which he is now playing.

His latest triumph is page after page of publicity on a visit to Boston by Paddy Chayefsky in preparation for the opening of "The Goddess." At a luncheon yesterday at Columbia for Chayefsky and Milton Perlman, producer of the picture, Sack boasted of how he had sold Columbia on giving him the picture for a world premiere in Boston instead of opening it in New York or Hollywood.

"Boston has never had a world premiere," he declared, "but they'll know they have had one when I get through." And if past performance is a guide, they will.

Among his plans for the premiere are a $50 a seat benefit premiere for the Governor Furullo Scholarship Foundation, a day of speeches at Harvard University for Chayefsky, and a round of luncheons, dinners and in-

Anti-Trust Suit Filed Here

U.S. Hits Univ.-Col. Films to TV Deal
Suit Charges Restraint of Competition
By ‘Elimination’ of ‘U’ in TV Field

The Department of Justice yesterday charged Universal Pictures, Columbia Pictures and Columbia’s subsidiary, Screen Gems, Inc., with restraining competition in the sale of films to television.

In a civil anti-trust suit filed in the New York City Federal District Court, Justice declared that under an agreement between the companies, Screen Gems obtained the exclusive rights for the television distribution of Universal films, thus eliminating Universal as a competitive factor in TV film distribution.

The complaint asked that the three companies be enjoined from carrying

(Continued on page 3)

Cinemiracle Laundered; Advances Sale Brisk

Spurred by glowing and enthusiastic reviews in metropolitan newspapers yesterday, the advance sale for the special engagement of "Windjammer" in National Theaters’ Cinemiracle process, was off to a fast start.

The first extra matinee yesterday, scheduled and advertised only briefly in advance, had only $2 unsold seats. Last night’s regular performance was sold out. There will be another extra holiday week matinee.

There were sold lines at two advance sale ticket windows all day and into last evening, many asking for dates well in advance. No estimate of the advance sale was available late yesterday, however.

Wagner Sets Meet with FPA for April 22

Mayor Robert F. Wagner of New York has set a meeting for April 22 with the civic committee of the Film Producers Association to "discuss some of the producers’ problems and to attempt to rectify some of the mistakes of the past."

Speaking at the FPA dinner Tuesday the meeting on April 22.
Sack Praises

(Continued from page 1)

they which should leave the press breathless.

Chayefsky and Perlman, delighted with plans for the launching of their first children's book, said their determination to make the picture in New York—it's about Hollywood—was governed by their belief that production there would be less expensive and by their desire to get away from big studio atmosphere.

Facilities Called Equal

Both men declared that facilities in New York are equal—with minor exceptions—to those in Hollywood. Those that are lacking, Chayefsky declared, such as the inability to provide daily rushes on the set, are compensated for by the skill and enthusiasm of the technical crews.

Their next as an independent team will be "The Middle of the Night." Chayefsky's stage play, shooting on which will start next January.

N. J. Drive-in

(Continued from page 1)


The suit charges the defendants "discriminated against the drive-in by favoring full divestiture for first and second runs to preferred theatres." Both a permanent and preliminary injunction are requested, and the court is asked to direct the distributors "to negotiate in good faith on first-run availability."

SAG G Winner

(Continued from page 1)

In this year's "G-Men" television series.

Small's Operations at Paramount-Sunset Plant

From THE DAILY BUREAU

HOLLYWOOD, Apr. 10—Edward Small Productions, Inc., and subsidiaries will produce all pictures at the Paramount-Sunset studio during the year commencing Monday, Small vice-president Ben Hersh and Sunset-Paramount vice-president James Schutte have jointly announced.

Work will begin at once on preparing 27 offices for the company's basic use.

New Orleans' to AA

Allied Artists has signed with M.E.A. Film Productions for the distribution of the company's "New Orleans After Dark." The picture, filmed in the Louisiana metropolis, will open there with a gala premiere in the early summer.

Charity Donations

Set for Variety Week

From THE DAILY BUREAU

LONDON, Apr. 10—Convention chairman James Cushing announced that Variety Clubs International will not be unmindful, during the junks which will mark convention week, April 22-25, of its dedicated responsibility to underprivileged children.

Twelve British charities will receive donations at one or another of the banquets during the week. They include groups like the Actors' Orphanage, the National Orphanage, the National Playing Fields Association, the Greater London Fund for the Blind and the Widow and Orphan Fund of the National Union of Journalists.

Convention Brochure to Aid

Part of the amount of the donations will be realized from the convention brochure, for which the British and American advertising space has been contracted to the value of £14,000 ($30,200).

Additional to the cash gifts, Variety is to entertain 200 children at a luncheon in the foyer of the Coliseum, London's historic Guildhall on April 22.

MPIC Praises Seaton

Wald for 'Oscar' Show

From THE DAILY BUREAU

HOLLYWOOD, Apr. 10—The Motion Picture Industry Commission today indicated its support of a resolution lauding Jerry Wald, MPIC president, and George Seaton, Academy president, for their respective achievements in connection with the first industry-sponsored Academy Awards show.

The meeting also heard a report by Edmund Hartman, Writers Guild of America, West, on his recent meeting with other organizations heads in Washington on foreign aid plans.

Wurtzel Rites S sunday

HOLLYWOOD, Apr. 10—Funeral services for Sol M. Wurtzel will be conducted Sunday at Temple Israel, of which he was one of the founders and the first president, with Rabbi Max Nussbaum officiating.

Wurtzel's widow, daughter, son and three brothers survive him.
SMPTe Plans Record Equipment Exhibit

Many of the leading producers of motion picture and television equipment will be exhibiting their latest products at the 83rd Semi-Annual Convention of the Society of Motion Picture and Television Engineers. The exhibit will be on view April 21-25 at the Ambassador Hotel, Los Angeles, where the Society will be holding its 83rd annual convention with all phases of motion picture and television engineering.

Drawn from All Sections


First Showing for Many

Reportedly the largest exhibit in SMPTe history with many of the items having their premiere showing, the exhibit will include equipment such as instrumentation cameras, lenses, projectors, recorders, recording cameras, tripods, underwater housings, boats, dollsies, developing machines, still & motion picture cameras, shutters, sensitographs, splicers, editors, recorders, amplifiers, film cleaners, rewinders, dusters, lighting equipment, rotary prism cameras and viewers.

St. Louis Welcomes Paramount’s ‘Blues’

Special to THE DAILY

ST. LOUIS, Apr. 10 — Paramount’s “St. Louis Blues” had its world premiere here tonight at the Fox Theatre to a sellout house and a large group of standees. The National Variety Clubs Fund was the charity beneficiary of the premiere.

Nat “King” Cole and Pearl Bailey, two of the picture’s stars, were on hand for the premiere, which climaxed a day dedicated by Mayor Raymond R. Tucker to the memory of W. C. Handy, “father of the blues” who died in New York on March 28. Mrs. Mary Zuckerman, Hand’s compositer’s widow, came from New York to receive from the Mayor the key to the city in a ceremony which touched off the city-wide tribute.

U.S. Hits Universal, Columbia

(Continued from page 1)

out the terms of their agreement and that Screen Gems be required to divest itself of the exclusive license for the Universal films on TV. It also asked that a preliminary injunction be issued preventing the companies from taking any action in furtherance of the performance of the contract to which they agreed.

Statement by Hanson

In commenting on the case, Victor B. Hanson, assistant attorney general in charge of the Anti-Trust Division, said: “According to this complaint, a substantial portion of the total broadcast time of all television stations is devoted to the broadcast of feature films, which have become a staple commodity of TV programming. We hope by the institution of this action to foster competition in this source of programming material for television stations.”

The Justice complaint stated that under agreements made by the three companies, Screen Gems was given exclusive license for the TV distribution of over 600 pre-1948 Universal pictures for about 14 years. These agreements, Justice alleged, were part of an illegal conspiracy “to fix prices and eliminate competition between Columbia and Universal in the field of TV film distribution, and violated the Sherman Anti-Trust Act.”

Clayton Violation Charged

The complaint further charged that the grant by Universal of exclusive distribution license to Screen Gems was an “unlawful asset acquisition” which tended “substantially to lessen competition,” thus also violating the Clayton Anti-Trust Act.

Under the terms of the agreement among the companies, Justice said, the same standards are used in classifying Columbia and Universal films and differences in the price at which comparable feature films of both companies are licensed to television are eliminated. Unless the agreement is restrained, Justice went on, its effect will be “to fix and maintain uniform and identical minimum prices and to eliminate price and other competition between Columbia, Screen Gems and Universal, in the distribution and licensing of feature films for television exhibition throughout the United States.”

Previous Actions Filed

A year ago the government filed actions against Loew’s, N.T.A., Associated Artists Prods., C & C Super Corp., Screen Gems and United Artists charging that the defendant film companies upon the TV stations to license their pictures in groups and contending that the block-booking practiced was in violation of the anti-trust laws. It asked that the film distributors agree to sell their films for TV on a picture-by-picture basis.

Questioned yesterday, defense attorneys said there have been no significant developments in the action thus far. “There have been a few requests to inspect documents from time to time, but nothing more than that,” one said, “and there has been no discussion of the setting of a trial date.”

Seven-Year Agreement

The Screen Gems agreement with Universal called for the former to pay to the latter a minimum guarantee of $20,000,000 over a seven-year period and provides for Screen Gems to receive a graduated scale of distribution fees.

The contract also stipulates that all rights, other than TV distribution, are retained by Universal.

Set Hearing on Change Of Drive-In Operation

Special to THE DAILY

ALBANY, N. Y., Apr. 10.—A public hearing on a proposed change extending the hours in which the Jericho Drive-In may operate, from midnight to 1 A.M. weekdays, and from 11 P.M. to midnight Sundays, will be held tomorrow night by the Town Board of Bethlehem.

Morris and Raphael Klein, owners of the drive-in, which was opened last June, requested that the deadline for operation be stretched. A petition favoring this move has been presented to the town board.

Rackmil, Schneider

(Continued from page 1)

view this at any rates. Therefore, we believe that our present position is clear and without impairs.” Rackmil said: “I have not seen the papers filed by the Department of Justice nor have our attorneys and we are therefore unable to make the reported legal action. However, we are fully convinced that there is nothing in the contract between Universal and Screen Gems to give us any encouragement. We will vigorously defend our position and are confident that we will be upheld.”

Wagner Sets Meet

(Continued from page 1)

day night, Mayor Wagner promised such a meeting and instructed Vincent J. O’Shea, deputy commissioner of commerce and public events, to arrange it for as soon as possible. The meeting is expected to increase cooperation between city departments and the production industry in New York.

National Pre-Selling

“LIFE” in the April 7 issue had a splendid pictorial story on Hollywood’s Academy Award presentations. Joanne Woodward is shown waiting tensely in the Pantages Theatre to find out how her peers, the 2,000 leading figures in the movie industry, would vote. The photo she is seen hugging the Oscar won for her work in the difficult triple-personality role in “Three Faces of Eve.”

“The Long Hot Summer,” a William Faulkner melodrama of the Mississippi rural country, “where passions flare quickly and primal emotions are overpowering,” Joanne Woodward is selected by “Cosmopolitan” as the “Outstanding Picture of the Month” for April.

“In a year when Westerm are all over the place, it’s interesting to find an excellent one which is all the more enjoyable because it never takes itself too seriously.” This is Florence Santa’s reaction to “Cowboy” which she reviewed for the April issue of “Redbook.” Furthermore it is distinguished for its beautiful color photography, for an interesting musical score and for its authenticity,” she says.

Lita Milan, born in Brooklyn, but who picked up a polyglot of many languages by traveling in France, Italy, and Spain, is profiled pictorially in the April 15 issue of “Look.” At present she plays American-style Magnani parts. The actress, who appears in the opposite John Barrymore in “Never Love A Stranger” and with Paul Newman in “The Left Handed Gun.”

In the April issue “Coronet’s” reviewer says “Possibly no movie version could recapture the glowing memory playgoers treasure of Mary Martin and Ezio Pinza in “South Pacific,” but this comes mighty close. It is high, wide and as handsome as Todd-AO, Technicolour and director Josh Logan could make it. All the melodic Rodgers and Hammerstein score is here, plus two tunes cut from the original Broadway musical.”

A full-page photo of Clark Cable leads off an article titled “The Indestructible Cable” appearing in the April 7 issue of “Life.” Photos from his two current films, “Teacher’s Pet,” and “Run Silent, Run Deep” are spotlighted. Both these films are released laudatory reviews.

The June 15 issue of “Pictorial Review’ will have a full color front cover caricature of the stars of “The King and I,” in an issue Kaptzoff. The stars in this new release are Kirk Douglas, Janet Leigh and Tony Curtis.
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**KEY:** SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.
**Paramount Net**

*Continued from page 1*

000, or $2.17 per share, reported for the year 1956 on 1,971,316 shares then outstanding and net income for the year of $8,731,000, or $4.43 per share, after special items of $3,000,000 representing principally profit on sale of the company’s short subjects library to television.

For the fourth quarter of 1957 consolidated net earnings from operations are estimated at $1,188,000, representing 61 cents per share, and net income for the fourth quarter at $560,000, or 28 cents per share, after provision of $842,000 mentioned above.

Aided by Sales to TV

The foregoing comparative earnings reported for the fourth quarter 1956 were estimated at $897,000, of 16 cents per share, and net income of $1,988,000, or $1.01 per share, after special items of $1,988,000, representing chiefly profit on sale of films to television.

The Paramount report pointed out that during the year 1957 there was no special item income of television earnings of $560,000, or 23 per cent of sales, as recorded in the 1956 financial report. Substantial volumes have already been realized from such sources during 1958, it was stated.

from a house which had long ago been desecrated by the mother in order to get away from her alcoholic husband. The “bad” sister leaves first, and the other soon follows in pursuit, but they do not meet again until toward the end of the film.

In the interim most of the action is concerned with the “bad” girl’s descent into crime, which consists primarily in robbing drunks men in bars of their cash while succumbing occasionally to the amorous advances of these and other men. On the other hand the “good” sister spends her time warding off lecherous males (she is in love with a fellow star) because of an unfortunate “experience” with an older man when she was 15 years old). To the sexual episodes add a violent brawl in a roadhouse between several men, and you get a general idea of the tone of this film.

When the sisters finally catch up with each other, the “bad” one inevitably gets “good”, good, and tries to join in with a gang of young thieves, mastered by two adults, in a post office robbery. At the last minute, the “good” girl cannot go through with their plan, and turns everyone over to the police.

In the role of the “bad” girl Norma Eberhardt conducts herself like her 18-year-old imitating Mae West and Mae West herself at the same time, while Mary Murphy is sweet but implacable as the representative of virtue. This B.R.K. presentation was produced by Harry Klawick and Richard Say and directed by the actor Paul Henreid. Screen play credit goes to Allen Rivkin and Tb Melchior. Running time, 82 minutes. Adult classification. Release, in May.

**Rundown of Proceedings for 10th 'Emmy' Telecast on NBC Tuesday**

The program for the tenth annual "Emmy" awards telecast to take place next Tuesday, on NBC-TV, live, and which will emanate from New York and Los Angeles, (10:11:30 P.M., EST) was released yesterday.

Two musical numbers have been written especially for the show, and will open each half of the program. The first, a parody of "Love and Marriage," was written by recent "Oscar" winners Sammy Cahn and Jimmy Van Heusen. Its subject is the 1957 television year and will be sung by four people whose careers were very much a part of that year; Jilly Corey, Louis Nye, Gicle Mackenzie, and James Garner. Each will then present an "Emmy." With the first two in New York and the other pair in Los Angeles, the segment will be a split-screen affair.

Second specialty number is a parody of "Dearly," with a "those-were-the-good-old-days" theme, to be sung by Cliff Norton and Arnold Stabler, and Jimmy and Jerri Lester in Los Angeles.

**Who’s Where**

**Rudolph Hardy**

Who’s Where

Gerald O. Kaye will assume the top executive position of National Television Associates’ WATV, WAAAT (AM) and WAAAT-FM, Newark-New York City metropolitan area TV and radio broadcasting stations, Ted Cott, NTA vice-president in charge of station operations has announced. Kaye will be named president of Atlantic Television, Inc., the corporate owner of WATV, and also will assume the duties of general manager for the TV station.

**Raymond E. Nelson**, an NTA Film Network executive, will be named president of the Brenner Broadcasting Corp., the corporate owner of NTA and WNTA-FM, Ted Cott, vice-president in charge of NTA Station Operations, has announced, Nelson, who is leaving his current position as vice-president and general manager of the NTA Film Network for the new assignment, also will assume the post of general manager for both radio properties, which serve the Newark-New York metropolitan area.

**Carroll V. Hansen** has been appointed to the newly created post of program coordinator for the CBS-Owned Radio Stations. It was announced by Jules Dunders, vice-president in charge of station administration for CBS Radio. Hansen has served as coordinator of news and sports for CBS Radio since 1955.

**The appointment of Hunt Stromberg, Jr., as director of program development, CBS Television Network, Hollywood, was announced by Guy della-Cioppa, vice-president and director of programs, Hollywood.

**Broadcast Unions Urge End to CBS Strike**

Three broadcasting unions have offered their good offices to both parties in the current strike of technicians against Columbia Broadcasting System, Inc. The offer was made in a joint letter addressed to CBS and Local 1212 of the IBEW, by executives of the American Association of Television and Radio Artists (AFL-CIO), Radio and Television Directors Guild (AFL-CIO), and Writers Guild of America (independent).

Prior to receipt of the commission’s appeal, CBS and IBEW had agreed to meet in Washington tomorrow morning in an effort to settle their differences. There are over 400,000 members, the salaries of 1,300 technicians employed in the network’s television and radio divisions.

**Newscasters as Narrators**

A cavalcade of television history, suggested by the tenth anniversary of the "Emmys," will be presented via film clips comprising TV highlights of the 1948-1956 time period. The second clips will be narrated by an array of top newscasters: Mel Allen, Frank Blair, Walter Cronkite, Alex Trecker, Douglas Edwards, Don Goddard, Chet Huntley, John Secondari and Robert Trout.

The film clips will be interspersed among the award presentations, which will be made by some of TV’s biggest stars. The personalities who will award statuettes are Steve Allen, Gertrude Berg, Milton Berle, Red Buttons, Art Carney, Arlene Francis, Dave Garwood, Gypsy Rose Lee and Paul Winchell in New York; and Eve Arden, Jack Benny, Eddie Cantor, Ralph Edwards, George Gobel, Ida Lupino, Ed Wynn and Lorettta Young in Los Angeles.

Phil Silvers and Danny Thomas will emcee.

**Special Award to Benny**

A special award to Jack Benny, honoring him for his contribution to the broadcasting industry through the years, will be made by Jane Wyatt, member of the Board of Trustees of the National Academy of Television Arts and Sciences.

The cycle of television’s 10-year growth will be completed with the telecast of the 10th annual “Emmy Awards,” by Milton Berle—a television star even in 1945—will present the Emmy award for the top TV show of 1957.

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EDITORIAL

TV Film Suit

By Sherwin Kane

The government anti-trust suit filed in Federal District Court here last week against Columbia, Universal and Screen Gems, based on the deal by which Universal's pre-1948 film library was made available to the Columbia TV subsidiary, quite probably would prove costly to television stations in the event it is ever decided in the government's favor.

The public interest action as this—to determine who would distribute old films for showings on free, home TV screens—is too barmy to warrant consideration. The federal anti-trust office group—should the defendants be more immediate.

All of the experience of this industry in its two years of trial has tended to show that traditional film distribution is too costly even though the number of theatrical outlets is greater than the TV station outlets in question. The current industry tendency, based on its experience, then, is to streamline and consolidate distribution facilities.

Now comes the government in the last of this trial taking the position that a film company must distribute its own prints to TV, or it must allow them over to someone who is not already selling another company's films to TV.

Thus, the government's position not only is contrary to the industry's experience in the economics of distribution, but it would almost certainly mean in the very limited television market, a higher cost to stations and, thus, to sponsors. Suppose Universal is sold to MCA. Would that have assured a lower price to stations? That is certainly doubtful.

Screen Gems is a successfully established distributor of films to television. The government's suit appears to mean that another film company should not sell to such a distributor. Rather, it should go to the economic procedure of establishing, or the limited TV market, another needed distributor to duplicate existing facilities.

Perhaps the Justice Department can explain how TV stations will benefit. No other interest is immediately apparent.

1958 and Long Range Prospects for Industry Are Bright, Study Finds

Pointing to recent and continuing gains in theatre attendance and other favorable factors on the motion picture industry, the Value Line Investment Survey of today by Arnold Bernhard & Co., investment advisers, declares that motion picture securities "represent attractive vehicles for capital growth."

"So far this spring," it states, "box office receipts of movie admissions have been running ahead of those of..." (Continued on page 6)

Vogel, Newman, Roth In New Board Posts

Joseph R. Vogel, president of Louis Inc., has been appointed chairman of the executive committee by the board of directors, it was announced at the weekend. At the same time Jerome A. Newman was appointed chairman of the budget finance committee. (Continued on page 2)

Soviet Film Buying Group Here From D.C.

Negotiations by the Russian film delegation for specific American pictures in which they have displayed interest are scheduled to continue here today after having been trans-. (Continued on page 6)

Easter Week Business Spurs Hope for Continued Upswing

Business on Broadway during Easter Week lived up fully to the high expectations exhibitors had expressed for it in advance, they said at the weekend and most added they had confidence the pick-up would continue. The weather was not always the best, but it did not seem to deter school children and tourists on spring vacation. Capacity houses were the rule in most instances straight through to this past weekend.

In some cases records were set. At the Paramount the five-year mark for a straight picture policy was broken by "The Young Lions" in the first week and ended Wednesday. Business continued at a fast pace through the weekend, the figure for Easter Sunday through Saturday was placed at $150,000.

At the Music Hall, which is playing its traditional holiday stage show along with "Merry Andrew," Easter Week grosses were described as "very good" if not quite up to last year's. The take for the seven days ending Saturday was estimated at $208,158. Long lines were reported all week long for all shows, including the extra ones in the morning, and on Wednesday patrons were waiting for tickets three block from the box office.

At the Palace the best week since it... (Continued on page 2)

Schwartz Reports:

RKO Circuit's Business Up; Outlook Good

No Decision Reached on Drive-In Acquisitions

By JAMES M. JERAULD

Theatre business has improved and there are prospects for further improvement, Sol A. Schwartz, president of RKO Theatres, who also is executive vice-president of the diversified List Corp., told the List stockholders at their annual meeting Friday.

RKO Theatres is one of the divisions of the diversified List Corp. Schwartz's remarks were in reply to a question... (Continued on page 3)

15 Post-'48 Features in New RKO TV Package

Eighteen feature pictures, all but three of them released since 1948, will be syndicated to television by RKO Television. C. Robert Mainly, vice-president in charge of that division of RKO Teleradio Pictures, Inc., said the group would be called the "RKO Television Showcase Package" and would be sold "far, wide and fast" so that stations could include them in their fall programming plans.

The group includes pictures starring Rock Hudson, Marilyn Monroe... (Continued on page 6)
Waldman to Speak at B'nai B'rith Lunch

Lester Waldman, executive assistant to the national director of the Anti-Defamation League of B'nai B'rith, will be the speaker at the presidential dinner of the Los Angeles B'nai B'rith Lodge of B'rith at the Hotel Astor here Thursday, according to Harry Brandt, chairman of the locale.

The function is to be attended by Cinema Lodge members and their guests as well as representatives and leaders of all branches of the entertainment industry. It will serve to pay tribute to retiring president Robert K. Shapiro and to welcome newly-elected president Joseph B. Rosen of Universal Pictures Company.

Officers of Cinema Lodge for the current year will be installed at the luncheon.

'B' Pictures Total 60% Of April-June Releases

Out of approximately 77 pictures tentatively set for release by the eight major distributors for the three-month period of April through June, about 60 per cent are in the "B" or low-budget category. A breakdown of booking charts showed at the weekend. The shift to an emphasis on "blockbusters" by many of the companies, it would appear, has not as yet had the anticipated effect of lessening the number of "B" product, which is in demand by many exhibitors to fill out the still-thriving double-bill program.

Special 'Windjammer' Showings for Youths

A series of special performances of "Windjammer," the first Cinemiracle presentation, will be held at the Roxy theatre here for schools and youth organizations. The dates of the special performances are: Thursday matinees at 2:30 on May 8, May 15, May 22, and June 26; and Saturday mornings at 10:30 A.M. on May 16, May 24, May 31, June 7, June 14 and June 21.

For these performances only, there will be a special price, for all students from grade school through high school, and for members of youth organizations. The minimum order is 20 tickets for the special price. Adults will not be admitted to the performances unless accompanied by groups of young people.

Romm Leaves Columbia

Harry Romm, who for five years occupied an important executive position in the home office of Columbia Pictures, has resigned to return to independent film production. First new property in his activities as independent producer will be "Seven for Saddle Prom," scheduled to go into production on July 1. Discussions are now under way for a possible release through Columbia.

Mrs. Weinstein Dies

Mrs. Bertha Weinstein, wife of the late Max Weinstein, chairman of the board and treasurer of Radio City's Fifth Avenue until his death eight years ago, died Friday at the age of 73 at her home here. Services were private. Survivors are two sons and three daughters, one of which is Mrs. Isobel Goldden, wife of Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres.

Easter Week

(Continued from page 1)

opened last December was reported for the roadshow of "The Bridge." The show played every day—there were 20 Sunday through Saturday—even the house to amass a capacity $59,200. On regular schedule the house can't be raised to the reported.

S.R.O. signs were also out at Criterion, where "South Pacific" was on the reserved seat policy. Easter Saturday through Sunday, with additional performances planned, the play was mounted to a near-record $63,000.

Good Reviews Help

Advance sales were strong all week at both the Palace and the Criterion and when the Roxy opened "Windjammer," first picture in the Cinemiracle process on Thursday, good reviews spurred the advance thus far. Thursday the gross was reported 90 per cent of capacity with $1,516. At the weekend advance sales up to and including the opening, stood at a record.

With the reopening of the Roxy Broadway now has five "hard-ticket" attractions. At the Rivoli and Warners, "Around the World in Eighty Days," "Secret of Paradise" are showing, respectively, business was also reported brisk.

'Summer' Popular

Playing both on Broadway and at the Mayfair and Fine Arts, respectively "The Long, Hot Summer" raked up an impressive $40,000 gross of almost $45,000 for the seven days surrounding Easter Sunday. In the same period the Capitol did $58,000, with "Teacher's Pet," the Victoria, with "Ron Silent, Big Rumble," the Astor. The Astor was the "Witness for Prosecution," which has been playing strong for ten weeks. Another film which has been around two weeks, "Desire Under the Elms," grossed $20,580 at the Odeon and Sutton together during the week.

Neighborhood Houses Busy

The neighborhood theatres benefited from the boost in attendance. On the RKO circuit "A Farewell to Arms" was proving stronger than the "Peyton Place." The picture opened on Tuesday night and for the first two days following the gross at an exceptional $81,804. It was also reported there were record bookings at the other two theatres, the more than 50 other theatre playing it locally.

Meanwhile the 'Ten Commandments' continues to pack them in nine theatres throughout the metropolitan area. For Easter Week—Sunday through Saturday—the combined gross was $417,769, according Paramount.
RKO Circuit's Business Up; Outlook Good

(Continued from page 1)

by a List stockholder as to the outlook for the theatre division.

"Garden attractions are plentiful," said Schwartz, "and we are getting our share."

Replying to questions by Louis Gil- lerman, Harry Kove and Jules Breiden, Schwartz made the following comments:

There is no way of predicting the future of toll television and its effects on theatre management.

Watching Toll-TV, He Says

RKO is watching the developments on toll TV, he said, "but nobody is qualified to talk on the future; on whether we hurt theatres, or help them. It will have to live on its own, with competition from both free television and theatres."

Kove wanted to know if any trends in picture-making were discernible. Schwartz said the aim now is the same as it always has been—to make pictures that will please the largest number of people and not have that no definite trends could be seen.

Asked whether RKO Theatres in

tends to start or acquire drive-ins, he said several proposals had been discussed, but the sellers' prices had been so high there had been no meeting of the minds.

The detailed report on theatre operations submitted to the meeting showed that since 1948 RKO has re-
duced its theatres from 86 to 65. Some of this reduction was due to the anti-trust decisions. Gross income for 1957 was $260,160,565 with a net of $1,504,267. Admissions during 1957 totalled 21,713,512.

The unit operates in 14 states and the District of Columbia to others, of which three are owned in fee, one is held under a ground lease and two are leased.

Six Houses Rented to Others

RKO theatres and its subsidiaries rent six theatres to others, including 32 in the New York metropolitan area. Thirty-eight are owned in fee, seven are on land leased from others, and 20 are entirely leased.

The policy of selling commercial buildings in which theatres are located will be continued. The theatres are leased back. During the past three years five theatre properties, including related commercial properties, will be sold at an expected income of about $3,070,285, have been sold for an aggregate of $7,615,500.

List Merger Derailed by Suit

(Continued from page 1)

by a Glen Alden stockholder who was served on the List directors at the start of the meeting. The exchange would be on the basis of six List shares for five of Glen Alden.

The same order was served at the same time on the Glen Alden stockholders' meeting which was being held nearby in the Hotel Wellington.

Both meetings were recessed until 3 P.M. to give time to conferences. The stockholders of Glen Alden approved the proposal, but delayed further action pending court hearing.

There are three actions pending. A hearing on the first, brought by Samuel Gilbert (no relation to the Gilbert brothers who appear at most stockholders' meetings) is scheduled for today in the Kings County Division of N. Y. Supreme Court.

No Action Until Apr. 26

Neither company will take further action on the reorganization until April 25, when the stockholders will reconvene.

The aim of the reorganization is to organize a new company under Pennsylvania laws to replace Glen Alden, it will be called List Alden Corp. The List meeting had been scheduled for the company's home office, and the large attendance of stockholders made it necessary to transfer it to the Park Sheraton Hotel.

Gera Corp., another of the diversified companies in the List group, will be included in the reorganization.

Glen Alden has paid dividends in only three years since 1958. These were in 1955, 1956 and 1957. It mines anthracite, owns an air conditioning subsidiary, the Ward LaFrance Truck Corp., and other units.

Seven directors of the proposed new List Alden Corp. were elected as follows: Ralph E. Case, T. R. Colborn, William J. Durncher, Vera G. List (Mrs. Albert A. List), A. Louis Oresman, A. H. Parker, Jr., Edward G. Balfery and Sol A. Schwartz. Schwartz is executive vice-president of List Industries and president of RKO Theatres.

The directors of the present Glen Alden Corp., all of whom were re-elected, are: Frank Barsside, Francis O. Case, Wentworth F. Johnson, Dudley G. Layman, Albert A. List, Royal B. Lord, Gilbert S. McClockton and John R. Steelman.

Board Would Total 17

The exclusive contract under which writer-director Roger Vadim works with producer Saul Levy has been extended for two additional years through 1962, it was announced at the weekend by Levy. In February Columbia Pictures announced the consummation of its agreement by which a series of major international films would be made for Columbia release starring Brigitte Bardot, produced by Levit and distributed and di-
xected by Vadim. That deal is for three years through 1960.

"Mitsou" Here Today

"Mitsou," or "How Under-tamed: Canines of the World," will be shown in an appropriate book and directed by Kados. This film is being distributed in the U.S. by Zenith International Film Corp.
**ADVENTURE? YES!**...Filmed in a brand new movie locale—the opulent oil country of Venezuela!

**SPECTACLE? YES!**...A billion dollars in flaming oil, sweeping a lake, threatening a city!

**ACTION? YES!**...The breathless exploits of a rare breed of trouble-shooter who skin-dives deep under Lake Maracaibo in death-challenging fight to put out roaring oil fire!

**ROMANCE? YES!**...Lived by a man who likes to play with fire but who can't handle the blazing passions of a smoldering brunette and a dynamite blonde!

**COLOR? YES!**...Technicolor vistas filling the screen with the splendor of glamorous South America!

**BIG, BEAUTIFUL, EXCITING ENTERTAINMENT FOR HIGH, WIDE AND HANDSOME BOXOFFICE RESULTS!**
Paramount Presents

CORNEL WILDE • JEAN WALLACE

Maracaibo

co-starring

ABBE LANE • FRANCIS LEDERER

and

MICHAEL LANDON

with

JOE E. ROSS

Produced and Directed by CORNEL WILDE

Screenplay by TED SHERDEMAN

From the Novel by STIRLING SILLPHANT

TECHNICOLOR®

vistaVision®

Y PARAMOUNT PRODUCT All Thru '58-'59
Television Today

Announce New Camera For Better Reception

Special to THE DAILY
SYRACUSE, N. Y., Apr. 13 — Another step towards improved home reception of television programs was disclosed here today by the General Electric Company’s Technical Products Department with announcement of the first monochrome or black-and-white TV studio camera incorporating transistors to replace vacuum tubes. As a result of this development, Paul 1. Chamberlin, department manager of marketing for broadcast and military equipment, many high-pitched voice or sound waves sometimes seen as wavy lines on home TV screens will be eliminated. The wavy lines, known as microphonic, are caused by vibrations in electronic tubes.

By using transistors to replace tubes in the video preamplifier portion of the camera, G-E broadcast engineers have eliminated a primary cause of annoying microphonics. Several sets have been replaced by transistors.

TV Set Production Declined in February

WASHINGTON, Apr. 13—Television set production declined in February, the Electronics Industries Association announced.

570,143 sets were produced in that month, compared with 433,983 turned out in January and 464,697 in February of the previous year. Cumulative output in the first two months of 1958 was 804,396, compared with 914,887 made in the first two months of 1957.

Morrison Joins Guild

R. Gould Morrison of Los Angeles has been named to the international staff of Guild Films Co., Inc., it was announced by John J. Cole, president. Morrison will go to England immediately to take up his new assignment.

Soviet Group (Continued from page 1)

Forced from Washington to New York on Friday.

The Russian negotiators screened 39 American films at Motion Picture Association headquarters in Washington and said they were interested in negotiating for the purchase of 12 of them. Titles of the pictures were not made public but it was stated that the films are representative of the major distribution companies. Among the 12 is “The Bridge on the River Kwai,” about which the Russians talked to Sam Spiegel, its producer, in Washington last week.

Meetings Friday and Saturday

The Soviet group held individual conferences here on Friday and Saturday with representatives of American companies, and more are scheduled for today. In addition, the visiting group is expected to be here today, instead of in Washington as originally planned, with Edward Lewis, vice-president of Bryna Prod., on the public production by the latter of “Michael and Martin.”

Meanwhile, screenings of Russian films for prospective American distribution is continuing here, with 15 of the 24 Soviet films in the group having been shown to date.

Charges ‘Monopoly’ in 16mm Non-Theatre Films

Post Pictures Corp. filed an antitrust action in New York Fed. Court here Friday involving the distribution of non-theatrical 16mm films of the major motion picture companies. The suit charged Encyclopaedia Britannica Films, Inc., Films, 1 and various individual directors of those companies with preventing plaintiffs and others from obtaining rights to the 16mm films.

15 Post’48

(Continued from page 1)


CLASS WILL TELL!

Trailers — the apple of every smart showman's eye — always chalk up the highest marks when it comes to promoting your Feature Attractions.

It's just a case of simple arithmetic. The Prize Baby's top-grade performance can be relied upon to add more dollars* to your box office receipts than any other advertising medium . . . and for only a fraction of the cost!

*The Sindlinger survey prepared for theatre clients on December 2, 1957, reveals that $429 out of every $1,000 taken in at the boxoffice is influenced by Trailers.

The Opinion Research Corp. of Princeton survey prepared for the Motion Picture Association of America and released for publication on January 16, 1958, gives Trailers "top mention" as the most reliable form of advertising.
NOW—UNITED IS THE FIRST
AND ONLY COAST-TO-COAST AIRLINE
WITH RADAR ON EVERY PLANE

This means smoother flying, more on-time arrivals... extra confidence and assurance for you. Radar is one more United investment in the comfort and convenience of its passengers. And it's one more good reason to fly United, the Radar Line.
Chairman Harris Threatens to Act if FCC Tests Toll-TV

Would Call House Unit Back into Session

From THE DAILY Bureau
WASHINGTON, Apr. 14—House Commerce Committee Chairman Harris (D., Ark.) has promised to call his committee back into session to consider action if the Federal Communications Commission authorizes a test of toll-TV after Congress adjourns this summer.

Harris made the promise in a short film made for use on TV stations. He had previously indicated he did not think the committee would have time to act on toll-TV before Congress adjourns.

The FCC, earlier this year in response to resolutions of the Senate (Continued on page 6)

Columbia Extends Deal With Morningside Prod.

Columbia Pictures announced here yesterday that it had signed a new two-year, six-picture producing-releasing deal with Charles Schneer’s Morningside Productions. The agreement is the extension of an arrangement begun two years ago. Since 1956, Schneer has delivered four pictures, two of them already released, is shooting one currently and is about to start a sixth.

Some of the six productions to be made under the new deal will be made abroad, it was stated, and a number of the productions will be in color.

Soviet Film Group in Series of Talks Here

The Russian cultural exchange delegation which opened talks here last Friday with representatives of individual film companies in whose product they are interested in acquiring for exhibition in Russia, will continue their negotiations today and tomorrow. (Continued on page 2)

Drop in U.K. Tax Receipts Revealed on Budget Day Eve

FROM THE DAILY Bureau
LONDON, Apr. 14—On the eve of the April 15 Budget Day, customs and excise returns reveal a drop of £8.5 million ($23,800,000) in cinema tax receipts compared with £21,730,000 ($88,844,000) in the immediately preceding period. In making his tax concession of £6.6 million ($18,200,000) a year ago, the then Chancellor of the Exchequer, Peter Thorneycroft, estimated that the tax would yield £29.2 million ($82,600,000) in the ensuing 12 months.

Exchange Employee Benefits Set to Start

Pension benefits for film exchange employees will begin in January of next year, it is announced in the spring bulletin of the IATSE, released yesterday. The pensions will go to retiring front office and service workers who are represented by Film Exchange Employees locals of the Alliance and to retiring film salesmen, represented by the IATSE Motion Picture Salesmen Department. The pension fund was obtained in the late 1940s. (Continued on page 6)

Rank Studies Records Co.

FROM THE DAILY Bureau
LONDON, Apr. 14.—The Rank Organisation has under consideration the possibility of entering the gramophone record business, it was learned here today. In the list of new company registrations appears unobtrusively a notice of the formation of a private company, Rank Records, with a nominal capital of £1000 ($2,000).

It is understood that a team of investigators is looking into the potentialities of the new undertaking. (Continued on page 6)

Crouch Retiring from S-W Washington Post

George A. Crouch, zone manager for the Washington Theatres (Stanley Warner and veteran of 50 years of continuous service with the circuit and its predecessors, will retire and become consultant for the zone, it was announced here yesterday. (Continued on page 6)

Wohl, Rosenblatt Form New Company

The formation of International Filo Distributors, Inc., by two former Republic sales executives was announced here yesterday by Joseph Wohl, president, and Charles Rosenblatt, vice-president. (Continued on page 6)

REVIEW:

Cry Terror!

Virginia and Andrew L. Stone—M-G-M

There are all types of suspense stories. Some (like "Dial M for Murder") depend for their effects on a kind of intellectual guessing game. Others place sympathetic characters in situations of mortal peril and keep the audience wondering as to how they will escape. This latter is the category in which "Cry Terror!" belongs, and it is a pleasure to report that it is the best of its kind to hit the screen in years and years.

Indeed this observer is hard put to remember when, if ever, tension has been so cleverly and steadily sustained for some 90 minutes without letup in a film. Usually such pictures provide their excitement in spurts along the way as they head for a cliff-hanging climax. But "Cry Terror!" starts out immediately with a spine-tingling situation, keeps piling one after the other, and then winds up with a bang.

The picture isn't on for two minutes before the first exciting sequence. (Continued on page 6)

At Astor Hotel Today

Election of Officers Tops Compo Agenda

Other Topics Are Budget, Re-Entry of Allied States

At Astor Hotel Today

Election of Compo officers and action on employment contracts which have been negotiated with Robert W. Coyle, special counsel, and Charles McCarthy, Compo information officer, are among the subjects on the agenda for the Compo directors and membership meeting at the Hotel Astor here today.

Other matters to be taken up by the meeting include a financial report by the treasurer, Herman Robbins, and the approval of the budget for the ensuing year.

As previously reported, the meeting will vote on the re-entry of Allied States Ass'n. into Compo, and will discuss the all-industry business-building campaign and its financing. Also scheduled for reports and discussion are the projected Compo campaign for elimination of the remaining 10 per cent tax. (Continued on page 3)

Federal Reserve Hits SBA Restrictions

WASHINGTON, Apr. 14—The Federal Reserve Board said general financing facilities for small business are inadequate, and suggested the Government experiment in this field.

It criticized the Small Business Administration as a "distress organization" which fails to hold out any real promise of help for small concerns. It specifically criticized SBA for granting (Continued on page 2)

List-Glen Alden Hearing Postponed to Friday

Hearing of the Samuel Gilbert application for an injunction to prevent the proposed merger of List Industries, owner of RKO Theatres, and the Glen Alden Corp., which had been scheduled for yesterday was postponed (Continued on page 2)
Supreme Court Won't Review Parody Verdict

From THE DAILY Bureau
WASHINGTON, March 14--The Supreme Court today refused to reconsider its March 17 tie vote giving Loew's Inc. victory in its copyright infringement suit against Jack Benny, CBS and American Tobacco Co.

Loew's had charged that a Benny TV program burlesquing the film "Galsight" was an infringement of the Loew's copyright on the film. Loew's won a $44,000 verdict in lower courts, and a 4-4 Supreme Court vote, with Justice Douglas taking no part, sustained this verdict.

Plea Based on Tie Vote

However, the tie vote meant the court was not settling the broad question of whether all burlesques or parodies are copyright infringements, and CBS asked the court early this month to reconsider and rule on this broad principle. The court today refused, however.

Paramount Offers Plan To All Independents

From THE DAILY Bureau
HOLLYWOOD, April 14 -- The Paramount studio, which long has housed independent producing companies that release through Paramount, today announced that its full facilities will be available also hereafter to independent producers who do not have Paramount releasing deals.

Federal Reserve

(Continued from page 1)

loans only when small business finds it impossible to get them anywhere else.

The Board reviewed over a 549-page report to Congress on present financing opportunities for small business.

The Senate and House Banking Committees will draw on the report in putting together small business legislation this year.

Drew Opposition of TOA

Theatre Owners of America and other trade organizations have for some time criticized SBA policies as being overly restrictive.

AB-PT Dividend

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., announced yesterday that the board of directors declared the second quarterly dividend of 25 cents per share on the preferred and 25 cents per share on the common stock of the corporation, payable June 14, to holders of record on May 23.

Soviet Group

(Continued from page 1)

moray, and may return to Washington on Thursday.

If deals for any American films had been concluded here up to yesterday they were not announced. In the Russian delegation are A. N. Davydov, head of Sovexportfilm, and Tamara Maslova, cultural attaché of the Soviet Embassy in Washington. They also discussed the filming in Russia of some scenes for the Bryna production of "Michael Strogoff" here yesterday, with Edward Josephs and Stan Margulies of Bryna.

12 U.S. Films Wanted

The Russian delegation has said it is interesting in discussing deals for 12 of the 39 American films that have been screened for it in Washington. A total of 160 American films have been listed for screening for the delegation. There are 24 films, five of which have English subtitles, which have been screened for American distribution.

List-Glen Alden

(Continued from page 1)

pooled until Friday by Justice Walter Hart in Kings County Supreme Court, Brooklyn, yesterday.

Gilbert was identified as the owner of 100 shares of Glen Alden stock. His attorney, Robert L. Bohrk, charged that the merger would irreparably damage Glen Alden stockholders, and said actions to recover $32,000,000 for the holders would follow if the merger was consummated. Arthur Driscoll of O'Brien, Driscoll & Raftery represented List.

Action on the merger plan by the latter's stockholders has been postponed to April 25.

Film Officials to Aid
Israel Salute Apr. 27

A gigantic American salute to Israel's first decade of independence will be held at the Polo Grounds on Sunday, April 27, to mark the 25th anniversary of Israel's tenth anniversary, known as the "Salute to Freedom," will be the occasion for an impressive tribute to the new democracy of Israel by foremost American leaders in the fields of civic affairs, religion and labor.

Barney Balaban, Spyros Skouras and Jack L. Warner are among the co-chairmen of the motion picture industry committee to assist in the celebration. Sen. Herbert H. Lehman is general chairman of a committee of 300 distinguished Americans. Members of the industry committee also include Robert S. Benjamin, Samuel Goldwyn, Arthur B. Kim, Milton Mallack and Dore Schary.

'Tribune' Critic Queries Teen-Agers

Paul V. Beckley, newly appointed film critic of the "New Y. Herald Tribune," devoted his first weekly column in Sunday's edition the subject of what teen-agers look and like in films. The article, subtitled "a homemade survey," is humorous in tone and reflects an attitude friendly to the film industry.

Beckley said he was surprised to learn that teen-agers are not "exclusively devoted to Mickey Spills space pictures, Frankenstein and like." One of the young girls he quizzed said, "I didn't like the film at all. I been lately was "Peyton Place." I boys quizzed had admired "T Enemy Below," "Twelve Angry Men" and "Paths of Glory," among recent pictures.

Much Confidence in Ads

The teen-agers also told Beckley they were looking forward to seeing. Asked what prompted their selection, one lad replied: "figure if it's advertised a lot it m be good."

In the same edition of the "Tri-" the recent increase in theatre attendance is the subject of an arti- by John Lowry. "The response to a current crop of films," he said, "g leaving producers and exhibitors no confidence in the future."

Du Pont Has New Film

Du Pont has a new Superior 2 3/4 type 936 Fine Grain, which it says has finer grain than its predecessor the same name, develops faster, as because it is "super hardened," temperatures up to 125 degrees. It for motion picture production, a for amateurs in 16mm and 35mm rolls. Its American Standards Associa- tion speeds are 80 daylight, 64 incen-
Compo Agenda (Continued from page 1)

sent Federal tax on admissions, and compo's ad campaign in the trade magazine "Motion Picture." Ben Marcus of Milwaukee, who has been designated Allied's Compo representative, will attend the meeting and is scheduled to be formally named to the Compo triumvirate. Coyne will withdraw from the latter. Other members are Samuel Pinanski, Theatre Owners of America representative, and Abe Montague, distribution representative. Sidney Schreiber, general counsel of the Motion Picture Association, is Compo secretary.

The employment contracts with Coyne and McCarthy were negotiated by a Compo committee named for the purpose at last year's meeting.

Good Attendance Expected

About 50 to 60 delegates are expected at today's meeting. Ernest Stellings, TOA president, may be unable to attend because of business engagements which may keep him at their headquarters. However, TOA will be represented by Pinanski, Sam Rosen, Herman Levy, Albert Pickus, Walter Reade, Jr., and Al Pfeiheimer.

Williams Again Heads Jimmy Fund Drive

Special to THE DAILY
BOSTON, Apr. 14—Ted Williams has again accepted the general chairman-ship of the Jimmy Fund, heading a list of imposing names for the 1958 drive. James Maloney, of Interstate Theatres, and Joseph E. Coen, of the Red Sox, are the general co-chairmen, with William S. Koster of the Variety Club of New England as executive director. Michael Fedstone is treasurer; Harold Greenlaw, assistant treasurer; Douglas Amos, drive-in theatre chairman; Bob Emery, Curt Gowdy and Bob Murphy, radio and TV chairman; and Hector Pelletier is chairman of the chief of police.

The Jimmy Fund is sponsored each year by the Variety Club of New England, the Boston Red Sox and the chiefs of police of Massachusetts.

Ollie Brownlee, 57

OKLAHOMA CITY, Apr. 14—Funeral services were held here Friday in Christ Methodist Church for Ollie Brownlee, 57, owner of the Ritz Theatre here. Brownlee died Apr. 9 at St. Anthony hospital. He had been in ill health for some time. Brownlee was also manager for Malco Theatres in Fort Smith for a long period.

'Paris' in Boston

BOSTON, Apr. 14—'Tolka Productions' 'Paris Holiday' will have a charity premiere here tomorrow night at the Paramount Theatre with star Bob Hope attending as the guest of honor. Precon, and the benefit performance of the United Artists release will go to the Cerebral Palsy fund.

New Member for Compo Triumvirate

Ben Marcus Samuel Pinanski A. Montague

Meeting on Cleveland Business Plan Thurs.

Special to THE DAILY
CLEVELAND, Apr. 14—Plans for the local theatre business building programs, saying it is "too late to step forward on Thursday when a meeting will be held in the office of Louis Weitz, executive secretary of the Cleveland Motion Picture Exhibitors Association. The exhibitors committee working on the plan has suggested a six-month program in which all types of media, from billboards to merchant tie-ups would be used. Lang, Fisher & Shastower, local advertising firm, has been asked to submit plans in three price categories. These will be presented for consideration at the meeting Thursday.

Meanwhile, exhibitors have also expressed interest in the local "You Auto Buy Now" program launched here by automobile sales outlets and being followed by other merchants, in which the public is being urged that "it is smart to buy now" to combat the economic recession.

Precon Demonstration in Hollywood Thursday

From THE DAILY Bureau
HOLLYWOOD, Apr. 14—John Miller, president of OMECC Productions, said today he is negotiating for a distribution deal for the film "My World Dies Screaming," a first production using the Precon subliminal perception process. OMECC has exclusive rights to theatrical use of the Precon system. Miller disclaims any use of the technique for commercial purposes, saying it is "used only to intensify the emotional impact of the picture." Demonstration reels will be shown this Thursday morning here.

Correction

The report of the Hollywood-AFL Film Council on the survey of the motion picture industry compiled by Dr. Irving Bernstein, U.C.L.A. economist, was erroneously attributed to the Motion Picture Industry Council instead of the AFL in Motion Picture Daily on April 9. The Daily regrets the inadvertent error.

New Cartoon Process In 3-D Is Announced

From THE DAILY Bureau
HOLLYWOOD, Apr. 14—Motion picture and television rights to "Lil' Pedro," cartoon strip distributed internationally by the Mirror News Syndicate, have been acquired by a group headed by veteran producer Dave Fleischer. He said plans to inaugurate a new third-dimensional cartoon process in transferring the character to film.

Fleischer said the new method of photography involves juxtaposition of actual backgrounds with cartoon celuloid sheets, utilizes regular cameras, projection machines but does not require special glasses either for theatre or television viewing. The process which has not yet been given a trade name, was developed by Sid Glanar, owner of an animation camera service and who has long been associated with Fleischer productions.

Lewis, Presley Seek To Record in Mexico

Special to THE DAILY
MEXICO CITY, Apr. 14—Two Hollywood actors have sought to make arrangements here to record music for their new films in Mexican studios.

Jerry Lewis made a visit here recently for that purpose, and Presley has sent a petition by mail. Although the latter is presently in military service, he stated that he has obtained a license to come to this country May 7. Members of the American Federation of Musicians are currently on strike in Hollywood against five major studios.

Win Time Change

ALBANY, N. Y., Apr. 14—The Klein Brothers have won in their campaign to gain an extension of an hour in the operating schedule for their Jericho Drive-In, three miles south of Albany, when the Bethlehem Town Board, after a public hearing, approved their request. The board's action permits the showing of motion pictures, during Daylight Saving Time, until midnight instead of 11 P.M. on Sundays, and up to 1 A.M. on weekdays instead of midnight as formerly.

Vanya' Premiere Set As Runyon Fund Benefit

"Uncle Vanya" will open on Monday, April 28, at the Baronet Theatre here as a benefit premiere for the Daum Runyon Memorial Fund for Cancer Research. The opening night price for the tickets will be $5, and seats will be sold by mail and at the box office.

The film is based on the off-Broadway production at the Fourth Street Theatre, with Franchot Tone, George Voskovec, Clarence Derwent and others.

PEOPLE

Budd Schulberg has been awarded the German Film Critics Prize for 1957-58 for his screen play of Warner Brothers' "A Face in the Crowd." The award was donated by the "Star Revue of Hamburg," "in the interests of furthering artistic films."

Robert Edwards, formerly a bodega peon in San Antonio, Tex., has been named assistant to Jack Sanson, resident manager at the Stanley Warner Strand Theatre, Hartford, succeeding Allen Brown, who has been promoted to managership of the Commodore Hull Theatre, Derby, Conn. Israel Finn, manager of the latter house, has left the circuit.

Rose White is the new owner of the Hollywood Theatre, Madisonville, Tenn., having acquired it from Cherokee Amusement Co.

Olen Martin, Jr., operator of the Tri-City Drive-In, Bucyrus, O., will open his remodelled concession building shortly with an open-house party to which he has invited all industry members throughout the area.

Brookline B'rith To Install May 4

Special to THE DAILY
BROOKLINE, Apr. 14—The Sentry (Theatrical) Lodge of B'nai B'rith will hold its annual installation of officers here on May 4. Harold Rubin of Cloee Premium Company is to be installed as president for a second term. Other industry officers are Carl Goldman, executive secretary of IFNE as first vice-president; Emanuel Youngbaum, United Artists sales manager, as third vice-president; Henry Swartzberg, film buyer at ATC as financial secretary and Albert B. Lourie, circuit owner, as treasurer.

Trustees for another term are Theodore Fleisher, Edward W. Lieder, E. M. Loew, Arthur Lockwood, Samuel Pinanski, Michael Redstone, Herman Rifkin and Philip Smith. It is the intention of the incoming officers to change the name of the Sentry Lodge to the Boston Cinema Lodge.
AFTER 70 RECORD-BREAK

NOW 9 ALL-TIME
9 NEW YORK NEIGHBORS
SET BY CECIL B.

THE TEN COMMANDMENTS

THE GREATEST GROSSING PICTURE OF ALL TIME IS

★ Loew's Paradise ★ Loew's 83rd Street ★ Loew's V
★ Brooklyn Paramount ★ Calderone, Hempstead

PLAYING ONLY 3 SHOWS DAILY AT SPECIAL POPULAR PRICES

THE ASTOUNDING TONGUES

A PARAMOUNT PICTURE
VISTAVISION® TECHNICOLOR®

MAKE ARRANGEMENTS
DE MILE'S PRODUCTION

MANDMENTS

IS THE GREATEST WEEK'S GROSS OF ALL-TIME AT

Loew's Astoria ★ Loew's 72nd Street ★ Loew's White Plains ★
Stanley, Jersey City ★ Paramount, Staten Island ★

US, BOXOFFICE RECEIPTS AT THESE 9 THEATRES REACHED

TAL OF $386,248

ES TO PLAY THIS GREAT GROSSING ATTRACTION!
Rank Studying

(Continued from page 1)

ilities of the market and that the company has been forced to protect the name. Said a spokesman for the Organisation: "If we enter the record business, it will be in a very big way.

Believed Considering 78 r.p.m.

With its existing film and television business, Rank would have available artists not already signed to other recording companies. It is considered likely that the new company would go into the minigroove "pop" record field on 78 rpm plastic discs.

Exchange Employees

(Continued from page 1)

est contract negotiations of both of these groups.

Since the creation of the fund, employer contributions of six cents per hour's pay (not to exceed 37½ hours per week) plus interest from investments, etc., have resulted in total net assets of $549,553, as of the end of 1957.

The payments, starting in January, will provide four different types of pension. They are payable for life and are over and above social security benefits.

Financial Statement Included

In the same issue of the bulletin, the union's financial statement for the year ended Dec. 31, 1957, is published. It lists total cash receipts for the period of $904,874 and total cash disbursements of $991,371. Officers (12 in all) received $190,234 for salaries, expenses, transportation and incidental, and international representatives (5 persons) $97,135 for the same charges. Administrative and general expenses amounted to $253,490.

Wohl, Rosenblatt

(Continued from page 1)

president. The company will be concerned primarily with the sale of television and theatrical films to foreign territories.

Wohl resigned his post as division manager for Republic, while Rosenblatt was assistant foreign sales manager for Republic International. Theodore W. Kiebel is secretary, treasurer and general counsel of the new corporation.

Book 'One' at Odeon

The Rank Organization's "The One That Got Away" will open at the Odeon Theatre on Broadway on Wednesday, April 23.

Cry Terror!

(Continued from page 1)

occurs—a hurried passenger evacuation of a commercial airliner on which a time bomb is reported to be secretly stowed. From there the film moves swiftly from one nail-biting situation to another—to an abduction of three innocent people by criminals, to a dizzying automobile ride through Manhattan streets in a race against the clock, to a brutal murder committed by the heroine in self-defense, to a dangerous descent by the hero down an elevator shaft, and finally to a deserted subway tunnel where the "third rail" plays a vital function.

Those are some of the highlights in this continuously exciting film, and the "gimmick" that holds the plot together is as unique and tricksy as anyone could ask. It concerns the diabolical plan of an intellectual criminal to extort money from an airline company by threatening to destroy passenger planes in mid-air through miniature time bombs, using a new type of explosive. To carry out this scheme he first dupes a TV repairman into making the bombs for him and then uses this fellow's wife and small child as hostages to force cooperation in collecting the funds from the airline and outwitting the police. The F.B.I. is called into the case shortly, and what they do with a piece of chewing gum to track down an aide of the criminal masquerader is something to observe. (On later reflection this is the only element of the film that seems incredible, but no one is likely to notice it while absorbed in what's going on.)

To capture an audience's full sympathetic participation, a thriller must place in jeopardy characters that are likeable and real. "Cry Terror!" has three such in the TV repairman, his wife, and child. Inger Stevens is wonderfully warm and appealing, and James Mason acts with just the right emphasis on fear and desperate courage, too. Terry Ann Ross is cute without cloying as their child. The villains are a colorful lot; Rod Steiger is most menacing as the mastermind; Angie Dickinson, sinster as his doxy; and Neville Brand, repulsive as a benzodrine addict.

Also contributing strongly to the film's credibility are the actual backdrops of New York in which it was shot—from that subway tunnel to a house in Riverdale and a lavish penthouse on the East Side.

In judging any film it is sometimes difficult to apportion credit properly; what looks like deft direction may be the work of an expert cutter. There is no such problem for a reviewer with "Cry Terror!" The whole thing was conceived and executed by the versatile husband-and-wife producing team of Virginia and Andrew L. Stone. He wrote the script, directed and produced. She functioned as associate producer, script supervisor, location scout and film editor. "Cry Terror!" like most of the previous thrillers they did together, bears the mark of their careful attention to detail. It is a model of coordinated film technique.

Exploitation-minded exhibitors have a real bonanza in this film. Running time, 96 minutes. General classification. Release, in April.

Richard Gertner

Roth to UMPO

George Roth has been appointed national sales manager of United Motion Picture Organization. He was formerly with Trans-Lux Distributing Corp., where he was vice-president and general sales manager.

Movielab Memo

Movielab Corp. has issued a special "Movielab Memo" describing ten different color processes for film production of 35mm and 16mm release prints. The memo also includes special chart material dealing with the various processes.

Universal Signs Franz

HOLLYWOOD, Apr. 14—Universal has signed Arthur Franz to star in Joseph Cershenson's "Monster in the Night," the first in a package to include "Step Down to Terror."

Toll-TV Tests

(Continued from page 1)

and House Commerce Committee agreed to postpone any action on trial of toll-TV until 30 days after adjournment. Chairmen Curb said Committee has received some 100,000 letters, almost all against toll-TV, and that he believed the commission lacked the authority to okay toll-TV even on an experimental basis. If the commission acts after Congress adjourns, he said, he will call his committee back into session and hold hearings on the subject.

Crouch Retiring

(Continued from page 1)

Crouch will leave for a vacation of May 3.

Supervision of the company's theatres will be consolidated with the Philadelphia zone under Frank J. Dins, vice-president of Stanley Warner Theatres, who is merging the operation on a zone basis.

Crouch entered the theatre business in 1908 at the age of 15, working with the Air-Drome, established by the Cran dall Amusement Co., on a fence in Iowa. Its 600 seat tent was made up of park benches. The admission was 5 cents. He then wound up, poster clerk and general usher man.

Upon the merger of Cran dall with the Stanley Co. of America in 1922 he became successively the purchase agent, chief booker, assistant film buyer, and, when Warner Bros. then absorbed the Stanley Co., three years later, he became film buyer and assistant zone manager. In 1948 upon the death of John Payette, he was appointed zone manager and remains in that post when Stanley Warner Corp. bought the Warner theatre chain.

Callow Appointed S-W Asst. Zone Manager

Special to THE DAILY

PHILADELPHIA, Apr. 14.—The announcement of Everett C. Callow as assistant zone manager was announced today by Frank Dumas, vice-president of Stanley Warner Theatres and in charge of the newly created Philadelphia-Washington, D. C., zones.

For the past four years Callow has been national director of advertising and publicity for Cinerama, as well as executive assistant to L. B. Isaacson, national director of exhibition for Cinerama Theatres. Callow assumes his post as soon as he returns from Bueno Aires where Cinerama the art is being instituted.

Callow won the Quigley Film Award for Showmanship in 1940.
Some U.K. Tax Relief Won

By PETER BURNUP

LONDON, Apr. 15. - The British film industry's stepped up campaign for entertainment tax relief won greater success this year than last, but not as great success as had been hoped (however unrealistically). Chancellor of the Exchequer Derick Heathcoat-Amory today announced his budget which includes provisions for entertainment tax relief amounting to

(Continued on page 2)

North Central B-B Unit Tells Plans, Purposes

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MINNEAPOLIS, Apr. 15. — A theatre owner's business building forum was organized on a permanent basis here today at a meeting of the 21-man steering committee which organized the highly-successful exhibitors meeting a month ago.

The committee elected a 10-man

(Continued on page 4)

Wind Up Soviet Film Talks Here Friday

Soviet representatives who are discussing deals for individual films with their producers or distributors here are extending their New York stay to the end of this week, reportedly with no deals for purchase of any of the 14 American films in which

(Continued on page 5)

MOTION PICTURE DAILY

NEW YORK, U.S.A., WEDNESDAY, APRIL 16, 1958

TEN CENTS

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(Continued on page 5)

Allied States Back in Compo

MPA Deferment Aids B-B Program Fund

First Exhibitor Contributions Not to Be Earmarked for "Oscar" Telecast Cost

By JAMES M. JERBAULD

In order to get the business-building campaign into high gear as rapidly as possible, the Motion Picture Association has informed the Council of Motion Picture Organizations that it will defer collection of half of the $600,000 which it has paid for the Academy Awards telecast until the next phases of the campaign have been launched.

This was made known at a meeting of the COMPO directors and membership at the Hotel Astor here yesterday.

Abe Moutaguir, distributor representative on the COMPO triumvirate, said that rather than taking the first exhibitor contributions to the business-building campaign and applying them to the Awards telecast costs, MPA is willing to put up new money to match the incoming exhibitor contributions, and thus provide funds for the next phases of the campaign, the radio and national newspaper advertising campaigns.

Under this arrangement, the last

(Continued on page 5)

Compo to Launch New Federal Tax Campaign

A campaign to remove the remainder of the Federal ticket tax is planned by the Council of Motion Picture Organizations. The move was decided upon at the COMPO meeting here yesterday.

Robert W. Coyne, special counsel, and Pat McGee will be in charge.

Some of those present felt that the

(Continued on page 5)

DCA Consolidates Sales Under Sachson

Consolidation of all sales divisions of Distributors Corp. of America under the direct supervision of Arthur Sachson, vice-president and general sales manager, was announced here yesterday by Fred J. Schwartz, president.

The sales realignment resulted from

(Continued on page 4)

To Honor Lazarus at Luncheon May 8

Paul N. Lazarus, Jr., vice-president Columbia Pictures and chairman the industry's business building campaign operating committee, will be honored at a luncheon given by the Associated Motion Picture Adver-

(Continued on page 4)

Concise
and
to the

Point

Television Today

Page

6

Sam Pinanski led off, and one of his first acts was to applaud and welcome back Allied's Ben Marcus, left. Between them, counsel Robert Coyne.
PERSONAL MENTION

LEO JAFFE, Columbia Pictures first vice-president and treasurer, will return here today from Hollywood.

JOHN MURPHY, vice-president of Metro Theatres, is vacationing at Ponte Vedra, Fla.

NORMAN WASSER, Pepsi-Cola theatre sales division manager, will leave New York by plane today for England.

MARTIN LEVINE, Brandt Theatres general manager, will return to New York today after a three-week tour of the Caribbean area.

JAMES SHANAHAN, of Loew's Theatres advertising publicity department, is in Boston from New York.

IVRINC DRUTMAN, representative for "Albert Schweitzer," has left New York for Europe.

GERRY G. HOOGHEMESTRA, North American sales manager for Philips of The Netherlands, will return to Eindhoven, Belgium, April 10 after visiting Todd-AO installations in the U.S. and Canada.

MARTY INGRAM, Allied Artists publicity, is in San Francisco from New York.

MITZAY GAYNOR will leave here for London today via B.O.A.C.

B & K Annual Earnings Reported at $336,284

Special to THE DAILY

CHICAGO, Apr. 15—The Balaban and Katz Corp. had earnings of $336,284 in 1957, stockholders were told at the annual meeting here today. This represents $1.28 per share and compares with $456,744 last year, which was $2.50 per share.

Stockholders re-elected six directors today, including David Wallenstein, Arthur Goldberg, Simon Siegel, Leonard Goldenson, Edward L. Hynen and Sidney Markley.

SDG Sets New Award

HOLLYWOOD, Apr. 15—The Screen Directors Guild has established an annual award for the best direction of a foreign-language picture. Frank Capra heads the committee handling the project. Twenty-two countries have been invited to participate.

UA Profits Up for 7th Year

(Continued from page 1)

The industry's success story continues: the scene yesterday in Arthur Krims' office as he again reported and predicted. With him, his cabinet: Herbert Golden, William Heilman, Robert Benjamin, Max Youngstein, Arnold Picker, Roger Lewis.

time high for the company of $3,362,466 after taxes. Gross world-wide income from film rental and related items was $70,008,242. These compare with a net of $3,106,497 and a gross of $64,167,184 in 1956. The 1957 earnings per share on capital stock outstanding December 28 are $3.13 compared to $2.54 for 1956, adjusted to the same number of shares outstanding. The 1957 annual report was the first since the company became a publicly owned corporation in the spring of 1956.

Discusses Current Product

The impact of the public financing, Krims said, will not have its full effect on revenues until this year because the added capital available for product financing was put into pictures which are now or soon will be ready for release. This inventory of big product he illustrated with six pictures which he said he and his fellow officers had seen in a recent ten-day projection.


Krims and his partners are looking forward to tremendous earnings from "Une Parisienne," the latest film starring Brigitte Bardot. The motion picture will be released in association with Lopert Films, in both a dubbed and a subtitled version, the two to play day and date, Krims disclosed.

The UA president predicated his optimism for 1958 and 1959 also on another group of six top pictures which he said would soon be ready for viewing and on some 17 productions now in preparation by 13 of United Artists' production entities.

The following group of six pictures include: Figaro's "I Want to Live" with Susan Hayward; The Mirisch Company's "Man of the West" with Gary Cooper; Hecht-Hill-Lancaster's "Separate Tables" with Burt Lancaster and Rita Hayworth; Stanley Kramer's "The Defiant Ones" with Tony Curtis and Sidney Poitier; Seven Arts Film's "The Can Runners" with Andy Murray; Knightsbridge Films' "The Horse's Mouth," with Alec Guinness and Hammer-Seven Arts' "The Phoenix" with Jeff Chandler and Jack Paladino.

Two 'Blockbusters' Per Month

In 1959, Krims said, the company's total release of blockbusters will be expanded to two per month, for an annual number of 24. These outstanding films will be distributed evenly at the rate of six features in each quarter of the calendar year.

With supplementary films, the full program for 1959 will include from 36 to 48 motion pictures.

The board of directors of the company yesterday afternoon declared a regular quarterly dividend of 35 cents on the common stock, payable June 27 to stockholders of record June 13.

Present at the conference in addition to Krims were Robert Benjamin, William Heilman, Max Youngstein, Arnold Picker, Roger Lewis and Herbert Golden.

U.K. Tax Relief

(Continued from page 1)

£14,500,000 ($46,600,000) for the full year.

Last year the tax concession amounted to £6,500,000 ($18,200,000). As a result of the new tax rates, which take effect on April 6, the maximum tax relief for the current year is expected to amount to £12,000,000 ($33,000,000).

Since the beginning of the year and including one shilling six pence are to be tax free. On higher seat prices, the tax has been reduced to 33 1/3 per cent of the excess of the price over one shilling six pence at the cinema. This will be one penny tax on a one shilling six pence seat, two pence on a two shilling seat, four pence on a two shilling six pence seat, and so on.

In his budget speech today the Chancellor referred to the British Film Production Fund and said he was consulting with the president of the Board of Trade on the Fund's yield and any alterations which might be required in the rate of levy. The tax reduction, said the chancellor, provides room for any levy changes which might be considered necessary. The raising of rates of tax on the producers over the decline in the yield of the Fund as a result of the tax reduction.

New Film Company Formed in Denver

Special to THE DAILY

DENVER, Colo., Apr. 15—Columbia Productions, a new film company has been organized here by Harlan Mendenhall, cameraman and writer. He reported today that his first feature, "Brand for Satan," is almost completed, and he expects to have it ready for screening in Hollywood early in May. He intends to make four more pictures this year, he added.

Mendenhall directed films for the armed forces during World War II. He wrote for the "Gangster" radio for 15 years, produced a Denver newsreel weekly for the Fox Denver Theaters, organized the film department of KOA-TV in 1953 and has sold more than 400 short stories.

Stark Off for Europe

HOLLYWOOD, Apr. 15—Ray Stark, president of Seven Arts Productions, left here today for Germany, where he has scheduled talks in London and Paris with Michael Carrenas, producer, and Robert Aldrich, director, of "Phoebus," for United Artists release.

Marjorie’s Apr. 24

"Marjorie Morningstar" will open at Radio City Music Hall on April 24, Warner Bros. announced yesterday.
THE FIRST
LERNER-LOEWE
MUSICAL SINCE
"MY FAIR LADY"

"GIGI" promises to be as
great a flicker as 'My Fair Lady'
is a Broadway musical." — Ed
Sullivan's nationally syndicated
column, April 4, 1958.

GIGI

THE GREAT COMING EVENT!

OPENS THURSDAY, MAY FIFTEENTH
ROYALE THEATRE

45th St. West of Broadway, N.Y.C. • All Seats Reserved

SELECTED ENGAGEMENTS WILL FOLLOW IN PRINCIPAL
CITIES FOR JULY 4th HOLIDAY AND THEREAFTER.

With its hit songs flooding the air-waves, with newspaper
columnists heralding a new show-world giant, with word-of-mouth
sweeping the nation, M-G-M's "GIGI" headed for fame and fortune.

M-G-M

Presents

AN ARTHUR FREED PRODUCTION Starring LESLIE CARON

MAURICE CHEVALIER • LOUIS JOURDAN

HERMIONE GINGOLD • EVA GABOR • JACQUES BERGERAC • ISABEL JEANS

SCREEN PLAY and Lyrics by ALAN JAY LERNER • MUSIC BY FREDERICK LOEWE

Based On the Novel by COLETTE
Costumes, Scenery & Production Design by CECIL BEATON
Directed by VINCENTE MINNELLI
**Harriman Kills**

(Continued from page 1)

... corporation to seek to sell any motion picture film, book, newspaper, or other publicity material that the decency or morality of the same has been challenged in any court, by any board of review, or by any group or agency.

The other, the Murphy-Bauer bill amended the education law to authorize the State Education Department to revoke any license issue if the advertising matter "represents or exhibits any scene or dialogue eliminated by any motion picture licensed by the department," or if a poster, banner or similar advertising matter "distorts or misrepresents the character or content of any motion picture licensed by the department."

Statement by the Governor

In disapproving the Bauer-Younglove act, Governor Harriman said:

"This provision of the bill is sound but its wording will lead to misunderstandings as to its scope of application. The New York State Publishers Association has written me: 'Although in sympathy with the spirit of the legislation to stress the responsibility of the producers of films for the safeguarding of the film industry from the exploitation of the young, we are opposed to any legislation that would control the distribution of motion pictures by licensing them. If the cinema is allowed to screen any picture or any scene or dialogue eliminated, this legislation goes much further and precludes defending an unwarranted challenge.'"

Called 'Too Vague'

"However," continued the Governor's memorandum, "the second change made by the bill is too vague and indefinable, and impossible of proper application. The attorney general has pointed out that the phrase 'distorts or misrepresents the character or content of a film might be open to constitutional attack upon the argument that the language is indefinite.'"

To Honor Lazarus

(Continued from page 1)

... motion pictures with the release at the Astoria, at which leaders of the business drive will be invited to share the dais with Lazarus.

Hans Basmyn has been named chairman of the liaison committees, which also includes David Bader, Lige Brien, Steve Edwards, Ray Gallager, Paula Gould, Merlin Lewis, Blanche Livingston, Vincent Trotta, Gordon White, Marcia Sturm and Pat Paucha.

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**North Central**

(Continued from page 1)

... executive committee headed by G. Nathan, acting as chairman, adopted a declaration of purpose, took steps toward organizing a fight on Daylight Saving Time an approved plans for another territory wide local advertising and exploitation campaign this fall. Elected to the executive committee were Nathanan, Dan Peterson, Waterton, S. D.; Burr Cline, Jamestown; and J. D. Mayer, Chaleur.

Supply Companies Welcomed

There was no discussion of affiliation with any existing organizations and it was agreed the membership should be open to other businesses affiliated with the motion picture industry, such as equipment suppliers and local stockholders.

A declaration of purpose offered by Harold Field was adopted unanimously. It follows:

"The purpose of this organization and the local advertising and promotion agencies should be to help business in all branches of the motion picture theater industry and it affiliatd in the Northwest, whether to create business building opportunities or to defend the industry against outside detrimental factors which are against the common good. It is distinctly understood that matters pertaining to trade practices, and sales they are against the common interest of every single member concerned, are not proper subjects for discussion by this group."

**Enthusiasm Reported High**

Harry Green, one of the designer of the recent "happiest man in town" advertising campaign, reported the 170 cities in the upper Midwest were represented at the meeting. Of these, he said, 117 bought advertising promotional accessories and other participated partially. He estimate that participation equalled 50 per cent of all towns represented.

**TOA Mails Brochure**

Brochures outlining the new group life insurance program sponsored by Theatre Owners of America and written by the John Hancock Life Insurance Company, have been mailed to all TOA members. The two-color brochure contains 11 pages outlining the plan, answering questions concerning the company, and lists the 1938 cost calculations for individual policies.

**Paramount Signs Cable**

HOLLYWOOD, Apr. 15 — Paramount, today announced the completion of the D'Arby, formerly known as "But Not for Me," to be produced by William Perlberg and George Seaton from a script by John Michael Hayes. The picture is scheduled to start in July.
**MPA Deferment Aids B-B’s Program Fund**

*Continued from page 1*

Exhibitor contributions received would be applied to exhibition’s share of the Oscar telecast costs, Montague said.

Exhibitor contributions are now being received, Samuel Rosen, chairman and vice-president of Stanley Warner and the Fabian organizations, said their companies have been directed to compute their dues and send in checks.

Harry Brandt, president of the ITOA, presented a check for himself and several ITOA members and said more will be forthcoming shortly.

Emanuel Frisch, for the MMPTA, promised to do the same.

**Bosen Represents Stellings**

Bosen, also speaking for Ernest Stellings, Theatre Owners of America president, who was unable to attend yesterday’s meeting, said he urged his fellow exhibitors everywhere to contribute their one-half of one per cent of their 1957 film rentals to the campaign fund and to encourage other exhibitors to do the same.

After some discussion it was decided to set up an organization in all the exchange areas to stimulate collections from exhibitors. These collections will amount to one-half of one per cent of the 1957 film rentals. The committees will not have distributor representatives, because members of exchange staffs are already helping in the collection of COMPO dues. It was made plain that funds for the new-building campaign will be entirely separate from the normal expenses of COMPO and will be kept that way.

**Finanski Welcomes Allied**

Early in the meeting Allied States Association was welcomed back as a COMPO member by Samuel Finanski, member of the governing board, better known as the triumvirate. Ben Marcus, president of the Allied Wisconsin unit, attended as an Allied representative and was elected to the triumvirate.

This had been agreed to in advance.

Robert W. Coyne, who has been a triumvirate member during the period Allied was not connected with the organization, withdrew and was replaced by Marcus coyne continues as special counsel.

New three-year employment contracts for Coyne and Charles E. McCarthy, director of information, were approved. Leo Brecher said he thought the contracts should be re-examined, but no action was taken on that proposal.

Harmony prevailed throughout the session, which adjourned early in the afternoon.

Officers were elected or reelected as follows: Triumvirate—Sun Finanski, TOA; A. Montague, MPA; and Ben Marcus, Allied; alternates—for Finanski, Al Pickus; for Montague—Alex Harrison; for Marcus—Irving Dollinger; treasurer—the Herman Robbins (reelected); executive committee—Walter Reade, Jr., Myron Blank, Morton Thalhimer, E. V. Martin, Robert B. Wilby, Elmer C. Rhode, S. H. Fabian, Harry Brandt, Solomon Strausberg, Robert J. O’Donnell, Ellis Arnnal and Jay Emanuel, Horace Adams, Julius M. Gordon, Ben Marcus, Irving Dollinger, Milton London, Marshall Fine, Roy Kalver, Jack Whittle and Edward Leder.

**‘E & P’ to Be Continued**

There was some discussion as to the advisability of continuing the Editor and Publisher series of ads. Harry Goldberg praised them warmly and it was decided to continue them.

Marcus proposed that two committees be named to review the COMPO structure, one to be a legal group to go over the by-laws and simplify them; the other to study the administration. No vote was taken.

Walter Reade, Jr., reported for a committee on research named last year. He proposed that a systematic effort be made to collect industry statistics to include production costs, distribution, a census of theatres including seating capacity, admissions charged, number of employees and other related matters. He estimated that the first year this would cost from $20,000 to $30,000 and that it should be broadcasted later. He suggested the money could be obtained by dropping the Editor and Publisher ads and using a $40,000 fund now in escrow as a result of distribution of wartime industry shorts. The statistics would be made available to the trade press, he said. This matter was left pending.

**Attendance Is Large**

Emmy Awards for 1957

Best Single Program

"THE COMEDIAN"—PLAYHOUSE 90

Best Dramatic Series

"GUNSMOKE"

Best Performances

Actor, Single Performance—Peter Ustinov, in "The Life
of Samuel Johnson," on " Omnibus"

Actress, Single Performance—Polly Bergen in "The Helen
Morgan Story" on "Playhouse 90"

Supporting Actor—Carl Reiner, on "The Sid Caesar Show"

Supporting Actress—Ann B. Davis, on the Bob Cummings Show

Continuing Performance by Actor—Robert Young, in
"Father Knows Best"

Continuing Performance by Actress—Jane Wyatt, in
"Father Knows Best"

Continuing Performance by Actor who
Essentially Plays Himself—Jack Benny—"Jack Benny Show"

Continuing Performance by Actress who
Essentially Plays Herself—Dinah Shore—"Dinah Shore
Chevy Show"

Best Dramatic Anthology Series

"PLAYHOUSE 90"

Best Comedy Series

"PHIL SILVERS SHOW"

Best Musical, Variety, Quiz or
Audience Participation Series

"DINAH SHORE—CHEVY SHOW"

Best Public Service Program or Series

"OMNIBUS"

Best News Commentary

EDWARD R. MURROW—"SEE IT NOW"

The first Trustees Special Award of the Academy
of Television Arts and Sciences was presented to Jack
Benny.

‘Emmy’ Prizes

(Continued from page 1)

invariably focused on the winners
themselves, producer William Kaye put
put together a show that made use
of the fact that this was the 10th
anniversary of the Academy
presen-
tations. Interpersed throughout
was a raft of film clips, a
more significant than others, of the
television highlights of the 1948-49
season. Obviously no other enter-
tainment medium has had such
wealth of nostalgia to draw upon
after only 10 years.

The Past Was Lampooned

The show, originated for
NBC’s big eighth floor studio at Race
City in New York and from the Cocon-
ut Grove in Hollywood, also paid
somewhat more facetious attention
to itself.

A specialty number was a par
of "Love and Marriage," served
highlight four personalities who
were to the fore in the 1957 season.
Corey, Louis Nye, Shirley Mac Lai
and James Garner. Ed Sullivan opened
the proceedings by commenting
on television’s well-publicized impact
on the stage and the medium.

Closing Eric Sevareid got in some
words on the medium’s future
possibilities.

Conducted by Silvers and Thomas

In between these two, master-
ceremonies Phil Silvers in New York
and Danny Thomas on the coast
the stars, the songs, the dances
the thank-yous moving along at
brisk pace.

L. A. Okays Withdrawal

Of Pay-TV Application

From THE DAILY Bureau

HOLLYWOOD, Apr. 15—The legal
action by the Los Angeles City
Council permitting Skatron, Inc., a
International Telephone and
Television Associates of Fox
Television to withdraw their
applications for pay-television franchis-
ing was taken today when the council
voted 12 to 1 in favor of the or-
inance approving this step.

The pay-television concern
has been granted franchises to wire Los
Angeles for closed-circuit television.
The Citizens Committee Against P-
television, headed by Julius Tisch,
who successfully conducted a campaig-
ing more than 57,000 signatures
to petitions demanding pay-television
be put on the ballot in the June
election, failed to record the public’s
in the matter.

Affirmative Vote on March 5

Following this, Telemeter and Skat-
tron wrote letters to the council as-
ing permission withdraw their
applications, thus keeping the issue
off the ballot. The council on March 5 vot
12 to 1 in favor a motion to grant
withdrawals. The vote today was
an ordinance giving that motion
force of law.
BRISKIN HEADS COL. STUDIOS

Samuel J. Briskin will be signed to a three-year contract with Columbia Pictures to take charge of its activities in Hollywood, the company announced here yesterday. He will begin work in his new office at the studio on Monday, and it is contemplated that he will be named vice-president in charge of West Coast activities for Columbia at the next meeting of the board of directors, the announcement stated.

Briskin, who was the nominee of Lehman Brothers and Lazar Freres (Continued on page 3)

UNVEILS 'WIN A MILLION' CONTEST FOR THEATRES

By FLOYD STONE

Seymour Burn yesterday succeeded in describing to circuit and theatre owners and managers who came curious, watched in many instances incredulous, and went away most of them, his "Win a Million" contest. He previously obtained newspaper publicity, informants say he tentatively approached major circuits and COMPO (which officially knows) (Continued on page 3)

Earnings Up For Loew's

Loew's, Inc., reported yesterday that the company, including theatre and other subsidiaries, had earned $8,500,000 or 34 cents per share for the second quarter of the current fiscal year, reversing the trend of the two previous periods. Earnings for the (Continued on page 2)

MGM REPORTS 'PROGRESS' ON SOL SIEGEL TALKS

Discussions concerning Sol Siegel's signing as M-G-M production head were held here yesterday in conjunction with a meeting of the Loew's, Inc., board of directors, and progress toward an agreement was subsequent (Continued on page 2)

FILM BUSINESS BOOMING IN NEW ZEALAND;
Many New Theatres Now In Construction

By R. A. USMAR


A number of new theatres have been built in New Zealand lately, the most recent one being the Odeon in Auckland for Kerridge-Odeon. Several others are now under construction in suburb areas, and more have been announced as in the planning stage.

This activity has helped to raise the total number of theatres throughout the country, despite closings of a number of older theatres.

URGES 'FLOW' OF FILMS

FOX WILL MAKE 100, IF NEEDED, SAYS SKOURAS

Pledges Ample Supply; Adler Outlines Product

By WILLIAM B. WEAVER

HOLLYWOOD, Apr. 16—Spyros P. Skouras, president of 20th Century-Fox, today declared the company will produce as many as 100 pictures annually if the market requires that many to maintain a prosperous condition. His statement was made at the close of the three-day meeting at the studio attended by the board of directors, company officers and production executives.

Skouras said the industry will not be on a safe footing until there is a steady flow of important pictures, and expressed his conviction that the only successful way to overcome existing (Continued on page 2)

CINEMA LODGE LUNCH

AT HOTEL ASTOR TODAY

Some 300 members of Cinema Lodge and their guests, as well as industry representatives, are expected at the Hotel Astor at noon today for the Cinema Lodge, B'nai B'rith presidents' luncheon in honor of Robert K. Shapiro, managing director of the New York Paramount Theatre, retiring president, and Joseph R. Rosen (Continued on page 3)

TELEVISION TODAY

Page 6
**PERSONAL MENTION**

WILLIAM M. FIZOR, vice-president and general manager of B. S. Moss Theatres, which will be held here on Monday for England and the Continent.

JONAS ROSENFIELD, Jr., Columbia Pictures advertising-publicity executive, will return to New York today from Boston.

LELAND HAYWARD, producer, left here yesterday by plane for London, Copenhagen, Paris and Munich.

AL ROSENBERG, of the United Artists staff, who sailed from Charleston and here on April 29 to Caro. Ann Treuhaft, former secretary to Robert Schwartz, U. S. purchasing agent.

IRVING ASHER, head of production for TCF-TV, will leave Hollywood on Tuesday for New York.

**Tour for 'Shadow'**

Douglas Fairbanks, Jr., and Anne Baxter, producer and star, respectively, of "Chase a Crooked Shadow," will leave by plane next Tuesday for San Antonio on the first leg of a 25-city personal appearance tour in behalf of the release of the Warner Bros. film.

Martin Ramin, well-known radio commentator, will act as emcee for the personalities who will make on-stage appearances in each city.

**W. J. Norris, 66**

DETOUR, Apr. 16—Funeral services were held here for Walter J. Norris, who died last week at the Bon Secours Hospital New York. Norris, 66, had been with the W. S. Butterfield Theatres for 28 years. He came to Detroit from Grand Rapids, where he was city manager, to supplant the late J. Oliver Brooks as advertising director.

**Lose Memphis Suit**

MEMPHIS, Apr. 16.—Two members of the Memphis Motion Picture Operators' Union, E. O. Guardiner and M. E. Lehr, have lost a chancy court fight against their union. They charged the union's seniority rule was unconstitutional and that the union was forcing them to give up their jobs to someone with more seniority.

**Earnings Up**

(Continued from page 1)

first 28 weeks of the year are $509,000 or 10 cents per share.

In the first 12-week period, Loew's had a loss of $2,291,000 or 24 cents per share. Since new accounting methods were not applied until the end of the last fiscal year, no comparison of earnings for quarterly periods can be made, it was pointed out.

**M-G-M Reports**

(Continued from page 1)

ly reported by the officials of the company.

Loew's also announced the resignation of its board of directors of Samuel Briskin, who yesterday was signed to a three-year deal by Columbia for the top production post at its Hollywood studio. Briskin had been elected to the Loew's board last year by the Lehman Bros.-Lazard Freres, voting with insurgent stockholder Joseph Tomlinson.

Also, the appointment of William H. Herr, general counsel of Loew's was approved by the board. Before joining Loew's, Herr was an attorney with Arthur Andersen & Co., international accountants and auditors here.

**SAG Vote 5,398 to 80**

HOLLYWOOD, Apr. 16.—The membership of the Screen Actors Guild approved the contract covering film-television commercials by a vote of 5,398 to 80. It was disclosed here by SAG, which stated that it was the largest vote and the biggest majority in the history of the guild. Some New York announcers had campaigned against approval.

**Fox Will Make 100, if Needed**

(Continued from page 1)

problems is to make sure that the source of supply which will encourage exhibitors to greater efforts in showmanship, and in maintaining the highest standards of service to patrons, is preserved.

Skouras pointed out that Fox is "wide open" to all picture creators, and independent producers are able themselves of a studio climate offering high encouragement to young actors, producers, writers and directors, with ideas and talent for quality pictures.

Studio head Buddy Adler, addressing the first meeting of the governing board ever held on the Coast, emphasized the forthcoming attractions expected to uphold the company's position in the industry. Specifically named were "Ten North Frederick," "Barbarian and Grisla," "Bravados," "Isle of the Sixth Happiness," "Certain Smile," "Hunters" and "From Hell to Texas."

There also named the following as notable new talent developed by the studio: Hope Lange, Diane Varsi, Don Murray, Pat Boone, Richard Egan, Robert Wagner, May Britt, Millie Perkins, Robert Evans, Barry Coe, Dolores Michaels and Suzy Parker, among others.

Attending the meetings were: L. Sherman Adams, Kevin C. McCann, G. Ernest Van Fleet, W. C. Michel, Otto Koogle, Donald A. Henderson, Charles Einfeld, Murray Silvestro, Alex Harrison, Norman B. Steinberg, John B. Cook and Sid Rogell.

The Eastern contingent began leaving tonight on their return to New York.

**ELECTIONS, REPORTS AT MPA MEET TODAY**

The reelection of directors of Motion Picture Association of America is expected at the annual membership meeting scheduled to be held here today. Directors will meet subsequently to reelect officers, headed by Eric Johnson, president.

In addition to presentation of the president's and treasurer's reports, the meeting is expected to be occupied with fiscal matters.

**PARA. MEETING ENDS**

Two-day Paramount Pictures Eastern sales meeting at the home office was concluded yesterday. Hugh Owen, vice-president of Paramount Film Distributing Corp., presided at the sessions, which were attended by the film's division managers Ed- mond D. DeBerry, Eastern; John G. Moore, mid-Eastern, and W. Gordon Bradley, Southeastern; Myron Sattler, New York branch manager, and Phyllis H. Turner, assistant Eastern sales manager.

**'Golden Disc' to AA**

HOLLYWOOD, Apr. 16—Steve Brody, president of Allied Artists, has announced that the AA will handle Western Hemisphere distribution Westbury Productions' "Golden Disc," produced in England by W. G. Chalmers and directed by Don Sharpe.

**Arms' Gross $664,093**

David O. Selznick's "A Farewell to Arms" grossed a "sensational" $664,093 for seven days in neighborhood theatres in the greater New York metropolitan area, 20th Century-Fox reported yesterday.

**DAR HONORS 2 FILMS**

WASHINGTON, Apr. 16—Walt Disney's "Johnny Tremain" was named the best patriotic picture of the year by the Daughters of the American Revolution, now holding its annual convention in Chicago.

"Escapade in Japan," of Universal-International, was cited as the best children's picture.

**Correction**

Through an inadvertence, it was stated yesterday's Mornings' Pictures Daily that Robert W. Coyne and Pat McGee would be co-chairmen of the COMO tax campaign committee. The chairman will be Robert J. O'Donnell again this year, as in the past.
**Cinema Lodge**

(Continued from page 1)

Universal Pictures, incoming president.

Heller Waldman, executive assistant to the national director of the anti-Defamation League of B’nai B’rith, will be the principal speaker.

Alfred W. Schwalbberg, honorary president of the Lodge, will in-
till the newly-elected officers. Harry Brandt is chairman of this year’s in-

**Top Executives to Attend**

Among the industry leaders who have accepted invitations to sit on the

**Officers to Be Installed**

Officers to be installed include vice-presidents Irving Brown, Maurice B. Leshin, Milton Livingston, Joseph Margolies, David Picker, Norman Roberts, Sol Rosner, Nat Rydberg, and Jack Weissman; treasurer, Jack Hoff-
berg; secretary, Abe Dickstein, and trustees, Max Blackman, Sidney Bur-
Ich, Julius Collins, Harold Danson, Leo Jaffe, Joseph Maharam and Hon.
Arthur H. Schwartz. As the retiring
president, Shapiro will be installed as chaplain.

Rabbi Bernard Birstein of the Ac-
temple will deliver the invoca-

**Win a Motion**

(Continued from page 1)

nothing, and he said personally he had his ideas for years ago and now
his plans have been perfecting it four months. He wrote industry men
and wired news editors, and 150 came to the Astor north balcony and
for four and a half hours listened to him and watched his show.

**Flexible Percentage**

He is asking exhibitors to assign a flexible percentage of eight weeks’
receipts to pay for eight 20 minute shorts he will make. This way, he
will raise $3,000,000,000, offer $1,000,000
(as the prime price, finance national and local advertising, and incidentally
make the shorts. Patrons to win the
million must describe the shorts “in
25 words or less.” He predicted people
will come to theatres to win such
money; even, he added, his audience of
wise showmen. He said this is not
a lottery, and in no place illegal.

He said to reporters he is in pro-
motion, and he would disclose his background later; and to his audience,
that he had aided M-G-M in promoting: “Quo Vadis,” for instance, bring-
ing in $500,000 worth of free adver-
tising. Other sources said his back-
ground is in textiles, bringing together “factors.”

His “show,” under spotlight, and introduced by Alan Miller, described
as actor, director, teacher, comprised the talent he would use.

**Applauded Thoughtfully**

They were very young, ballet dancers,
a guitarist, two singers, actors “improvising” in approximate and
from script settings, and the industry
men applauded them thoughtfully.

Burn’s company is Scarsdale Mo-
tion Picture Corporation, its offices
are 108 East 38th Street, and he said it
could produce “in plenty of places”
but refused to name any. Robert Stel-
zler of Specialized Marketing intro-
duced him and handled and distributed
work sheets of Burn’s contest

**Review:**

Too Much, Too Soon

Warner Bros.

The Minks or Diana Barrymore, published last year under the title of "Too Much, Too Soon," told a poor-little-rich-girl story that was a "natural" for the screen. In a frank and revealing fashion Miss Barrymore described in detail how, despite enjoyment of all the advantages of wealth and position in her early years, she thereafter failed in everything important in life. She couldn’t form a good relationship with her famous father. John Barrymore, or help him in his fight against alcohol because she was too possessive in her love. She tried to become an actress, fol-
loping in the footsteps of her illustrious relatives, without success. Three
marriages ended dismally for her. It was enough to drive a girl to drink
—and it did.

Miss Barrymore’s book had a certain vogue with the public; it was
written in the racy, “true confessions” style of the tabloids. Some of the
details were lurid and spicy indeed.

The picture which Henry Blanke has produced from the autobiography
should do even better in its field than the book did in its. In addition
to the widely-publicized title and the “true-life” appeal of the story,
exhibitors have the names of Dorothy Malone and Errol Flynn to exploit.

Miss Malone portrays the heroine, and Flynn is cast as her father.

In many respects the picture is an improvement over the book. Art
and Jo Napoleon, who wrote the screenplay with the former also direct-
ing, have done an admirable job of condensation, selecting the major
in events in Miss Barrymore’s life and relating them in some strong dramatic
scene form situation and done an expert task in expurgation; the heroine’s
sexual looseness is candidly portrayed but without offense. And they
have shown the ugliness of her alcoholic bouts without flinching. Further,
by telling the story objectively—as compared to the “first-person” tech-
nique of the book—the picture avoids the strong sense of self-pity in which
the other was drenched.

Some people in the audience, however, may feel that the makers of
this film have gone too far in the direction of “objectivity.” In seeking
to eschew slushy sentimentality, they have almost missed out in pro-
giving genuine sentiment. A little more honest tug at the heart
strings here and there would have produced a stronger audience emo-
tional response. Except for an affecting scene at the end, in which the
down-and-out heroine suddenly encounters an old friend, it is hard to
care very much about the people in this film.

Some of the fault lies in the acting. Flynn tries hard, but he lacks
the flamboyance associated with the legendary John. Miss Malone, once
she gets over the hurdle of having to portray a teenager in the early
scenes, gives an earnest and competent performance as the heroine.
Neva Patterson is excellent as the divorced wife of John and Diana’s mother,
making the lady appropriately icy and distant. The roles of the heroine’s
three husbands are adequately filled by Efrem Zimbalist Jr., Ray Danton,
and Edward Kemmer.

Running time, 121 minutes. Adult classification, Release, in May.

**Briskin Heads**

(Continued from page 1)

The board of directors of Loew’s, Inc., will resign that post immediately, it was announced.

Briskin was selected for the Colum-
bia post by the special committee
named for that purpose in February after the death of "Irish" Cohn. The
committee was headed by A. Monta-
gue, executive vice-president, and
included vice-president Ralph Cohn, Alfred Hart, Donald M. Stratem, Leo
Jaffe, and president Cohn.

On April 4 the committee con-
formed reports that it had been dis-
cussing the post with Briskin but
that the conferences had been inconclusive. Then Briskin re-
turned here from the Coast last week-
end for further talks.

**Started with the Cohns**

In rejoining Columbia, Briskin is
returning to the company through
which he entered the motion picture industry. He worked with founders
Harry and Jack Cohn in the old C.B.C. Film Sales Co. for five years before it was incorporated as Co-
mbia Pictures in 1924.

That same year he left to become vice-president and half owner of Ban-
er Films. After the death of his as-
sociate, he dissolved the company and returned to Columbia in December,
1926, and remained as vice-president and general manager of the studio un-
til September, 1935.

He resigned this to take charge of produc-
tion at RKO Studios and held that position through 1936 and
1937. He returned to Columbia in June, 1938, as executive in charge of
production and remained at that post until September, 1942, when he took
a leave of absence and joined the U. S. Army Signal Corps.

**Founded Liberty Films**

In August of 1945, he formed Liberty Films Inc., and was vice-


duction and included "Strategic Air Command" and "The Joker Is Wild."

**‘Goddess’ Has Bow**

BOSTON, Apr. 16—More than $30,000 will be turned over to the Gov-
ernor Foster Furcolo Scholarship Foundation tonight from the world
premiere performance of Columbia’s

The Goddess” at the Beacon Hill Theatre here. The film was
launched on a month of intensive exploitation and promo-
tion under the leadership of
Ben Sack, owner of the Beacon Hill and three other first run theatres in this
area.
‘LIONS’ SOARS!

Record-setting openings coast-to-coast!
One of the top attractions in industry history!

THE YOUNG LIONS starring MARLON BRANDO • MONTGOMERY CLIFT • DEAN MARTIN
also starring HOPE LANGE • BARBARA RUSH • MAY BRITT
Produced by Al Lichtman • Directed by Edward Dmytryk • Screenplay by Edward Anhalt
Based on the novel by Irwin Shaw
Cinemascope

20th has the

POWERHOUSE

‘PEYTON’!

Still at the peak of its phenomenal staying-power! Call 20th today, set your date now!

Jerry Wald’s production of PEYTON PLACE starring LANA TURNER • HOPE LANGE • LEE PHILIPS
LLOYD NOLAN • DIANE Varsi • ARTHUR KENNEDY • RUSS TAMBLYN • TERRY MOORE
featuring DAVID NELSON • BARRY COE • BETTY FIELD • MILDRED DUNNOCK • LEON AMES
Directed by Mark Robson • Screenplay by John Michael Hayes
COLOR by DE LUXE Cinemascope
'SUMMER' HOT!

Lighting a box-office blaze!
Rave reviews everywhere! Off to
surefire start! Will run all Summer long!

Jerry Wald's production of William Faulkner's THE LONG, HOT SUMMER
starring PAUL NEWMAN • JOANNE WOODWARD • ANTHONY FRANCIOSA
ORSON WELLES • LEE REMICK • ANGELA LANSBURY • Directed by Martin Ritt
Screenplay by Irving Ravetch and Harriet Frank, Jr.
COLOR by DE LUXE CINEMASCOPE

in the industry today!

ALL HAIL 'FAREWELL'!

Lighty 'Arms' is one of 20th's all-time greats!
Now available for the first time to all showmen!

David O. Selznick's production of Ernest Hemingway's A FAREWELL TO ARMS
starring ROCK HUDSON • JENNIFER JONES • VITTORIO DE SICA
Directed by Charles Vidor • Screenplay by Ben Hecht
COLOR by DE LUXE CINEMASCOPE
Television Today

One Man’s Views

By Pinky Herman

The warped mind of a crank prompted a male voice to call CBS Tuesday morning to warn that "a bomb had been placed in 485 Madison Ave. and set to go off later." Police and firemen, after a complete search failed to turn up the explosive, declared the building to be safe. Meanwhile the strike is still on and veepies, execs and management personnel have been doing a whale of a job in maintaining the scheduled programs, etc. . . .

Scripter Lew Lipton has just sent to George Raft the first four of a new TV series titled, "Johnny, The Edge," in which Raft will star as a gentleman gambler. To us it reads like a natural. . . . Warren "Skip" Littlefield, dynamic adv. and promotion manager for the Seaside Company of California, lost his mother, Pearl Matthiss Montgomery Littlefield, last week. The grand old lady, whose father was one of the state's pioneers after serving with the Union Army in the Civil War, was a member of the Calif. State Board of Censors for Motion Pictures when it was formed in 1921. . . . Washington deejay Felix Grant of WMAL tells of the near missiles which went to see his psychiatrist—seems he was fed up with people. . . . Todd Russell's Pyramid kidisk of the very cute number "Don't Fwos Wocks at a Wabbit" should earn lots of royalties for composer Elmo Russ. Elmo should back this with Milton Berle's "I Wuv A Wabbit" ditty for next Easter season. . . . John Russell and Peter Brown have been signed by Warners to co-star in another "western TV series," "Laramie," now rolling under supervision of Jules Schermer.

When Mel Allen comes to town can Spring (The Yankees) be far behind? (music, "Take Me Out To The Ballgame" in background—and foreground) Your chronicler at the Stadium tomorrow. . . . James Fonda, after 10 years at CBS will join Screen Gems next week as producer. . . . N. Y. Giants and former U.S.C. All America Football star Frank Gifford starts his new 7-year contract with Warner Bros. as co-star with Dallas Mitchell of a new hour-long TV series, "Public Enemy," to be produced by Harry Tatelman. Cast includes Richard Carlyle, Virginia Gregg and Dolores Donlon. . . . Prexy Frank Zucker and Gene Levy, promotion chief at Camera Equipment entrains for Hollywood tomorrow to major domo the firm's exhibition booth at the S.M.P.T.E. convention there next week. . . . Pert, pretty and personable Marilyn Green, back from Florida's Cypress Gardens where she appeared in four telefilm commershills. . . . Abram Chasins, musical director of WQXR (N.Y.) is the author of a most interesting tome, "Speaking of Pianists," just published by Alfred A. Knopf. . . . "Big Payoff" producer Walt Framer leaves for Europe today to arrange special showing of the program at the Brussels World Fair. . . . Frances Langford and hubby Ralph Evnine in Gotham at the Sheraton East Hotel. . . . "CBStudio One" April 25 is "Edge of Truth," with Paul Douglas, Glenda Farrell, Dolores Sutton and Scott Forbes in the Norman Felton seg. . . .

NTA 6-Month Business Rises to $8,528,651

Total contracts written by National Telefilm Associates, Inc., for the six months ended January 31, 1958, the first half of its current fiscal year, totaled $8,528,651, an increase of 18 per cent over the $7,178,392 for the corresponding 1957 period, Oliver A. Unger, president, announced yesterday.

Films rentals (gross income) for the six-month period totaled $7,062,992, compared with $4,511,670 in the same period a year ago. Income before amortization and Federal income taxes more than doubled, totaling $5,588,639 for the six months ended January

Malco Granted Third UHF-TV License in O.C.

From THE DAILY Bureau
WASHINGTON, Apr. 16. — The Federal Communications Commission has granted Malco Theatres a construction permit for a UHF television station in Oklahoma City.
Malco already has permits for Memphis and Utica, N. Y., and has applications pending for Kansas City, Davenport, Ia., and Columbus, Ohio. It plans to include a small-scale film operation in its programming.

31, 1958, against $2,711,438 in the corresponding period of the previous year.

FAME

Annual Audit of Personalities of Motion Pictures and Television featuring monthly and annual Box Office Champions and Top Ten Money-Making Stars plus Champions of Television

Weekly Issue

FAME

Annual Audit of Personalities of Motion Pictures and Television featuring monthly and annual Box Office Champions and Top Ten Money-Making Stars plus Champions of Television

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Weekly Issue
FCC Request

Ask Networks Give Data on Toll-TV Time

Replies to ‘Unfair’ Claim Are Due Within 20 Days

By J. A. OTTEN
WASHINGTON, Apr. 17 - The Federal Communications Commission has asked the three major TV networks and some affiliated stations to answer complaints that they unfairly used broadcast time to campaign against toll television.

The answers are due in 20 days. The FCC request was made in letters to the American Broadcasting Co., Columbia Broadcasting System, Inc., and National Broadcasting Co., as well as to "certain network affiliated TV stations" not identified by the FCC.

Reports that the FCC was investigating complaints in this area were carried by Motion Picture Daily some days ago. The 20 day deadline means there'll be no FCC action now for a month or more.

(Continued on page 2)

New ‘Loop’ Films Set For Brussels Fair

Loop films, a new kind of 16mm silent color picture in ultra-short length, have been designed for showing in the U.S. Pavilion at the Brussels Fair. Press screenings were held here yesterday by their producers, Trident Films and Affiliated Film Producers.

The loop films are designed for (Continued on page 3)

Amend Complaint in NTA Suit Against UA

National Telefilm Associates was yesterday granted the right in New York Supreme Court to file an amended and supplemental complaint in its suit against United Artists Corp, Gotham Television Film Corp., Associated Artists Productions, the Chemical Corn Exchange Bank. (Continued on page 3)

MPA Elects Directors, Officers;
Title Bureau on Self-Sustaining Basis

The board of directors of the Motion Picture Association of America yesterday unanimously re-elected all incumbent officers, re-elected were Eric Johnston, president; Ralph Hetzel, Kornelt Clark, Griffith Johnson and Geoffrey Shurlock, vice-presidents; Sidney Schreiber, secretary; Stanley R. Weber, treasurer; Thomas J. McNamara, assistant treasurer; and James S. Howie, assistant secretary-treasurer.

At the annual meeting the members of the Association which preceded the board meeting, the following directors were elected. These are: Eric Johnston; Barney Balaban, president, and George Welner, world-wide sales manager, Paramount. (Continued on page 2)

Lazarus Extending Scope Of Columbia Functions

Paul N. Lazarus, Jr., vice-president in charge of advertising, publicity, and exploitation for Columbia Pictures, will extend the scope of his activities and absorb a number of additional major management functions, Abe Schneider, president, announced here yesterday. Schneider described the move as a further step in the reorganization of the company's top management.

With Lazarus moving to the ex-Columbia Film Studios, the company's top management has been strengthened by the addition of two new executives.

Paul Lazarus, Jr., (Continued on page 2)

Cinema Lodge Installs New Officers at Lunch

By FLOYD STONE
Cinema Lodge installed its new officers yesterday at the Astor in ceremonies which luncheon chairman Harry Brandt promised would be brief and were, praised retiring president Bob Shapiro and gave him (Continued on page 3)

Sees Foreign Films Continuing To Make Progress in U.S. Market

SPECIAL TO THE DAILY
CLEVELAND, Apr. 17—More progress will be made by foreign films in the American market in the next five years than was made in the past 20 years, according to Arthur L. Mayer. The film importer, who has a number of industry tastes and is an expert in film, believes that American audiences will continue to enjoy foreign films if they are properly presented. (Continued on page 2)

Hearings Monday

Senate Group Acts on TOA Loan Request

Asks SBA Revise Rules To Include Drive-Ins

The Senate Select Committee on Small Business has requested that the Small Business Administration revise its regulations to make drive-in theatres eligible for government loans. Philip F. Harling, chairman of the SBA committee of Theatre Owners of America, said here yesterday.

Harling reported receipt of a letter from Wiley S. Messick, counsel for the SSB, advising of the committee action and also stating that Senate committee hearings will start next Monday on Senate Bill 2160. The latter is expected to increase greatly the possibilities of all types of theatres to secure long-term mortgage loans.

Harling wrote the Senate committee on March 21 asking that existing SBA loan restrictions be revised to make drive-ins, now excluded, eligible for loans. Harling also urged that general loan requirements be eased so more theatres could secure loans. (Continued on page 3)

To Forego Meet on Orderly Distribution

Plans to hold a meeting of 50 or more representative exhibitors from all parts of the country with top executives of production-distribution companies in New York during June to report on results of orderly distribution of quality features and to plan for the remainder of the year have had to be cancelled, Edward L. (Continued on page 3)

Reciprocity Slows Russian Deal for Films

Russian expectations of reciprocal deals for distribution of their films in the U.S. in return for Russian acquisition of Hollywood films, is understood to be slowing consummation of negotiations here for 14 films (Continued on page 2)
PERSONAL MENTION

RICHARD F. WALSH, president of the IATSE, will leave here today for London via B.O.A.C.

MORI KRUSIEN, United Artists exploitation manager, has returned to New York from Boston.

JERSEY KAYE, vice-president of M-G-M Records in charge of West Coast operations, has returned to the studios from New York.

BERNARD M. KAMBER, Hecht-Hill-Lancaster director of advertising-publicity, will return to New York today from Hollywood.

HOWARD SCHREIBER, son of the M-G-M-TV operations director, will be Bar Mitzvahed tomorrow at the Jewish Center of East Meadow, L. I.

JACK H. LEVIN, president of Certified Reports, left here yesterday for Europe.

BRUNO SHAPIRO, co-owner of the Southern Poster and Printing Co., Atlanta, will leave Philadelphia by plane tomorrow for London.

SYVRO P. SKOURAS, 20th Century-Fox president, will return to New York from Hollywood this weekend. MURRAY SILVERSTONE, president of 20th-Fox International, is back today.

Coast Press Showing

(Continued from page 1)

wards, were used to compare sub- lianial with supraliminal, the latter giving the viewer an opportunity to witness symbols used to increase the degree of audience response to particular scenes.

Symbols representing evil and love, and words such as “blood” and “death” were employed.

This reporter experienced no emotional impact, due to his determination to catch glimpses of the symbols during the subliminal presentation. Other observers, they were able to detect two of the symbols.

Edwards said a prologue is being prepared to introduce "Psychohara by Precon," another term for the technical development.

It is expected the system may eventually find its greatest outlet in the advertising field, and also for use in mental therapy.

No release has been announced for the film.

S. B.

but nonetheless an increase which, like the increase in the use of small foreign automobiles, constitutes a significant signpost of a changing trend in public taste. In 1948, 93 pictures were imported while in 1957, 52 came from foreign countries," he said.

A discussion by a panel of four theatre managers on the problems of bad juvenile behavior in theatres, and a vice-president, who would like to see good pictures rather than criticism of bad ones, were the highlights Wednesday, the opening of the fourth annual convention of the Federation.

MPA Official Heard

Margaret G. Twyman, assistant director of the educational and community service department of the Motion Picture Association of America in an address delivered at today's session, predicted an upsurge in theatre business, saying: "We have more than double of outstanding films available today for the motion picture patron, and future releases promise a continuing flow of 'blockbusters,' as the trade refers to the better product in the industry."

Mrs. Dein Gray Edwards, president of the Federation, emphasized that the Council's reviewers are evaluators of public opinion, not censors.

Stanley McIntosh, director of the educational and community services bureau of the MPA, explained the plan and purpose of the industry business building program at the convention banquet.

The theatre managers' panel, moderated by Mrs. Ethel Brewer, agreed that juvenile department on weekends improved with a uniformed force and when proper dress is required.

Urges Praise for Good Films

At the convention dinner Mrs. Thelma West Sykes, chairman of the National Screen Council, urged that emphasis be placed on the praising of good pictures. She also stressed the importance of an investigation of "changing moral attitudes" and suggested that "good taste be the guide for suitability."

Ask Web Toll-TV Data

(Continued from page 1)

and various senators and congressmen complained to the FCC about broadcasts attacking toll TV. In its letter today, the FCC said the complaints charged the networks and some stations had given a one-sided presentation of the issue, designed to produce the avalanche of protests to Congress at a time Congress was considering the question, and that either toll TV proponents little time for their view or had offered forums too late to counteract the anti-toll TV broadcasts.

The commission pointed out that broadcast licensees have the right to express their own views on Congress is not a part of the FCC's "affirmative duty to seek out, aid and encourage the broadcast of opposing views."

Replies to the letter, the FCC said, should include dates of each broadcast on toll TV, amount of time allowed, the participants, and the point of view expressed, as well as any general comments on the complaint.

Dunestre, Jr. III

ATLANTA, Apr. 17-From Dunestre, International Variety dough guy, was conferred to a hospital here after a stomach ulcer attack and has been advised to cancel plans to attend the Variety convention next week. At last report he was recovering nicely from the attack.

MOTION PICTURE DAILY

Friday, April 18, 1958

MIRISCH TO ENTER TV

Filming with 2 Series

The Mirisch Company has concluded an option deal with Louis Edelman and the National Brodhead Television Company under which it will enter the television film field. Harold Mirisch, president of the company, said yesterday that the new three-way agreement provides for the production of two TV series, one, untitled about road-rolls in the 1870's, and the second "Five Corner Stars."

In Mirisch's role as vice-president in charge of production for the company, will produce both series. Edel- man, who has produced several series for television, will be executive produc- er, and NBC will handle financial details of the project.

RUSSELL-USA PARLEY

(Continued from page 1)

which the Soviet delegation has expressed interest, it was reported yes- terday.

The Russian negotiators arrived here last Friday to discuss terms for the Beethoven concert. It could be learned yesterday, no deals have been concluded, the principal reason appearing to be that the Russian repre- sentatives, after indicating they were willing to pay for an American film, open inquiries concern- ing what Russian films the Amer- ican seller is prepared to take in return.

Either the American negotiator are not prepared to buy or handle distribution of Russian films, are not authorized to do so by superiors or frankly feel that few of the Russian films that have been screened here have any commercial possibilities in this market to make such a deal worthwhile.

LAZARUS EXTENDING

(Continued from page 1)

cutive department, Jonas Rosen- field, Jr., who has been functioning as Business-Refreshment Merchandise manager, has been named executive in charge of publicity, publicizing, and exploitation under Lazarus general supervision. Robert S. Ferguson continues as di- rector of the departments.

NEW YORK THEATRES

AGENTS

DANNY KAYE in "MERRY ANDREW" at the PIER ANGELI ROYAL:" MERR;NGSTONE NEIGHBOR, ROYAL CENTER: "MERRY ANDREW" at the PIER ANGELI ROYAL:" MERR;

"THE MUSEUM'S GREAT ENTRANCE SHOW" and "THE MUSEUM'S GREAT ENS" at the \S

MYSTIC DICK MAGUIRE, Editor-In-Chief and Publisher; SHERWIN KAUFER, Editor; JAMES D. EYRES, Managing Editor; RICHARD GERSTEIN, News Editor; EDDIE STONE, Photo Editor; HERBERT V. PECHE, Advertising Manager; OTTO H. PAHEL, Production Manager, TELEVISION TODAY, CHARLES S. AARONSON, Editorial Director; PINKY HENRY, VICTOR CROSBY, Eastern Editors; Western Bureau, WYATT, S. BAYCOX, Eastern Editors, Eastern Bureau, S. BAYCOX, Western Bureau, S. BAYCOX, Radio and Television Daily, 2175 S. Superior, Chicago; N. K. GAYLEY, Publisher, 1210 E. 57th St., New York, N. Y. (in New York City). Owners: PIERRE ANGELI, JR., and FRANCIS G. DUICINO. Incorporated in New York August 23, 1952. Actual date of present incorporation October 8, 1953. One of the leading and oldest entertainment newspapers in the world. Newspaper with the largest circulation. Founded in 1834. 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, $.60 in the Americas and 3/12 foreign. Simple copies, 10c.
**Senate Group**

(Continued from page 1)

And others. The original NTA suit charged that the defendants "interfered in and brought about cancellation" of a deal in which NTA would have acquired controlling interest in AAP from Louis Giesler, its chairman. The board and Maxwell Goldfarb, executive vice-president.

The amendment to this suit, approved yesterday by Justice Thomas Aurello, charges that UA and others plan to assign a new corporation the shares of stock of AAP which UA acquired. The amendment also adds new defendants, including United Artists, Associated, Inc., which is like Gotham TV is a subsidiary of UA Corp.; and the Manufacturers Trust Company.

The amended complaint states further that if UA and Gotham are allowed to "divert the AAP stock" to UAA, it will "harm the plaintiff's original suit against UA and others." The new complaint asks the court to direct that the AAP stock in question be held in trust for NTA and seeks to enjoin all defendants from proceeding with their alleged plan of consummating the assets of AAP and also from transferring the stock held by Gotham to UAA.

Benjamin to Speak

(Continued from page 1)

Greenfield of Locos's, Inc., 1958 campaign chairman, announced yesterday. The luncheon, a testimonial to Barney Balaban, president of Paramount Pictures, will be held on Thursday, May 22, 12 noon, at the Park Lane Hotel in New York.

Benjamin, a past campaign chairman and honored guest at the 1957 UJA luncheon, will give a first-hand report on conditions facing the people of Israel based on his observations during a visit to that country last year.

**Review:**

Another Time, Another Place

Lanturn Prod.—Paramount—VistaVision

Lana Turner, who has enjoyed a long and profitable career on the screen since she first appeared in "They Won't Forget" back in 1937, has now, like many of her colleagues, formed her own producing company, Lanturn Productions first picture, for release through Paramount, is "Another Time, Another Place." Miss Turner stars in the film, and it has been given a handsome production, having been photographed on location in England—principally in London and a small fishing village in Cornwall.

It is what is known to the trade as a "woman's picture," which usually means, as it does here, that the main function of the story is to give the female star a chance to enact a juicy emotional role. The recipe calls for intimate love scenes, lovers' quarrels and reconciliations, tearful episodes, and, if possible, a chance to smile through tears. It also helps if there is a love triangle, and it is even better if the third party is another woman so the two females can have a violent quarrel in a climactic scene.

All these ingredients are generously provided in the script of "Another Time, Another Place," by Stanley Mann, who adapted a novel by Lenore Coffee called "Weep No More." Miss Turner is cast as a glorious newspaper columnist covering World War II in London. She falls in love with a correspondent for the B.B.C. (played by newcomer Sea Connery) and is desolate when he believes she is already married. Shortly thereafter he is killed in a plane crash just as the war is ending.

Miss Turner has a nervous breakdown and remains so obsessed with the memory of her dead lover that she decides to make a pilgrimage to the village in Cornwall where he had lived. There she soon becomes fast friends with the dead man's wife (played engagingly by Glynis Johns) who had suspected that her husband had been unfaithful to her while he was in London during the war but had no evidence to justify it. The picture then goes to its big climactic scene in which Miss Turner, ridden by guilt, reveals to Miss Johns that she had been the "other woman" in the life of the man they both loved. At the end the ladies are reconciled, and Miss Turner returns to America with her adoring boss, who has been waiting around all through the picture for her to come to her senses. This role is played by Barry Sullivan.

Acting as executive producer for this film was Joseph Kaufman. Lewis Allen directed.

From a box office standpoint "Another Time, Another Place" may reap extra attention because of the headline events that occurred in Miss Turner's career; extra attention that the film otherwise might not easily gain. On the other hand, the film's failure to make a profit and to make a news item of Miss Turner's career is the most unfortunate effect in one respect; a preview audience at the Capitol Theatre in New York sometimes snickered at dialogue references to love letters and the death of a lover. This tended to invade the mood of several dramatic scenes.


Richard Gerster

**New 'Loop' Films**

(Continued from page 1)

showing in rear-view projection frames in a continuous, uninterrupted manner. Each subject will treat of some phase of American life designed more to arouse interest or curiosity than to explain or inform. Each is of about 2½ minutes in length, without sound or music.

Some of the subjects include: education, costumes, leisure, sports, occupations, farm machinery, store windows, industry, science, traffic, county fair, autumn fantasy, churches, bridges, houses of all types and numerous others.

The subjects will be shown on 25 of the projection-screening frames scattered throughout the U.S. Pavilion and mounted on walls. Subjects are of different sizes and shapes, the average being about 36 inches wide. Because audiences will be expected to view them at irregular intervals, and because of their continuous projection, the films have neither beginning, middle nor end.

N. Y. Firms in Charge

Production was assigned by the Office of the U.S. Commissioner General to the Brussels Fair to Trident and Allied, both of New York. Production supervision was by Willard Van Dyke of Allied and Charles E. Schwepp of Trident. They were made available for industrial sponsorship on an institutional basis, with a number of well known American companies sponsoring.

**Cinema Lodge**

(Continued from page 1)

A silver set for two years' unwavering and fervid service, heard new president Joseph Rosen pledge his best, listened to Anti-Defamation League's Hackett, described the variety of the struggle against intolerance, and had as its entertainment the TV comedian and lately film actor Buddy Hackett.

Wives Introduced

Brandt said Shapiro not only had been unmercifully active but because he did not utilize his wife's talents. He is, in point of fact, main active, and Shapiro on receiving his gift, agreed. Shapiro introduced his wife, and Brandt introduced Mrs. Rosen, as important helpmates of both executives. Brandt introduced Hackett as an actor in "God's Little Acre" who will surprise the industry with dramatic competence.

Installed by Schwaberg


To Forego Meet

(Continued from page 1)

Hyman, American Broadcasting-Paramount Theatres vice-president, who originated the plan, revealed yesterday.

The principal obstacle to the joint meeting, Hyman said, was the difficulty of getting company presidents and other top executives together on a specific date.

Instead of the joint meeting, it is now likely that Hyman and Leonard Goldenson of RKO will meet individually with top company executives as promptly as engagements can be arranged. At these meetings the two AB-PT executives, who have almost completed their orderly distribution practice over more than a year past, will report on the benefits achieved to date.

Records of individual and territorial exhibitor cooperation designed to promote quality films released in orderly sequence would be shown to company heads and a strong bid for presentation of the program of executive with orderly distribution with specific reference to the last quarter of 1958.
among friends
... none are too young
... none are too old!

Nothing like taking in a movie... for entertainment... escape... or just to pass the time. In the tea-and-crumpet set, it’s more than an occasional habit, it’s an institution. But it takes a better picture to tap this rich lode... to beat box office records!

That’s where the Eastman Technical Service for Motion Picture Film can prove of real help with technical information on production, processing, and projection technics. Offices located strategically. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, New York

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

Midwest Division
130 E. Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

THE BETTER THE PICTURE—
THE BIGGER THE BOX OFFICE
The 1958
ALLIED-TESMA-TEDA TRADE SHOW
Hotel Morrison, Chicago—October 12-13-14-15
Is the ONLY Trade Show
Sponsored By
THEATRE EQUIPMENT & SUPPLY MANUFACTURERS ASSOCIATION (TESMA)

in cooperation with
ALLIED STATES ASSOCIATION OF MOTION PICTURE EXHIBITORS
and
THEATRE EQUIPMENT DEALERS ASSOCIATION (TEDA)

This is the ONLY Trade Show that brings together theatre equipment manufacturers, suppliers, manufacturers of concessions equipment, Theatre Equipment Dealers, and theatre owners — the ideal trade show for the manufacturer to exhibit, arrange for distribution, see his dealers, his ultimate customers, and to set up sales policies — all in ONE TRIP!

AN INVITATION TO EXHIBIT at the ALLIED-TESMA-TEDA Trade Show will reach you soon.

Please address all communications about the TRADE SHOW to:

TESMA, 1475 BROADWAY, NEW YORK 36, N. Y. • BRyant 9-2246
Three-Day Activity Sends 20th-Fox Stock To New High; Attributed to Film Strength

Three consecutive days of market attention to 20th Century-Fox stock ran the issue up three points last week to a new high for the year 27 when trading ended on Friday. On Thursday it had been the most actively traded stock on the Big Board with 62,800 shares changing hands.

Wall Streeters attributed the market interest in the issue to news in financial circles of the company's current crop of high-grossing releases and the box office potentials of its forthcoming product. The interest being centered entirely on 20th-Fox films is a switch from active trading earlier occasions which was attributed to the company's oil, real estate and overseas theatre interests.

Justice Rejects Berger Complaint on Para. 'Ten'

Special to THE DAILY
MINNEAPOLIS, Apr. 20 — The U. S. Department of Justice does not agree that Paramount's insistence upon a rental fee of 80 cents per seat for a booking of "The Ten Commandments" constitutes illegal price-fixing and as a result Benjamin N. Berger is passing up the attraction for his Fargo Falls, Minn., theatre.

Berger said he had asked the justice department to compel Paramount to (Continued on page 6)

IBEW Walkout at CBS Ended by 6.4% Raise

From THE DAILY Bureaus
WASHINGTON, Apr. 20 — The International Brotherhood of Electrial Workers on Friday announced that it had reached an agreement with the Columbia Broadcasting System, thus ending its 12-day strike against the (Continued on page 11)

Postpone NCA Meet One Week to May 13

Special to THE DAILY
MINNEAPOLIS, Apr. 20 — North Central Allied's 1958 convention, originally scheduled for Tuesday, May 6, has been postponed for one week and will be May 13 instead, Ted Mann, retiring president, has an- (Continued on page 6)

Selectivision to Give Records to Lefkowitz

Officials of Selectivision, Inc., Forest Hills pay-television enterprise, have agreed to make the company's books and records available for examination by the office of Attorney General Louis J. Lefkowitz. As a result Lefkowitz at the weekend withdrew the court order he obtained last week directing the officers of Selectivision to show cause why they should not be held in contempt of court for refusing to produce the records for inspection.

Lefkowitz on March 10 charged that false and deceptive literature was being used to promote Selectivision and obtained an order temporarily (Continued on page 6)

Businessmen Take Over Theatre in Wisconsin

Special to THE DAILY
PRINCETON, Wis., Apr. 20 — Local businessmen, headed by Preston Hiestand, have formed a non-profit organization to take over and operate the Princeton Theatre to provide the town with a business stimulator and entertainment hall. Elmer Krueger has been appointed manager. The house is one of five in the upper midwest area to reopen its doors recently. Two others have suspended operations.

83rd Convention

Closed Circuit TV Leads 1st SMPTE Meet

Over 80 Papers Slated On Neuest Developments

Special to THE DAILY
LOS ANGELES, Apr. 20 — The latest developments in motion picture and television engineering will be covered in some 80 papers at the 83rd convention of the Society of Motion Picture and Television Engineers, which gets underway tomorrow at the Ambassador Hotel here. The meetings will continue through Friday.

The papers are grouped into 14 sessions beginning tomorrow morning at 10 o'clock with a general session in the Ambassador Ballroom. Throughout the week the delegates will hear (Continued on page 8)

Decision Reserved on List-Glen Alden Action

Kings County Supreme Court Justice Walter Hart on Friday reserved decision on all motions before the company in the action brought by Samuel Gilbert, owner of 100 shares of Glen Alden Corp. stock, to prevent its merger with List Industries, owner of RKO Theatres.

Glen Alden shareholders approved (Continued on page 6)

Cunningham Reelected To Third ASCAP Term

The ASCAP board of directors reelected Paul Cunningham to serve a third term as president of the Society at a meeting here last week. Cunningham has served the Society in this capacity since 1956.

Deems Taylor, past president of the Society, was elected by the board to (Continued on page 6)
**TRADEWISE**

**By ONLOOKER**

**PERSONAL MENTION**

**EDWARD L. HYMAN,** vice-president of American Broadcasting Paramount Theatres, and **BERNARD LEXY,** his assistant, are in Detroit from New York.

**BARNEY BALAN**, president of Paramount Pictures, has become a grandfather for the fifth time with the birth of a daughter to Mrs. **LEONARD BALAN** in Miami, Fla.

**TED SCHANTZ,** who resigned recently as Stanley Warner Philadelphia zone manager, will leave here this week for a visit in Tampa, Fla.

**HUGH OVEN,** vice-president of Paramount Film Distributing Corp., has returned to New York from Chicago.

**LAWRENCE BACHMANN,** head of Paramount Production in England, returned to London at the weekend from New York.

**DAVID JOHN GOODLATE,** a director of Associated British Picture Corp., has returned to London from New York via B.O.A.C.

**ED R. SVIGALS,** general sales manager of Trans-Lux Distributing Corp., left here on Friday for Chicago and the Coast.

**SAMUEL GOLDSWYN,** Jr., returned to Hollywood on Friday from New York.

**MURRAY WIESEN,** former partner of **LEVIN PIZER,** Philadelphia exhibitor, is recuperating at Jefferson Hospital there following surgery.

**ED SULLIVAN** left here yesterday for London via B.O.A.C.

**ROBERT PICKMAN,** son of **HERB PICKMAN,** of the Warner Brothers home office publicity department, was bar mitzvahed Saturday in Beth El Temple, Great Neck, L. I.

**JERRY BREZLER,** producer, has returned to New York from England.

**MRS. CHARLES ADAMS,** wife of the owner of the Avon Theatre in Atlanta, gave birth to a girl this week last week.

**DIANE GORDON,** manager of the Stanley Warner Orpheum Theatre, Hackensack, N. J., and last year’s Quigley Grand Prize winner, is at St. Clare’s Hospital here, where she underwent surgery on Friday.

**NOW COMES** Alistair Cooke, correspondent in New York for the Manchester (Eng.) Guardian, making noises like an expert on the subject (which he most certainly isn’t, because you have to see a great many motion pictures to qualify) and charging that American motion pictures do the nation a great deal of harm abroad.

We all know that a few motion pictures exhibited abroad can be and perhaps are used to document anti-American propaganda in unfriendly areas. We also know that the great majority of American films are the best ambassadors this country has for its ideas, living standards, products, customs and ideals. Cooke’s native land prefers them four-to-one to the native product and the ratio might even be higher if his countrymen were free to exercise their choice in entertainment films, instead of being artificially restrained by Britain’s film quota and monetary restrictions. ... Is Cooke of the opinion, perhaps, that the British films cluttering up the television air waves over here are doing Britain more good than Hollywood films do America abroad? If so, he doesn’t have much company. ... In our humble opinion, some foreign correspondents can do their native land far more harm abroad than the most misguided motion picture ever made. To berate all Hollywood films because a few poor ones are shown overseas is just plain stupid. Either that or it is the result of censorship, which Americans no more want imposed upon Hollywood than they do upon Cooke.

Scripps-Howard’s Inez Robb, in a recent syndicated column devoted to an interview with David Niven, quotes the actor as saying that he believes next year’s Academy Awards presentations should not be televised but should be shown only over closed circuit theatre TV. The Oscar show, he said, “empties every movie house in the country a few weeks ago. It should be a movie show for movie audiences in movie theatres via closed circuit. Hollywood ought to stop hitting itself on the head.” ... Well, then’s fine enough sentiments and it’s just possible that a majority in the industry, if asked to vote on it, would side with Niven. However, there’s the little item of equipping the nation’s theatres and drive-ins with closed circuit receivers-projectors, and the further item of cost of leasing the wires and hooking up the theatres ... Beyond that, as this year’s experience demonstrated when the same idea was broached, there are considerations of concern to the unions and guilds involved which either could bar closed telecasts of the ceremonies to theatres or could make their cost prohibitive.

A RECENT bulletin of the I.T.O. of Ohio called upon exhibitors to give to the all-industry business building campaign their “spiritual” support. ... It will take more than that to get the campaign in motion. A little temporal support in the form of coin of the realm is what’s needed now. And if you were an exhibitor, what would you think of a business building campaign that gave your box office spiritual support? ... The Hollywood A. F. of L. Film Council is threatening a boycott of “John Paul Jones” because the film biography of the founder of the U. S. Navy is to be made abroad. A few of the reasons for making the abhorrence are that four-fifths of Jones’ life was spent outside the U. S., the cost of construction here of the ships to be used in the production is prohibitive, nor can miniatures be used in Technirama, in which it will be photographed. ... The costs of making the film in this country, in fact, are so great that it would not be made at all if it could not be made abroad. Hence, the A. F. of L. studio unions stand to gain nothing by waging war against production of the picture overseas. At the same time, the picture is a modestly paid high American union men. Moreover, the Navy is lending its cooperation to the production which will benefit the Navy Fund.
Study Theatre-Operation Cost

(Continued from page 1)

the operating companies, the TOA released the following:

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<th>Theatres</th>
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of grosses for the 500 theatres approximately $60,000,000.

The basic breakdown shows:

| Salaries, including management | 26% |
| Rents | 7% |
| Depreciation | 65% |
| Maintenance and repairs | 5% |
| Taxes other than Federal | 5% |
| Interest on indebtedness | 1.3% |
| Total operating costs | 14.7% |
| Federal taxes | 3.5% |

These items total 66 per cent, leaving 31 per cent for film rental and profit. The TOA study points out, "It should be recognized that in wholly owned operations the rent percentage would probably be lower but the real estate taxes and the depreciation would be higher. Further the percentages for utilities—fuel, water and electricity—will vary greatly from town to town."

The report also includes a questionnaire and asks members of TOA to cooperate in supplying additional information so that operational yardsticks may be developed in the future. It is emphasized that figures used covered only a small percentage of the total theatres and that a much broader survey would be needed for a national guide.

A study published by the Herald Institute of Industry Opinion August 24, 1957 showed the following breakdown: overhead, including rent, mortgage, heat, light and depreciation—23 to 27 per cent depending on the population of the area served; staff salaries, uniforms, etc.—20 to 24 per cent; film rental—34 to 36 per cent; and advertising and promotion—four to nine per cent.

Columbia to Continue Czech Negotiations

Columbia Pictures announced at the weekend its representatives are carrying on further negotiations with Czechoslovakia for the sale of American-made motion pictures following the sale of "Picnic" to that country's government distribution agency.

Has Been Dealing There

Columbia pointed out while that "Picnic" was the first American film it had sold to the Czechs for many years, the company has been selling its European productions to that country for some time.

U.A. Promotes Sign

United Artists has prepared a half-million copies of Sidewalk Superintendents Guide which describes and gives all details of the mammoth, three-dimensional sign for "The Vikings," now being erected for the dual world premiere engagement of the film at the Astor and Victoria Theatres on June 11. The New York Summer Festival Committee, the New York Convention and Visitor's Bureau, Astor and Victoria Theatre personnel and all newstands in the Broadway area will participate in the distribution of the promotion piece.

Reade Buys Two

Walter Reade Theatres has bought two drive-ins, the Shore and Fly-In, located, respectively, at Farmingdale and Bellmawr, from Eastern Outdoor Theatres, with headquarters in East Orange, N. J.

Mrs. Irene Hagen

Mrs. Irene Hagen, wife of Rudy Hagen, former head of the Warner Bros. home office contract department, died Friday after a long illness at her home in the Bronx.
Solid commercial prospects! One of the

"Should do well at the b.o.! Solid comedy! The pop-eyed French funster, Fernandel... excellent! Miss Ekberg is beaucoup decorative... Miss Hyer also a looker." — Variety

"Hilarious! Another 'Road' triumph for Hop... surrounded by the glamorous Anita Ekberg, the gifted comic Fernandel and Paris as his background. By all means take the children!" — Marge Reardon, Miami Beach Sun

"A rollicking ramp down laugh lane! Hop and Fernandel go together like ham and eggs. Hilarious! Color shots of Paris are beautiful! If you are looking for something to laugh over this is it!" — George Bourke, Miami Herald

"Much to cheer about in Bob Hope's latest romp! To the old Hopeful ingredients of farce, fluff, and fast fun, is added France's best-beloved comedian, Fernandel. For romantic spice, he has included two shapely side dishes—eye-filling Anita Ekberg and lovely Martha Hyer. Hope scores!" — Independent Film Journal

BOB HOPE • FERNANDEL • ANITA EKBERG • MARTHA HYER

Directed by Gerd Oswald • Screenplay by Edmund Beloin and Dean Riesner • A Tolida Productions Presentation
"Built-in boxoffice insurance! Good for belly laughs anywhere! Hope and Fernandel come off about even, with the potential audience by far the winner in laughs and enjoyment!"

— M. P. DAILY

"One of Hope's best! Exhibitors can't go wrong booking this! Cast that boasts the beloved buffoon, Fernandel, and a couple of eyeworthy chicks named Anita Ekberg and Martha Hyer."

— HOLLYWOOD REPORTER

"High profit potential! One of the most handsome physical productions the star has ever appeared in. Top-notch cast headed by the greatest of all French comedians, Fernandel...the highly exploitable Anita Ekberg and the demure Martha Hyer. Climactic helicopter chase...hilarious!"

— M. P. HERALD

"Sidesplitting comedy! Name the stuff that makes you laugh and you'll find it in this movie! 'Paris Holiday' should get a medal for exposing this funny Frenchman, Fernandel, to American audiences!"

— HERB KELLY, Miami News

Book it NOW!

Paris Holiday

TECHNIRAMA® and TECHNICOLOR®
Manhunt in the Jungle

Warner Bros.

Readers of Sunday supplements who have read about and pondered the disappearance in 1925 of Col. P. H. Fawcett, in the course of his search for a legendary "lost city" in the Brazilian jungles, will have an interest in "Manhunt in the Jungle." This is the true story of a search for Col. Fawcett, led three years after his disappearance by Commander George Dyott, formerly of the British Navy. The film, photographed entirely in the Amazon country in good Warner-Color, has a documentary-like quality which sustains interest for the 79-minute running time.

The story is, inevitably, somewhat anti-climactic, however. After months of hardship the Dyott party comes upon a tribe of momentarily unhe- ttle Indians who, it is quickly established, probably murdered Col. Fawcett.

The Dyott party, fearful of their own lives, have a dusty retreat after some fruitless questioning of the tribe's evil chief.

The film's main interest is in its flora and fauna and in some exciting scenes of the party swimming the rapids of the jungle rivers in the filmsy, canvas canoes. Less effective are the "staged" scenes such as one depicting the death of one of the party in a school of man-eating piranhas. In an attempt to create suspense which is not always on the film, a narrator ac-companies the action with stock travelogue phrases occasionally.

The cast of unknowns is headed by Robin Hughes, who plays Command- der Dyott in satisfactory fashion, Cedric Francis produced and Tom Milne directed.

Sam Merwin, Jr., and Owen Crump wrote the screenplay, based on the book, "Man Hunting in the Jungle," by Dyott himself. Robert Brooker is credited here for the adaptation and George Merwin makes the mild adventure much more interesting than it might otherwise be. Running time, 79 minutes. General classification. Release, in May.

VINCENT CAREY

Hong Kong Affair

Claremont—A.A.

Hollywood, Apr. 20

One of the advantages to be had from photographing a story of for- eign setting in the foreign locale of a story is having always on display, behind the actors and events in the foreground, a background of genuine interest for its own sake. This kind of interest is always unfailing in its ap- peal to the whole scale of the audience, and never more so than now, as wit- ness the tremendous popularity of the story-less Cinerama and Gimnicrelle, on the theatrical side, and a half- length travel-series like "Seven for Adventure" on television. This kind of interest is a prime asset of this Claremont Picture production filmed in Hong Kong.

The story played out against this fascinating background is a melo- drama about Oriental thievery in the tea trade, with an accompanying ele- ment of opium smuggling. The script is credited to Harold and Herbert Slavnov, Jr., and Helene Turner, Production is by the Messrs. Heard and Friedgen, and executive production is by Herbert R. Friedgen. Heard also directed the picture.

The top name for billing purposes is Jack Kelly, of the rocket-rated "Maverick" television series. He plays here a young man who inherited a tea plantation in Hong Kong and finds, on going there three years after hav- ing been reported missing in action in Korea, that his dead father's pa- near, now half-owner, and his over- seer have been stealing all profits from the business. The overseer assigns his secretary, Chu Lan, played by May Wynn, to dispatch Kelly by poison or other means, but she finds him too pleasant company for that, and by the time all the plotting and counter- plotting is over, the British cabu- toon, the hooligans in band and the leading man and lady have each other.


WILLIAM R. WEAVER

Justice Rejects

(Continued from page 1)

sell the attraction at "a fair com- merce" price. The company insisted on a 50-cent per seat rate or an alternative of a flat guarantee of $2,750.

Government attorneys held Ferramont's per seat charge does not constitute illegal price-fixing, as much as the company is not con- cerned with what price Berger per- sons or for admissions as long as it gets guaranteed a floor price. The flat rate or percentage basis.

May Take Case to Public

Berger said that unless a mis- equitable deal on rental and play- time can be worked out with Fer- rament, he will pass up the picture and "take his case to the public," ex- plaining why he can't bring the a-traction to Fergus Falls.

Decision Reserved

(Continued from page 1)

the merger at their annual meeting on April 11.

The motions before the Brook- llyn jurist include one by Arthur Drisk of the law firm of O'Brien, Driscoll, Raftery, attorney for List, to dismi- the Gilbert action. Also pending is a motion for an injunction to restr- of the merger made by Robert L. Bobrick, attorney for Gor. Bobrick's motion also include a demand that the present officers of Com- l be removed and a tempo- erary receiver be appointed.

Both sides were given until Frid- to exchange briefs, with a decisi- expected shortly thereafter. The Li- stockholders meeting was adjourned until Friday for action on the pro- posed merger, so another postpone- ment until a later date now is neces- sary.

Postpone NCA Meet

(Continued from page 1)

nounced. The meeting will be at the Rad- iola Hotel here.

Convention chairman will be Fran- Mantzke, president of Northwe- Re Service. Stanley D. Kase, NCA executive counsel, is in charge of reservations.

On the agenda will be election of officers, discussion of rental terms, day- light saving time, and legis- lative problems such as admission taxes and- ing.

It is reported that while Mann will firmly decline to head NCA next year Ben Burger is considered a very likely candidate for the post, and General is a favorite as a "dark horse."

Selection

(Continued from page 1),

restraining the sale of stock in the company.

A date for further hearings will be scheduled when the company has finished examining the firm's books, a spokesman for his office said at the weekend.
*TRI ART COLOR CORPORATION

Is proud to be associated with

LOUIS de ROCHEMONT

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TRI ART COLOR CORPORATION
(a subsidiary of Du Art Film Labs, Inc.)
245 West 55th St., New York 19, N. Y. • Plaza 7-4580
Closed Circuit TV Leads First SMPTE Meet

(Continued from page 1)

reports on closed-circuit television, industrial and instrumentation photography, the distribution of TV programs on films, plastics for the motion picture and TV industries, and other subjects.

Leading producers of motion picture and TV equipment will show their latest products at the convention; the exhibits will be on view all week and are reported to comprise the largest in SMPTE history, with many of the items having their premiere showing.

Every Activity Included

The exhibits will include such equipment as instrumentation cameras, lenses, printers, animation stands, projectors, recording cameras, tripods, underwater housings, boom dollsies, developing machines, still and motion picture cameras, shutters, sensitometers, light-change mechanisms, splicers, editors, recorders amplifiers, film cleaners, rewinders, dubbers, lighting equipment, rotary prism, cameras and viewers.

The session on closed-circuit television will be held tomorrow afternoon beginning at 2:30. Speakers will include Robert G. Dav, General Electric Co.; F. N. Gillette, General Precision Laboratory; Frank G. Back, Zoomar, Inc.; Donald M. Kraus, GE; and R. G. Neubauer, Radio Corp. of America. Papers will cover equipment systems and standardization goals for closed-circuit TV.

Four Papers This Evening

At the evening session tomorrow four papers will be delivered, with pay-TV and subliminal communication leading the agenda. Discussing the "controversial" aspects of the former will be Lloyd Hallamore, of Hallamore Electronics, Inc. The "status and possibilities" of the subliminal process will be reported on by Hal C. Becker and Robert E. Corrigan of the Precon Process and Equipment Corp., in collaboration with William S. Edwards of OMECC Productions. Delegates will be shown a ten-minute excerpt containing Precon subliminal information from the new television motion picture, "My World Dies Screaming."

General program for the rest of the convention is as follows: Tuesday, sound recording, industrial and instrumentation photography, and cinematography. Wednesday, laboratory practice and facilities. Thursday, production problems and photography, television recording, and magnetic television recording. The papers on plastics are set for Friday morning.

Friday Session at TV Center

On Friday afternoon the session entitled "distribution of TV programs on film" will be held at the ABC Television Center here. The result of a study of network film programs, including the coordinated effort of the sales, traffic, station clearance, video recording, film accounting and programming departments will be discussed by Frank G. Ralston, Jr. of the ABC TV Center.

Charles E. Buzzard, NBC Hollywood, will speak on the condition of procedures affecting a network film exchange. The exchange will be analyzed on the basis of types of recordings, negative and kinescope recording numbers, kinescope and film service policies, reference prints, differences in policies in kinescope recording, and general shipping procedures.

Will Discuss TV-Film Editing

The difference between the responsibilities of the TV film editor and the motion picture film editor will be discussed by Henry J. Miller, ABC TV Center. The area covered in this paper will include the integration of negative show level vs. negative insertion, a step-by-step discussion of rerun programming and how time and cost affect the TV film editor.

John P. Ballinger, Screen Gems, Inc., will discuss the possibilities of standardization in TV film, giving the pros and cons in regard to all phases from production through shipping.

With the ever increasing use of motion picture film on TV, the problem of prolonging the life of these prints has taken on added importance. Eric C. Johnson, Eastman Kodak Co., Rochester, N. Y., will outline proper film handling procedures and techniques starting with the "green" print and the need for film lubrication, thorough projection, cleaning and inspection.

Tour of ABC Scheduled

The last paper of the session will be in preparation for the tour of the new ABC film facilities, to be made following a panel discussion. William W. Edwards, of the ABC TV Center, will discuss the planning of the various flow patterns and work area facilities and review the extensive preliminary investigation and comparison of existing modern installations before the decisions on the present installation were reached.
**SMPTE Convention Equipment Exhibit**

For plan of exhibit above. List of exhibitors with booth numbers below.

- **ATION EQUIPMENT CORP., New Rochelle, N. Y.** booth #203
- **OCIATED INDUSTRIES, North Hollywood** booth 114
- **IL & HOWELL CO., Chicago** booth 216, 218
- **OT-BACh, INC., Hollywood** booth 107
- **NS & SAWYER CINE EQUIPMENT CO.** booth 201
- **ERA EQUIPMENT CO., New York** booth 204
- **RRE DEBBIE MANUFACTURING CORP., Long Island** booth 101

**ELECTRAMOTION CO., Santa Monica**

**ELECTRONIC SYSTEMS OF ILLUMINATION, Inc., Chicago**

**ENCYCLOPAEDIA BRITANNICA INC., Los Angeles**

**GREAT BOOKS OF THE WESTERN WORLD, Los Angeles**

**KARI HEITZ, INC., New York**

**FRANK HERNFIELD ENGINEERING CORP., Culver City**

**HOLLYWOOD FILM COMPANY, Hollywood**

**HOUSTON FEARLESS CORP., Los Angeles**

**KLING PHOTO CORP., New York**

**LIPMAN SMITH CORP., Falls Church, Va.**

**MAGNASYNC MANUFACTURING CO., LTD., North Hollywood**

**MAGNA-TECH ELECTRONIC CO., New York**

**MAGNETIC SOUND CAMERA CO., Chicago**

**MOLE-RICHARDSON CO., Hollywood**

**MOTION PICTURE PRINTING EQUIPMENT CO., Skokie, Ill.**

**MOVIOLA MANUFACTURING CO., Hollywood**

**PHOTO-SONICS, INC., Burbank**

**PRECISION LABORATORIES, Brooklyn, N. Y.**

**PRESTOSEAL MANUFACTURING CORP., Long Island City, N. Y.**

**RCA FILM RECORDING, New York**

**REEVESOUND CORP., Long Island City, N. Y.**

**SOS CINEMA SUPPLY CORP., New York & Hollywood**

**STRONG ELECTRIC CORP., Toledo, O.**

**STUDIO SUPPLY CORP., Burbank**

**TRADE CORP., Encino, Cal.**

**UNICORN ENGINEERING CORP., Hollywood**

**W. M. WELCH MANUFACTURING CO., Chicago**

**WESTREX CORP., Hollywood & New York**

**WOLLENSAK OPTICAL CO., Rochester, N. Y.**

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**STOP! BOOTH #113**

**SEE...**

THE LATEST AND FINEST IN SPLICING EQUIPMENT FROM PRESTOSEAL, AND

**RECEIVE...**

A GIFT—SPECIALY FOR YOU!

**Presto Splicer**

**Background MUSIC**

We arrange for mood music clearances.

**TV Films**

**INDUSTRIAL DOCUMENTARY FEATURE Motion Pictures**

We also have the largest selection of SOUND EFFECTS records in existence. Anything from a "CAT'S MEOW to a LION'S ROAR."

all on MAJOR RECORDS

THOMAS J. VALENTINO, INC.
150 West 46th St., New York 36, N. Y., Dept. IT

Send for FREE Copy of the Following 6 Catalogues:

MAJOR, PAXTON, FRANCIS DAY & HUNTER, VIDEO MOODS & IMPRESS background film music

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**AGENT FOR THE SALE AND DISTRIBUTION OF EASTMAN**

**PROFESSIONAL MOTION PICTURE AND TELEVISION FILMS**

**W. J. GERMAN INC.**

HOLLYWOOD — FORT LEE — CHICAGO
Strong ‘Light Caravan’
Will Tour West Coast

The Strong “Light Caravan” truck which, equipped as a projection booth, has been touring the country demonstrating the Strong Electric Corp.'s new "blown arc" projection lamp, will include the upper Pacific Coast before reaching Los Angeles, where a demonstration will be given on Thursday especially for the Society of Motion Picture and Television Engineers convention.

Midnight demonstrations were given Friday at the Kenmore drive-in Seattle; and one is set for today at the El Rancho drive-in, San Francisco. The SMPTE demonstration will be at the Laurel drive-in, 10770 Canyon Blvd., Picoima. On the night prior to this run, another will be made for Los Angeles area exhibitors and projectionists.

Drive-ins selected, it is pointed out, are those with the largest screens wherever possible, so that comparison with existing light sources can give the new lamp the best chance to show its light production, which is rated at 65,000 lumens with wide aperture. The screen at the Motor-Vue is 120 feet wide.

The manufacturer reports that news of the development has aroused intense interest among engineers in many industries, as well as of the U.S. Government. Ray Shuff, IATSE projectionist, is in charge of the demonstrations.

Split-Type Camera
Magazine on Display

Among items of equipment being exhibited by Associated Industries, North Hollywood, at the Society of Motion Picture and Television Engineers convention, beginning today at the Ambassador Hotel in Los Angeles, is a split-type camera magazine, called the Multi-Mag. Employing a cassette principle, the magazine allows use of a large cassette in the supply position, and a small cassette for takeup, permitting immediate processing of short or partial sequences.

The unexposed film in the first cassette is transported through the camera and into the second cassette. The exposed film is removed, then replaced by the emptied cassette, which in turn is replaced by a fresh supply cassette.

Brackett Will Speak
At 1st SMPTE Lunch

Producer-writer Charles Brackett has accepted an invitation to appear as guest speaker at the opening luncheon of the 83rd convention of the Society of Motion Picture and Television Engineers, today in Los Angeles. Barton Kreuzer, president of the Society, will introduce Brackett.

George Putnam, newscaster of Station KTTV, Hollywood, will be on hand to supply commentary at the luncheon.
**National Pre-Selling**

**Television Today**

**Who’s Where**

Jack Bower has been appointed eastern sales and service representative for the Commercial and Industrial Film Division of Loew’s Inc., it was announced by Dick Harper, MGM-TV general sales manager. Bower will headquarter in the firm’s New York offices.

Jack Lynn, whose background covers many phases of the television industry, will be named director of programming for WNTA-TV (Channel 13), effective May 7 when National Film Associates begins operation of the station. Lynn will report directly to Gerald O. Kaye, who at the same time becomes president of Atlantic Television, Inc., the corporate owner of the station, and general manager of WNTA-TV.

**ABC-TV Executives Meet in L. A. Friday**

A meeting of ABC Television primary affiliate executives will be held in Los Angeles Friday, preceding the annual convention of the National Association of Broadcasters. The ABC Television and Radio Networks, in addition, will have a hospitality suite at the Biltmore Hotel in Los Angeles during the entire NAB convention, April 27 through May 1.

**Goldenson to Attend**

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., will head the ABC delegation, together with Simon B. Siegel, financial vice-president, ABP; James G. Riddell, president of WXYZ (Detroit) and effective July 1, ABC executive vice-president; Oliver Troy, president of ABC Television, and Edward J. Do-Gray, ABC vice-president in charge of the radio network.

**Television Is Making Big Gains Overseas**

**From THE DAILY Bureau**

WASHINGTON, Apr. 26—The U.S. Information Agency said today that television overseas had its biggest spurt in history during the first quarter of this year, when almost $2,000,000 in new receiving sets went into operation.

The Free World added 1,500,000 receivers in the three-month period, and the Communist bloc countries 400,000, raising the combined total abroad to 18,478,900 as of March 31.

The Information Agency predicted that by the end of this year, 25,000,000 TV receivers may be in use abroad. This is a boost of 5,000,000 over original expectations for 1958. The Agency’s figures exlude Canada, the United States and its territories.

While Western Europe put more than one million new television receivers on the market during the three months, the period marked Japan’s becoming the fourth overseas country to cross the 1,000,000 set-in-operation mark. The others are the United States, with 5,500,000, the USSR, 2,500,000, and West Germany, 1,500,000.

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**CBS Walkout**

(Continued from page 1)

network, The Union is composed of 1,300 cameramen and technicians in eight cities.

By the terms of Friday’s agreement, the union members, with their three-year contract calling for a 6.4 per cent wage increase, retroactive to Feb., 1.

In addition, they were granted a 2.4 per cent boost to go into effect Aug. 1, 1959. The IBEW workers now receive a weekly maximum of $175.

In New York a spokesman for CBS said they expected to have normal operations back in effect by the end of Sunday night’s program schedule. Executives of the network had taken over cameras and control panels during the strike.

L.A. No. One Market For Spot Advertising

In the 20 cities regularly monitored by Broadcast Advertisers Reports, Inc. (BAR), Los Angeles is far and away the number one market when it comes to sheer volume of advertisers using spot television, it was announced at the weekend.

In a tabulation of its regular bi-monthly monitorings, BAR reported that 1,549 separate brands and services used local schedules on the seven Los Angeles television stations between March 15, 1957, and March 14, 1958. This is in sharp contrast to the 867 brands heard by BAR on the six New York television stations during the year ending Feb. 26.

Scope Varies Widely

The 1,549 Los Angeles spot schedules varied tremendously in scope and duration. On March 15, 1957, 596 active schedules were counted. A year later, on March 14, BAR’s monitor counted 615 active schedules, indicating that 934 schedules that were on the air at intervals during the year couldn’t survive the rigors of Hollywood.

Lasky Joins Leonard

HOLLYWOOD, Apr. 20—Jesse Lasky, Jr., has joined Herbert B. Leonard Productions in an executive capacity, with his first undertaking as assistant producer of “Rescue,” television film series.
"Attila" TAKES THE NATION BY STORM!

Top SITUATIONS across the NATION equals true SATURATION!

Teeing off with Smash, All-Out, Saturation Campaigns by Terry Turner following the pattern he set with "The Conqueror."

JOSEPH E. LEVINE PRESENTS

"Attila"

Surging Spectacle and Savagery Overwhelms the Screen with Passion and Violence!

PILLAGING, PLUNDERING Hordes...
RAGING, RAVISHERS ROARING OUT OF THEIR ASIAN WASTELANDS TO LAY WASTE A PLEASURE-GORGED EMPIRE!

ANTHONY QUINN • SOPHIA LOREN

as ATTILA THE HUN—History knows him as "the scourge of God"...She knew "the Hun" as only a woman can!
as HONORIA--while all Rome trembled at the Hun approach, she trembled with desire for their emperor!

A CAST OF THUNDERING THOUSANDS IN TECHNICOLORE

HENRY VIDAL • IRENE PAPAS • EDWARD CHANELLI • PRODUCED BY PONTI-DE LAURENTIS • DIRECTED BY PIETRO FRANCISCI • A LUX FILM

IN NEW ENGLAND
WARNER • PARAMOUNT
DAYTZ & ARTHUR HOWARD
CIRCUITS • AMERICAN THEATRES
LOCKWOOD GORDON THEATRES
INTERSTATE CIRCUIT
300 THEATRES
APRIL 23

IN LOS ANGELES
50 THEATRES • MAY 14

IN NEW YORK CITY
R.K.O. THEATRES
100 THEATRES • MAY 17

IN PITTSBURGH
STANLEY • MAY 10

IN PHILADELPHIA
STANLEY & 50 THEATRES during MAY

IN WASHINGTON, D.C.
MET and AMBASSADOR THEATRES
MAY 14

IN MILWAUKEE
WARNERS • MAY 15

NEW ENGLAND EMBASSY PICTURES
WEST COAST FAVORITE FILMS • (RED JACOBS)
NEW YORK ALBANY • BUFFALO • (GEORGE WALDMAN)
PHILADELPHIA FANFARE FILMS (GEORGE WALDMAN-JOE SOLOMON)
Pre-Selling Is Increasingly Vital—Lipton

"U" Sales Forces Now at Work on July, Aug. Films

By JAMES M. JERAULD

Pre-selling far in advance has become increasingly important in merchandising pictures for a variety of reasons, according to David Lipton, vice-president of Universal International, because the bulk of the income on high budget pictures must be obtained from first runs. Word-of-mouth advertising is not fast enough nowadays.

To meet this situation Universal's sales forces are now working on campaigns for July and August releases of six important productions which include extensive use of television spot announcements, previews which pro-

(Continued on page 3)

W-S-J, Her-Trib. Note
Wide Industry Upturn

In contrast to the recent widespread downbeat publicity generated by the Hollywood A. F. of L. Film Council's survey, the Wall Street Journal yesterday and the N. Y. Herald Tribune on Sunday devoted generous space to a more accurate and more current reporting of the upturn in theatre attendance and in industry fortunes generally which has (Continued on page 2)

Technicians 'Saved the Industry'
Says Brackett at SMPTE Meet

By WILLIAM R. WEAVER

HOLLYWOOD, Apr. 21—The 83rd semi-annual convention of the Society of Motion Picture and Television Engineers opened here today at the Ambassador Hotel, with the temperature crowding the hundred mark and attendance edging upward from a morning registration figure of 1,382. Enthusiasm, as reflected at the opening day's get-

(Continued on page 2)

AB-PT 13-Wk.
Earnings Up

Estimated net operating profit of America Broadcasting-Paramount The-

(Continued on page 3)

Cites Great Influence Of U. S. Films Abroad

Special to THE DAILY

TOKYO, Apr. 18 (By Air Mail)—American motion pictures have a "great influence" on the lives of the people in the Middle and Near East and

(Continued on page 2)

Barkers Arrive in London for '58 International Convention

From THE DAILY Bureau

LONDON, Apr. 21—Members of Variety Club's International began arriving here at the weekend in preparation for their 1958 convention which gets underway Tuesday at the Savoy Hotel.

From the U.S. club members were arriving together in specially chartered flights. A group of 96, for instance, arrived yesterday from Philadelphia International Airport. Meanwhile, other delegations were expected from such diverse points as Mexico, Canada, Ireland and Japan.

The four-day convention officially begins tomorrow at 10 A.M., when a conference opens in the Abraham Lincoln Room of the hotel. This will be followed by a luncheon at which U.S. Ambassador John Hay Whitney will be guest of honor.

At a banquet tomorrow night the barkers and their wives will be wel-

(Continued on page 3)

Lewis Outlines Plan
UA to Spend $9,000,000
On Promotion

Largest Staff Ever Set For 12-Months Campaign

By VINCENT CANBY

In keeping with president Arthur Kriar's recent description of United Artists as "at growth company," there is a "parallel growth" in the U.A. promotional operations, Roger Lewis told a trade press conference here yesterday at the home office.

The company's national director of advertising, publicity and exploitation announced that U.A. this month is launching a record $9,000,000 pre-selling program, to cover a period of 12 months, backed by the largest pro-

(Continued on page 4)

Report UA Sells Three Pictures to Russians

From THE DAILY Bureau

WASHINGTON, Apr. 21—Russian film negotiators have completed negotiations with United Artists to buy three UA films, it was learned today.

The three are "Marty," "Bachelor Party" and "Summertime." No price was disclosed. The films would be flat sales for five years, which will be the situation for all films obtained

(Continued on page 4)

1957 Emmy Awards Section Pages 5-14
Mansfield Bill Would End
Federal Admissions Tax

From THE DAILY Boston
WASHINGTON, Apr. 21 - Senate
Democratic whip Mansfield (D.,
Mont.) has introduced a bill to repeal
the Federal admissions tax as well as
many other excises.

Meanwhile House speaker Rayburn
(D., Tex.) has stated that he wants
an early Democratic decision one way
or the other, on the matter of tax
cuts.

VerMeulen Named Head
Of American Seating

Special to THE DAILY
-James M. VerMeulen has been re-
elected president of the American Seating
Company, succeeding H. M.
Tallaferro.

Tallaferro, who has headed the com-
pany for the past 29 years. Tallaferro
has been named chairman of the
board. Other officers are J. E. Heid-
gen, vice-president and treasurer
and secretary; and J. J. Thompson,
vice-president and general sales
manager.

VerMeulen, who in the past
president of American Seating and was
previously executive vice-president,
joined the company in 1927 upon
graduation from Hope College of
Holland, Mich. He began as an inspector
of box spring seats in the upholstery
department. After various plan posts,
he became Eastern divisional manager
in New York, and in 1945 returned
to Grand Rapids as general sales
manager.

Two Connecticut
Film Men Are Dead

Special to THE DAILY
HARTFORD, Apr. 21—Two Con-
necticut film men are dead.

Harold M. Donovan, 55, owner of
the Strand Theatre, Seymour, died
on the 24th anniversary of his wed-
ing.

Thomas Fitzgerald (age not dis-
closed), projectionist at the Stanley
Wanner State, Waterbury, was killed in
a traffic accident.

SMpte Meet

(Continued from page 1)

MOTION PICTURE DAILY, Martin Quigley, Editor-In-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ste-
phens; Press Chief; Washington, D.C., London Bureau, Editorial Director; Picky Herman, Inc., New York, Edwin D. Byhan, Eastern Editor; Hollywood Bureau, Yvonne Vine Building, Samuel D. Bens, Manager; William R. Weaver, Editor, Telephone Hollywood 7-2145; Washington, D.C.: New York Bureau, J. Hope Williams, Manager; Peter Bussard, Correspondent. The New York Bureau is in the same building as the American Theatre Publishing Co., Inc.


W.S. Journal

(Continued from page 1)

being taken place over the past six
months.

The Wall Street Journal's art
study by Stanley Penn, staff reporter,
given the "lead" position on its
Watts page. His report is a study
from executives of producing
companies and circuit ex-
ecutives in many parts of the
country was: "Box Office Boost. Mc-
GGAU TURNS UP AT THEATERS. COSTLY PICTURES, 'Hard Sell'."

The story reported a "substantial
upturn in theatre business in pro-
duction and distribution during the
past six months. Some of the upturn
was attributed to better showmanship and
wanting to change entertainment and
the business going to theatres to forget
troubles. More top quality pictures and
typical showmanship also is ex-
pected on this year's schedule...".

Tucson Case Cited

Capitalizing on the too-much
theory, the story says 12 theatres
in Tucson, Ariz., are using their
on television pages of local news and
papers and use of a trailer be-
every show stating, "courtesy of the management...".

The Herald Tribune's new motion
picture critic, Paul V. Becker, the story adds, the Tucson Journal's round-up in a
article headed "Movies Still M Popular of Entertainments."

It tured the recent upbeat financial
report of United Artists for 1937
the announcement of the compact future plans, and quoted execu-
tives of other companies on ef-
citement..."

New York Theatre

RADIO CITY MUSIC HALL
- Rockefeller Center • CI 6-4600
Chester E. Flynt
in "MERRY ANDREW"
Co-Starring Pier Angeli
Hackett, Brown, and McCormick
CinemaScope and Stereophonic
You Get 'Em Fast, You Get 'Em Right
When You Go To Your Special
TRAVEL:
From Food Dispensers
FILMACI
In "MERRY ANDREW"
SW Sets New Theatre Changes in Phila. As Part of 'Industry Trend'

PHILADELPHIA, Apr. 21.—The large motion picture theatre with its huge seating capacity is becoming a thing of the past, because it "no longer blends with the new giant screens, new projection, new scope, and magnitude of seats," designed to bring the audience into increasing intimacy with people and places on the screen," Frank J. Damis, vice-president of the Philadelphia and Washington zones of Stanley Warner Management Corp., said here today. He made the statement in announcing the circuit's completion of plans for altering its first-run theatre set-up here.

The new steps in modernization program include extensive refurbishing of the Stanley Theatre and razing of the Mastbaum with the land to be sold.

Remodeling for Stanley

The Stanley will be remodeled "into a modern, intimate theatre, incorporating every new comfort and refinement at a cost of upwards of several hundred thousand dollars," Damis said. He described the Mastbaum as "a casualty of progress" because of the trend toward smaller theatres. The theatre, which has a capacity of 5,000 seats, was built in 1929 at a cost of $500,000.

Already completed in the circuit's modernization program is reconstruction of the Boyd Theatre for CinemaScope projection. The latter has also been furnished with additional equipment "to enable it to shift to other progressive media whenever found desirable," Damis pointed out. The Stanton Theatre has also been remodeled.

V. C. Barkers

London at which the guests of honor will be the Lord Mayor and the Lady Mayoress of London and the Earl and Countess Moenzenhoven of Burma.

The schedule for Wednesday calls for election of international officers in the morning, to be followed by a visit to A.B.P.C. Studios at Elstree and lunch, there will be a buffet supper and dance at the Savoy to follow that night.

On Thursday general conference meetings will be held at 10 A.M. and resumed after lunch at 2:30 P.M. In the evening a dinner and dance at Grevener House are scheduled.

No meetings have been set in the daytime Friday, but that evening the Heart Award dinner will be held at Dorchester House. Presentation of the award will be made by the Duke of Edinburgh.

Twelve British charities are to receive donations at one or another of the banquets during the week. Part of the amount of the donations will be realized from advertising in the convention brochure and the rest by registration fees paid by the delegates.

Schulke Named V-P of Para. TV Productions

Jim Schulke, vice-president and general manager of Paramount Sunset Corp., has been named vice-president in charge of Paramount Television Productions, Inc. (KTLA), in addition to his association with Paramount Sunset. The appointment to this added duty is designed to increase efficiency and coordination between television production and programming, according to Paul Rabourn, president of Paramount TV.

Concurrently with Schulke's appointment, George Gallant has been named assistant treasurer and director of KTLA.

The new appointments, Rabourn said, will in no way affect Paramount Sunset's previously announced plans in the television programming field for its facility rental policy.

Lew Arnold, KTLA's former general manager, resigned, effective last Friday.

Pickup Continuing

The pickup in theatre business which first became apparent in January is continuing, David Lipton, vice-president of Universal-International, in charge of advertising, publicity and promotion, said yesterday and he expects it to continue as the summer progresses.

Factors involved in this change, he says:

- Television listening is off from 15 per cent.
- Planning of new TV programs aiming for September and strong specials will go off the air during September.
- Unemployed workers are turning to theatres for recreation. This is especially noticeable in the pickup of matinee attendance.
- Old pictures on the air have been holding up and this tends to increase interest in new pictures as conditions change.
UA Will Spend $9,000,000 on Promotion

(Continued from page 1)

motional staff ever employed by the company. Included are the campaigns for 18 “blue-chip” features, currently or in anticipation, plus active campaigns for 10 other features.

The 18 top films include 14 set for release from April to December, this year and four that will be in the 1959 schedule. Launching the big drive, said Lewis, follows a “pro-
grammed buildup of U.A.’s ad-publicity and exploitation efforts,” which now is comprised of about 45 men including the personnel working on Michael Todd’s “Around the World in 80 Days.”

May Be Increased

Lewis said he thought it was especially significant that U.A. had set this top campaign budget and increased the number of ad-publicity personnel to a new high at a time when other companies were cutting down, or contracting in both ways. And, he added, it’s probable that the promotional budget will be increased still further “as we go along.”

U.A., he said, believes that “an effective film exploitation demands in the inception of the idea of the specific film” (thus plans for the New York premiere for “The Vikings” were underway even before the camera started shooting), but the bulk of the promotional budget will be spent on the merchandising level.

That is, he said, the greatest im-

pact of a campaign should coincide with the time when people can buy tickets to the particular film. As far as he knows what we are doing is effective only if it is sup-
ported on the exhibition level. The extent to which exhibitors use promoting tool will give them the spells the success or failure of a campaign.

The benefits being derived from the close integration of the promotional and exploitation efforts for U.A.’s theatric films, along with its recording and TV sub-
sidaries were stressed by Lewis. “Our field men,” he said, “who are now promoting records and TV activities are, consequently, more valuable as film promoters. They are able to make more effective use of all the promo-
tional media.”

Seven Officials Participate

Participating with Lewis in the press conference were Al Tamarin, vice-president of U.A. Records, plus Fred Cohn, executive assistant to Lewis; Mort Nathanson, publicity manager; Mori Krushen, exploitation manager; Joseph Gould, advertising manager; Leon Roth, West Coast pub-
licity coordinator, and Samuel Cohen, foreign publicity manager.

Tamarin, noting that teenagers are still the basic film audience, described the “pace of exploitation to the communi-
tications with them,” with records forming a valuable promotional tool for films, and vice versa.

Encouraging results have already been registered in U.A.’s search for new methods to stimulate attendance. Lewis said, and the program will be continued and expanded. He cited recent examples the advertised pre-
views for “Witness For The Prosecu-
tion,” the special women’s campaign for “Ron Silent, Ron Deep,” of the exploitation tool the epidemic sale of disc jockeys and their radio show to bolster teenage patronage.

Global Aspects Emphasized

The global aspects of the big U.
drive feature-day-by-day liaison with the West Coast publicity office headed by Roth, the foreign public relations department managed by Cohen, and the Paris office of Francis M. Winkl, executive assistant to vice-president Max E. Youngstein. Starting with pre-production promotion, each phase of each campaign is carried through on a world-wide scale. An illustration of this policy, Lewis noted, that many domestic tie-ups and co-
operations are now used or adapted feature-

Compared with Foreign Methods

There are, however, some imports differences in the type of exploitation that goes in this country and the type which goes abroad, he said. American audiences (and TV networks), he said prefer their exploitation “features” to emphasize “behind the scenes” angles, while European audiences see to see scenes from the actual film itself.

Say UA Sells

(Continued from page 1)

by the Russians in their talks with U.S. film negotiators today pos-
tion will be done in Russia, subj-

to the approval of the American companies. A full meeting of top Russian and U.S. film negotiators today posi-
tioned until their next meeting probably Wednesday afternoon, ad-

The Russians have finished their talks with United Artists, and re-

programmed negotiations with Warn-

brothers officials here this afternoon. Tomorrow they hope to move on to Universal and Loew’s, and on Wednesday to 20th Century-Fox. They’ve also been negotiating with RKO and Columbia.

A spokesman for United Artists said the home office yesterday said that while the company has been negoti-

ating with the Russians for several film programs he has not been advised of the con-
summation of any deals.

Say UA Sells

3 and 4 Features

Pack Chicago Drive-Ins

Special to THE DAILY

CHICAGO, Apr. 21—Triple and quad-
ple feature programs are pack-
ing the customers in at Chicago drive-
in theatres.

The Skid Drive-In enjoyed such “tremendous success” with a four-

feature program earlier this month that it opened another quadruple bill Friday.

The M and R Drive-In Theatres, including the Sunset, the Double and the Bel-Air, opened triple feature programs the same day. In addition the Bel-Air and Bel-Air offered a dou-
ble feature program on their second screens.

Bloomer Dead; Was

On TOA Executive Unit

Ted Bloomer, president of Bloomer Amusement Co., Belleville, III., died of a heart attack at his home in that city on Sunday, according to word re-
ceived at Theatre Owners of America

headquarters here yesterday.

Bloomer had been a member of the TOA executive committee for many years and was a past president and chairman of the board of the Mis-
souri-Illinois Theatres Ass’n.

Twin City Projectionist

Strike In Settlement

Special to THE DAILY

MINNEAPOLIS, Apr. 21—Pickets were removed from 11 Twin Cities drive-in theatres over the weekend following the settlement Saturday end a dispute with Minneapolis and St.

Paul projectionists’ locals over the new contract calling for a one-man booth.

Under the new contract, which ends an eight-day lockout, the single operator will receive $175 for a 434-

hour week as compared to $137.50 per man for a two-man booth last year. The contract also provides for $3.50 weekly raises in each of the next three years. Ten per cent of the present pay scale will be placed on a special pension fund.

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ble feature program on their second screens.
Winners of ’57 Emmy Awards

The following personalities and programs were the winners of the annual “Emmy Awards of the Academy of Television Arts and Sciences.”

Best News Commentary: Edward R. Murrow—See It Now—CBS
Best Musical Contribution for TV: Leonard Bernstein—J. S. Bach—Conducting and Analyzing—Omnibus
Best Comedy Writing: Nat Hiken, Billy Friedberg, Phil Sharpe, Terry Ryan, Coleman Jacoby, Arnold Rosan, Sidney Zininks, A. J. Russell and Tony Webster—Phil Silvers Show
Best Public Service Program or Series: Omnibus
Best Continuing Supporting Performance by Actress in Dramatic or Comedy Series: Ann B. Davis—Bob Cummings Show
Best Continuing Supporting Performance by Actor in Dramatic or Comedy Series: Carl Reiner—Caesar’s Hour
Best Teleplay Writing—Half Hour or Less: Paul Monash—“The Lonely Wizard”—Schlitz Playhouse of Stars
Best Teleplay Writing—Hour or More: Rod Serling—“The Comedian”—Playhouse 90
Best Single Performance by Actor: Peter Ustinov—The Life of Samuel Johnson—Omnibus
Best Single Performance by Actress: Polly Bergen—Helen Morgan Story—Playhouse 90
Best Direction—Half Hour or Less: Robert Stevens—Alfred Hitchcock Presents—“The Glass Eye”
Best Direction—Hour or More: Bob Banner—The entire series—Dinah Shore Show
Best Continuing Performance—Male—Person Who Plays Himself: Jack Benny—Jack Benny Show
Best Continuing Performance—Female—Person Who Plays Herself: Dinah Shore—Dinah Shore Chevy Show
Best Comedy Series: Phil Silvers Show
Best Dramatic Series with Continuing Characters: Gunsmoke
Best Musical, Variety, Audience Participation or Quiz Series: Dinah Shore—Dinah Shore Chevy Show
Best Dramatic Anthology Series: Playhouse 90
Best Continuing Performance by an Actor in Leading Role in Dramatic or Comedy Series: Robert Young—Father Knows Best
Best Continuing Performance by Actress in Leading Role in Dramatic or Comedy Series: Jane Wyatt—Father Knows Best
Best Single Program of the Year: “The Comedian”—Playhouse 90

Best Art Direction: Robert Tur-Artunian—“Twelfth Night”—Hallmark Hall of Fame
Best Cinematography for TV: Harold E. Wellman—“Homo Magnificus”—Bell Telephone Science Series
Best Live Camera Work: The Entire Series—Playhouse 90—CBS
Best Editing of a Film for Television: Mike Pieni—“How to Kill a Woman”—Gunsmoke
Best New Program Series of the Year: Seven Lonely Arts
Best Engineering or Technical Achievement: Engineering and camera techniques on Wide, Wide World, filmed in the mountains, on the air and in on the sea—NBC

NEW YORK LOCAL AWARDS
Most Outstanding Live Local Program: Sunrise Semester with Prof. Floyd Zulli, Jr.—WCBS-TV
Best Documentary or Educational Program: Sunrise Semester with Prof. Floyd Zulli, Jr.—WCBS-TV
Best News Program: The Late News with Ron Cochran—WCBS-TV
Best Children’s or Teen Age Program: Shari Lewis—WRCN-TV
Most Outstanding Male Personality: Professor Floyd Zulli, Jr.—WCBS-TV
Most Outstanding Female Personality: Shari Lewis—WRCN-TV

LOS ANGELES LOCAL AWARDS
Best Local Entertainment Program: Golden Voyage with Jack Douglas—KCOP
Best Documentary or Educational Program: Its called—Harvey—WCBS-TV
Best News Program: Clete Roberts Special Report—KNXT
Best Sports Program: Gilt Stratton Sports Show—KNXT
Best Children’s Program: Faith of Our Children—KRCN
Most Outstanding Male Personality: Clete Roberts—KNXT
Most Outstanding Female Personality: Miyoshi Uemiti—KNXT
Best Local Station Production Seen Also Outside Los Angeles: I Search for Adventure with Jack Douglas—KCOP

Society of Motion Picture Engineers (SMPTE) Meeting May 6
HOLLYWOOD, Apr. 21.—The Screen Producers Guild annual membership meeting has been postponed from May 5 to 6. The board meeting and election of officers are on the agenda.
To the members of the

ACADEMY OF TELEVISION ARTS & SCIENCES

Most Gratefully

Polly Bergen

Best single performance by an Actress

"HELEN MORGAN STORY"
Playhouse 90.
Thanks

Best Continuing Performance By A Comedian
Who Essentially Plays Himself
AND
First Trustees Award
For his Contribution to the
television industry through the years
This was Emmy’s night...

This was Phil Silvers’ "Kwai" march-on, which amused so many
Winners Carl Reiner, Peter Ustinov, Polly Bergen, Silvers

They watched ... and waited

Miss Bergen, with Richard Rodgers
Red Buttons, amused

Sid Caesar, who "came back"
Dave Garroway and Uncle Miltie, veterans

Winner Jack Benny, himself
Winner Dinah Shore, as herself, with Perry Como

Robert Stevens, a best director

George Gobel, Danny Thomas: gags

This was a year when television with Emmy and the screen with Oscar, surprised them by serving on a necessarily lengthy program entertainment thorough, consistent, planning reasoned, and precisely seasoned with comedy.

Television's hour and a half, like the film industry, held its watchers and apparently at least many, perhaps most, taking as an indice normally critical news writers. It was Television Academy's tenth year and film clips and "oldtimers" showed those years indeed have been historic.
Thank you, Academy Members
I am so deeply grateful
And thanks to my wonderful team.

With all my love,

Dinah

P.S. And to you, dear Bubba, congratulations.
We're all so proud of you.

D.

To the Academy Members—
Thank you
and thanks to the one and only
DINAH
and our wonderful show staff

Bob Banner

BEST CONTINUING PERFORMANCE IN A SERIES
BEST MUSICAL VARIETY SERIES
BEST DIRECTOR — One Hour

"Dinah Shore Chevy Show"
MANY THANKS TO THE MEMBERS OF THE ACADEMY, TO “HITCH,” JOAN AND TO MY CO-WORKERS AT REVUE

Robert Stevens

BEST DIRECTION
(Half Hour)

“THE GLASS EYE”

ALFRED HITCHCOCK PRESENTS
My Sincere Thanks To
The Academy
Of Television Arts and Sciences

PETER USTINOV

Best Single Performance—Actor
"The Life of Samuel Johnson"
OMNIBUS
The officers and staff of General Film Laboratories congratulate the television industry and all those who so greatly contributed to its ever-increasing and far-reaching success during the past year. We especially salute all recipients of Emmy Awards.

GENERAL FILM LABORATORIES CORP.
1546 ARGYLE AVE.
HO. 2-6171
Academy Now Functioning Nationally

The Emmy Awards for 1957, presented in nationally telecast ceremonies at the Seventh Regiment Armory in New York and the Cocoanut Grove in Los Angeles April 15, were also the first for the newly born Academy of Television Arts and Sciences, and marked a milestone in the growth of the medium to adult stature.

Ed Sullivan, first president of the Academy, explains the paradox this way: "The beginnings of the Academy of Television Arts and Sciences were small and very localized. It began in 1947, in Los Angeles, and represented the interests of west coast television exclusively. For years, while the industry grew and expanded, the Academy and the Emmy Awards remained a product of Los Angeles. In November, 1955, a group of us felt very strongly that this organization if it were truly to represent television as a national industry, must develop chapters in New York and throughout the country.

Aided by Coast Group

"Thus, with the help given by the Los Angeles group, the New York Chapter was born, the Emmy Awards became truly representative of the entire industry, and the Academy changed its character."

"This didn't happen overnight," Sullivan continues in the National Academy's first newsletter to its members. "From November, 1955, until July, 1957, many of the regional interests of the two Chapters had to be resolved in the interest of developing our industry-wide purpose. But it did happen. On July 1 a National Board of Trustees took office, and New York and Los Angeles become charter Chapters and new Chapters are being developed in Baltimore, Chicago, San Francisco, Seattle and Washington, D.C."

Purposes Defined

The purposes of the Academy according to its charter are "to advance the arts and sciences of television and to foster creative leadership in the television industry . . . for artistic, cultural, educational and technological progress." A principal function is to recognize outstanding achievements in the industry for conferring annual awards of merit, the gold Emmy statuette, as an incentive for greater achievement within the industry.

A national awards committee, consisting of representatives from the various membership classifications which range through executives, performers, technicians, musicians, everyone connected with the production or broadcasting of television entertainment, makes recommendations to the Board of Trustees as to the best method of dealing impartially with all classes of programs, performers and crafts.

Active Members Vote

All the craft guilds and unions submit entry forms for awards in their own fields from which a Nominations Ballot is prepared. The nominations are voted upon by the active members of the Academy and from this vote emerge the five nominees in each category. From this slate the active members of the Academy vote for the winners by secret ballot. All balloting for the awards is supervised and tabulated by Price Waterhouse and Company.

At present there are about 3,000 active members in Los Angeles and New York.

Forums Established

To further implement the dedication in its charter the Academy has developed a wide range of activities and projects for its members and other professionals who want to become a part of the industry. Already in progress are a series of forums in New York and Los Angeles covering a wide range of subjects aimed at broadening the interest and knowledge of the industry for Academy members.

Writers Given Assistance

In New York a Workshop for writers, with a faculty made up of the leading television playwrights is providing professional writers in other media with the knowledge and tools to turn their proven talents to television writing. A similar project is proposed for Los Angeles with the Writers Guild of America, West, cooperating. High on the agenda of both chapters is the development of new local Chapters. Another project is the establishment of a library to provide storage and a method of distribution to the trade and the public of outstanding television films and kinescopes.

"Emmy" now "Emmy"

The Emmy statuette, incidently, was designed by artist Harry R. Lubcke, the Academy's president in 1949. The name was derived from "Emmy," engineering slang for an early type of television camera called the Image Orthicon.

Thank You

MIKE POZEN

BEST EDITING OF A FILM FOR TELEVISION

"HOW TO KILL A WOMAN"
"GUNSMOKE"
A Filmaster Production

With Sincere Thanks

ROD SERLING

Best Teleplay, Writing
One Hour Or More

"THE COMEDIAN"
Playhouse 90
Congratulations to:

HAROLD E. WELLMAN, A.S.C.
Best Cinematography for Television
"HEMO THE MAGNIFICENT"
Bell Telephone Science Series, CBS — Produced by Frank Capra

MIKE POZEN
Best Film Editing
GUNSMOKE, "The Quick And The Dead"
CBS — Produced by Filmaster Productions, Inc.

GUNSMOKE
CBS — Produced by Filmaster Productions, Inc.
Best Dramatic Series with Continuing Characters

PAUL MONASH
Schlitz Playhouse, "The Lonely Wizard"
CBS — Produced by Revue Productions
Best Teleplay Writing (Half-Hour or Less)

ROBERT STEVENS
Alfred Hitchcock Presents, "The Glass Eye"
CBS — Produced by Revue Productions
Best Director (Half-Hour or Less)

JACK DOUGLAS
Best Local Entertainment Program and Best Local Station Production
(seen also outside Los Angeles)
"I Search for Adventure" — KCOP
Produced on film as "Bold Journey" for showing outside of Los Angeles by Advenco Productions

We are proud to be doing the film processing on these Award Winning Shows

CONSOLIDATED FILM INDUSTRIES
Hollywood California
London Smiles, Officials Welcome 890 Barkers, Wives at Variety Meet

By PETER BURNUP

LONDON, Apr. 22—The Variety Club International convention opened happily here today with London wearing her most benign Springtime air for the first time this year. James C. Carreras, chairman of the annual convention committee welcomed the 890 registered delegates and handed John H. Rowley, International Club Barker, the symbolic key of the City of London.

The chartered airplane bearing the New York Tent delegation was delayed by weather but was expected to arrive later this evening.

8. J. O'Donnell, International Ringmaster, in a welcoming address stressed the fact that the Variety Clubs' achievements now exceed worldwide respect. "Variety," he declared "year in and year out never ceases its welldoing but the London Tent".

(Continued on page 4)

N. M. Schenck Honorary MPA Board Member

Nicholas M. Schenck, former president of Loew's, Inc., has been elected a Class E member of the Motion Picture Association of America and an honorary member of the MPA board of directors. He is the first such honorary member to be named by the board.

The action was proposed by Eric Johnston, MPA president, and approved at the April 17 meeting of the board. It was taken in recognition of Schenck's "long and devoted service to MPA and the industry."

Schenck was a member of the MPA board from October, 1927, to January, 1957.

(Continued on page 4)

Mayor Pledges Full N.Y.C. Support In Production of All Types of Films

Mayor Robert Wagner and the municipal government will do everything in their power "to create an atmosphere of enthusiasm for the production in New York City of all types of motion pictures."

The Mayor made this clear at a meeting yesterday afternoon in his office attended by Nathan Zucker, Martin H. Poll, and Wallace Ross, representing the Film Producers Association; Stanley Lowell, first assistant to the Mayor, and Vincent J. O'Shea, deputy commissioner of the Department of Commerce and Public Events. Wagner instructed Lowell to arrange a meeting for early next week of the heads of the police, fire, housing and tax departments and the borough presidents to enlist their full support in facilitating location shooting anywhere in the city, and to consider suggestions for changing antiquated provisions of codes which impede such production in any way.

In addition, the Mayor promised to

(Continued on page 5)

Vogel Announces: Siegel Named Loew's New Studio Head

Exact Terms of 3-Year Agreement Not Revealed

Sol C. Siegel will become head of M-G-M studio operations under a three-year agreement announced yesterday by Joseph R. Vogel, president of Loew's, Inc. Exact terms of the deal were not revealed.

In a statement issued here Vogel expressed satisfaction that negotiation with Siegel, conducted for some time, had been satisfactorily concluded. He said it "would be Siegel's task to supervise the utilization of the largest single asset of the corporation and to

(Continued on page 4)

Hicks Leaving Loew Int'l For Post at Dartmouth

Orton Hicks, a director of Loew's International Corp., in charge of M-G-M's world-wide 16mm operations, has been released by Loew's to accept the position of vice-president of Dartmouth College. It was announced here yesterday. He will continue to be available as a consultant to the film company.

President John Sloan Dickey of Dartmouth said that Hicks will be associated with him in all phases of the college's public affairs work, particularly in the fields of development, alumni activities, and public relations. He expects to assume his new duties June 1.
**PERSONAL MENTION**


CY LANCLOS, president of Filmscope Co., and Ted Rosen, vice-president, will leave here tomorrow for the Coast.


Harry Nordus, a director of the J. Arthur Rank Organization, will arrive in New York on Friday from London via B.O.A.C.

RALPH MARTIN, in charge of motion picture advertising for “Seven-teen,” and Edwin Miller, entertainment editor, have returned to New York from the Coast.

AL SCHUMAN, former general manager of the Hartford Theatre Circuit, Hartford, has returned to his Daytona Beach home following a visit in Connecticut.

Toby Allen, assistant to Heman Brown, of Calahad Productions, will be married on May 18 to Philip Landec, of United States Productions.

**Annual Joey Awards Go to Five Notables**

Five notables of the fields of medicine, publishing, philanthropy, sports and television will receive the annual Joey Awards of the Children’s Asthma Research Institute and Hospital at the organization’s one-man Sammy Davis Jr. Vice-President and Treasurer Town Hall, New York, May 4, it was announced by Max E. Youngstein, honorary chairman.

Receiving the awards will be Dr. Harold Abramson, Steve Allen, Herman Hickman, Mike Wallace and Burtman Wolff.

**Fox to Release Four Productions in May**

Twentieth Century-Fox will release four productions during May, headed by its Memorial Day presentation, Ten North Fried.

The others are “Fraulein,” and two Regalscope films, “Thundering Jets,” and “Showdown at Boot Hill.”

Lazarus Will Outline B-B Program at Lunch

Paul N. Lazarus, Jr., vice-president of Columbia Pictures, will outline plans for the industry’s business building campaign, for which he is chairman of the operating committee, at a luncheon tomorrow afternoon at the Hotel Pierre, arranged by the Associated Motion Picture Advertisers on May 8 at the Hotel Piccadilly here.

“Some plans have been extended to leaders of distribution and exhibition to attend, and expected to be on hand are Horace Adams, Harry Brandt, Charles E. McCarthy, Robert C. Marsh, W. C. Oates, John L. H. Stellings, Leonard Goldenson, Alex Harrison, Abe Montague, Sam Rosen, Sol Schwartz, Ernest G. Stellings and Sol M. Strassberg.

Maurice A. Bergman, public relations director of the Motion Picture Association, and co-administrator of the campaign, will preside.

GPE Profit Down; Due To Delayed Contracts

General Provision Equipment Corp. sales for the first quarter of 1958 were only slightly less than the figures for 1957, but profits for the period will be substantially less. In the opinion of President Thomas G. Place, chairman of the board, told stockholders at their annual meeting in New York yesterday.

Place said a great deal of the decline is due to increased engineering and other expenses incidental to making proposals on a large volume of defense contracts, which Government agencies have delayed letting.

The result has been that the engineering efforts of the various subsidiaries have been engaged to a greater degree than normal on projects for the future and that current earnings have been adversely affected.

To a lesser degree, he said, the decline was due to “depressed conditions in the motion picture industry.”

**Rep. Closing Detroit, Cleveland Exchanges**

SPECIAL TO THE DAILY

DETROIT, Apr. 22.—Republic Pictures exchanges are closing here July 1. Cleveland M. Mirisch, who operates under the name of Al- lied Pictures Corp. in Detroit, and Imperial Pictures in Cleveland, will distribute for Republic in both cities.

Moe Duden, long Republic branch manager in Detroit, will move into the Allied office here to oversee Republic distribution. Jules Livingston, branch manager in Cleveland, will move into Imperial to fulfill the same function. Other Republic staff members in the two cities will be released.

Allied Pictures Corp. now represents 44 producers, including some RKO releases and Warner Bros. re- leases.

**Two Benefit Premiers For ‘Search’ in K. C.**

SPECIAL TO THE DAILY

KANSAS CITY, Apr. 22.—With a capacity audience guaranteed through advance ticket sales, the Catholic Community library will receive $3,541 from the proceeds of the premiere Wednesday night of “Search for Paradise” at the Missouri Theatre here.

A sell-out crowd also is in prospect for the second premiere of the Cinema production Thursday night, when a share of the proceeds will be set aside for the Heart of America Eye Clinic, Inc.

**Stresses Simplicity of Film**

“In addition,” he added, “more of the daily processing campaign of our color and black-and-white laboratories is being devoted to films with special optical effects, animation and control of negatives. While there is no doubt that a portion of this might ultimately be accomplished with considerable effort on tape, it is far more efficient on film that it be accomplished on film.”

On the other hand, “if taped pictures will eliminate the poor quality kinescope recordings which some television stations have been forced to use, then the entire quality film picture will be the beneficiary.”

**Stockholder Sues on Glen Alden Merger**

The second suit by a stockholder seeking to enjoin the proposed merger of List Industries and Glen Alden Corp. was filed yesterday in New York Supreme Court. The complaint, Louis Yaeger, holding 15,000 shares of Glen Alden stock, charges that the merger would be basically unfair and discriminatory and that Glen Alden stockholders, Glen Alden stockholders.

Glen Alden, the complaint said, would be taken on $33,000,000 of long term debt and would have $7,000,000 in flowing liabilities through the anti-trust suit pending against RKO Theatres, a Lit Industries property.

List Industries, through Gera Corp., another subsidiary, owns 38 per cent of Glen Alden. A merger of the two companies was approved by the stockholders of Glen Alden Corp. two weeks ago but was delayed pending a ruling on another stockholder suit opposing the merger.

**Levy Resigns MPA Pos**

HOLLYWOOD, Apr. 22 — Simeon Levy, Advertising Code Administration executive in Hollywood, will retire Sept. 7 and his successor on May 1. Levy was appointed to the post by the late Jack Hays in 1933.
OH! BROTHER!

(Karamazov, that is)

8th week and going strong! Minneapolis—5th week and ditto! Louisville—3rd week and likewise! 5 big weeks Wash., D. C., Chicago, Los Angeles! big weeks N.Y., St. Louis, Miami, St. Paul, Stamford, Coral Gables, Kansas City. big weeks Dallas, Cleveland, Pittsburgh, Tucson, Grand Rapids, Detroit. days San Francisco; 25 days Portland, O.; 24 days Charlotte; 23 days Seattle.

get the idea? This picture has LEGS! Success of first engagements SNOWBALLS as it rolls along!

OLD PLENTY OF EXTRA TIME BECAUSE:

and weeks are grossing 70% of 1st week’s 75% of 2nd 78% of 3rd

AND IMAGINE THIS:

IN SOME SITUATIONS, 2nd WEEK’S BIZ ACTUALLY OUTGROSSES EXCELLENT FIRST WEEK’S! WONDERFUL WORD-OF-MOUTH BECAUSE IT’S TERRIFIC!

Press Time Flash! Loew’s N.Y. neighborhood biz phenomenal!
London Smiles

(Continued from page 1)
our hosts here, is setting a startling pace.

Rowley confessed that the Variety Club has had difficulties with a declining membership, due primarily to the shutting down of exchanges and the closing of the Denver Tent. Nevertheless, he declared, signs of a renaissance are appearing, notably the revival of the Baltimore Tent.

The morning session concluded with the arrival of London Chief Barker Sir Tom O’Brien who roused the delegates to a loud ovation with a speech in his characteristic Celtic fashion. “The presence in London of hundreds of American delegates proves that the Heart of Variety shines strongly,” he declared.

The first convention luncheon at the Savoy Hotel, was presided over by C. J. Latta, managing director of Associated British Pictures, with Admiral James L. Holloway representing the American ambassador, John Hay Whitney, as guest of honor.

Sees World Peace Aided
He never ceases to be surprised, Admiral Holloway said, at the extent of Britain’s voluntary work in aid of the underprivileged, despite the “old-fashioned, governmentally-organized, welfare state.” That the voluntary aid, he declared, is epitomized in Variety’s work which “abundantly helped to preserve the peace of what we call the western world.

At the conclusion of the luncheon Latta presented John Harris with a gold card signalling a lifetime membership in the London Tent. Tonight there was to be a welcoming banquet at London’s historic Guild Hall with the Lord Mayor and Lady Mayoress of London and Earl Mountbatten and his Countess as guests of honor.

Dunestre Dies
(Continued from page 1)

stomach ulcer attack. His illness had forced cancellation of plans in its production with Erskine Caldwell, Philip Yordan and United Artists, believes today’s market demands “something unusual” in pictures. The picturesque of Caldwell’s novel is that something, he declared yesterday at a press conference here.

Although the picture, which he declared to be a faithful transliteration of the book, is “full of robust sex,” he contended, “we have captured the book and done it with good taste.”

The director added that a Production code seal has been issued for the picture and that it has been passed by local censorship bodies in Memphis, Chicago, Massachusetts and New York.

Discussing the box office value of top budget pictures, Mann declared that ideas are more important than money.

“God’s Little Acre” was made for about $90,000. It was shot exclusively on location in Stockton, Cal., after officials in Georgia objected to it being made there.

Say Today’s Market Demands the ‘Unusual’

Anthony Mann, director of “God’s Little Acre,” and partners, raised the first of $350,000 for Looker’s, Inc.

HOLLYWOOD, Apr. 22

Producer EDMUND GRANGER’S first picture for MGM is a fine Western. It is so by all the standards established by a half-century and by one more that is new, long-awaited and sure to meet world-wide welcome.

That one is the standard of humor established as above-belt and wholesome over that same half-century of picture-making and picture-viewing. Probably never before have the deadly serious cattle/sheep theme and the folksy character-comedy of rural America been so profitably blended as in this production. “The Sheepman” rates a high place on the season’s best-list.

The title role is played with a light but confident touch by Glenn Ford, who’s having his best year in pictures, and the romantic assignment opposite him is handled in priceless manner by the distinctively talented Shirley MacLaine. This pair, whose personalities and performance styles are as different as day and night, make up a team that pulls the stern story (a vengeance-type fiction) steadily, fascinatingly along through high point and low, over fight and frolic, to a satisfying, unexpected and lightly presented conclusion.

Going along through the screenplay by William Bowers and James Edward Grant, based on a story by the latter, is Edgar Buchanan, playing a man of small loyalty to the non-paying side of any conflict, and Leslie Nielsen, who makes the heavy in the story more credible by playing him sharply than he’d have done by bearing down. These four carry the burden of the picture high, fast and without a single step away from the mainstream of the story.

GEORGE MARSHALL, who had directed 404 pictures in his 45 Hollywood years before undertaking this one, had vital part in making the first Granger picture the finely balanced, flowing, gratifying film it is. The great director learned his trade in the hard school of pre-World War I, when short subjects were top product. and in the direction of Ruth Roland serials, than which no other training ever taught so well the techniques of picture-making. Director Marshall’s handling of some of the early sequences in “The Sheepman,” sequences which cling precariously but safely to the thin line that separates fisticuffs and slapstick, reflect clearly this schooling.

The story presents Ford as a bland, genial, lightning-fast Westerner who arrives in a small town in the cattle country bringing in a flock of sheep to graze in lands reserved so far for cattle. To discourage interference he beats up the town bully on the day he arrives, but this provokes only an enemy from opposition, headed by an old enemy of his played by Nielsen. (Miss MacLaine has met him on his arrival and makes various attempts during the picture to divert him from his purpose of establishing a sheep ranch in the region). The conflict between cow people and the sheepman continues active and interesting to a point where Nielsen employs professional killers to intervene, and one of these proves to be the bandit who killed Ford’s Rancher (before the picture opens) and whose life Ford has sworn to take in vengeance. The story from here on is to be seen, not told. Photography is in Cinema-Scope and Technicolor.

Running time, 86 minutes. General classification. Release, in May.

WILLIAM R. WEAVER

G. R. Variety Drive
GRAND RAPIDS, Mich., Apr. 22.
The local Variety Club, in conjunction with the “Grand Rapids Press,” and the city police and fire department, raised a total of $350,010 for its principal charity, Youth Commonwealth.

This was the twelfth annual “Youth Day,” in which 800 volunteer “Old Newsboys” took part in a two-hour street sale of a special edition of the “Press.” The amount raised was $800 more than last year. Co-chairmen were Fred J. Barr, Jr., and Clive R. Wixman.

Manson Succeeds Callo
KANSAS CITY, Apr. 22. — Arth Manson has been named national rector of advertising and publicity by Cinemart, Lester Isaac, international director of exhibition for Cinemart announced here yesterday, Manson succeeds Everett C. Callow.

Siegel Named
(Continued from page 1)
place picture-making operations on a profitable basis.” Vogel also called the appointment “another forward step in our program for Loew’s, Inc.

Siegel has been an independent producer at the M-G-M studios since the fall of 1955. His first picture for the company was “High Society,” which was one of the major picture successes of 1956. He also produced “Les Git” and the current “Merry Andrew.”

Before entering the motion picture industry, Siegel had been a new sales manager for a record company. In 1934 went to Hollywood to help in the amalgamation of the six independent film companies which became Republic Studios. During six years with the public he served three years as executive producer for that studio and produced more than 50 pictures. Since 1934 he has been a producing unit at Paramount Studios.

Formed Own Firm in 1942
In 1942, on a leave of absence from Paramount, he formed an independent corporation with F. Herbert Hertzberg and George Abbott, and produced “Kiss and Tell.” After several additional years at Paramount, Siegel moved to 20th Century-Fox. Among his pictures there were “Gentlemen Prefer Blonds,” “Three Coins in a Fountain” and “There’s No Business Like Show Business.”

Ticket Tax Bill
(Continued from page 1)
its beginning, rather than in the Senate. Moreover, they believe the industry’s chances for tax relief will be better in a bill in which it is not sandwiched out for aid, as is the case with the Manfield measure.

Actually, industry observers do not look for decision on its passage before May 15. They feel that all the talk currently about general tax reduction has slowed up specific tax measures, while the makers take stock of developments.

From past procedure, it is felt that Compo would rather give its support to the Hurling Bill, which provides for Federal tax exemptions on admissions up to $2, or which could be changed to provide for elimination all tax, than to the Manfield measure.

Otherwise, the industry organization, which has won two previous tax relief campaigns here, probably would prefer to see a bill written in the House Ways and Means Committee, itself, to which the Senate Finance Committee traditionally looks for legislation.

WEDNESDAY, APRIL 23, 1952
MOTION PICTURE DAILY

(Continued from page 1)

REVIEW:

The Sheepman
M-G-M—CinemaScope
Robert Staples has been named manager of the East Windsor (Conn.) Drive-in Theatre, replacing Robert Duffy, who has been shifted by Lockwood & Gordin to the Norwalk Drive-in. Robert Murphy goes from the latter situation to the Norwalk Theatre, a conventional house.

George Waley, for the past few seasons a full-time "pro" at the Chipewa Golf Club, Toledo, is again operating the Limelite Theatre, also in Toledo.

Peter W. Geiger, for the past four years head of the motion picture and television department of The Bank of America here, will join the Los Angeles headquarters staff of the bank on May 1.

Allen M. Widner, film commentator on the "Hartford Times," yesterday discussed "Movies and Movie People" at a meeting of the Kiwanis Club of Bradley Field, Conn.

Sol Blumberg, former owner of the President and other theatres in Philadelphia, has entered the restaurant business there as a partner in the Black Angus.

Tom Wayggoner has been named manager of the Arnold Drive-in, Toledo, Tenn.

Maurice Alpert is chairman of the Lamb's Entertainment Committee which has turned in a brilliant job for Shepard Bill Gaston's "L'il Lams." Ed Byron Productions, which is marketing a novel called "Baseball Game," is slightly sensational. The plot being followed by Anchor-Cusher-Bush over 120 radio stations (plugging the Milwaukee Braves) and is a MUST for the record libraries and Dees. Unusual feature of the record is the fact that the same platter presents different "game situations" with each playing and proves most entertaining and completely engrossing.

A 2-hour CBS Special colorcast production of the Broadway hit, "Wonderful Town," composed by Leonard Bernstein and starring Rosalind Russell, has been scheduled for early November and the first of the multi-sponsors to ink the pact is Westclox. . . . Harry Schwartz and Al Molino of Craftsman Photo, have acquired the Drex Duryea Co., which, under the name of Mural Photo, is equipped to produce indoor and outdoor color or black and white Murals in 5x20-foot sizes for the film TV market. . . . One of the country's keenest purveyors of talent, Johnny O'Connor has taken under his wing a newcomer, Jerry Manolas, whose initial waxing of "Midnight Dream" b/w Steve Allen's "Fools" or Coral augurs a bright future for the youngsters. Jerry hails from Ansonia, Pa., the town which also produced another singer--nominated Jerry Como. . . . CBS very much interested in Screen Gems' new half-hour teleseries starring Ed Wynn. . . . Atlantic TVeep, Dave Bader, en route from the National Association of Broadcasters conclave in L.A. to set up his 10th Birthday TV Package and its new U.S. Marines film series, "Uncommon Valor."
HERE IS "ETERNITY"

COLUMBIA PICTURES announces that it is now ready to accept a selected number of new, first-run engagements for the winner of eight Academy Awards—the motion picture with unprecedented star power, story power and box-office power.

BURT LANCASTER • MONTGOMERY CLIFT • DEBORAH KERR

FRANK SINATRA • DONNA REED

Screenplay by DANIEL TARADASH • Based upon the novel by JAMES JONES • Produced by BUDDY ADLER • Directed by FRED ZINNEMANN • A COLUMBIA REPRINT
In London

Eby Elected International Chief Barker

Harvey, Carreras, Stern Also Named to Posts

By PETER BURNUP

LONDON, Apr. 23 — George W. Eby of the Pittsburgh, Pa., Variety Club, and first assistant international chief Barker from 1956 to 1958, was today elected international chief Barker to the 22nd annual convention of Variety Clubs International at the Savoy Hotel here.

In addition Rosalie Harvey of San Francisco was named second assistant international chief Barker; James Carreras of London, international property master; and Ezra (Continued on page 4)

MPEA’S Corwin Dropped Under Economy Program

Alfred E. Corwin, Hollywood information representative for the Motion Picture Export Association, will leave the organization May 1 and his department on the Coast will be closed down, it was announced here yesterday.

The move is part of an economy program affecting the Motion Picture (Continued on page 4)

‘Time’ Praises U.A. and Krim-Benjamin Group

The growth of United Artists, from the company’s period of deficits in 1951 to the record net profit of $3,262,000 last year, is the subject of a major business article in the magazine “Time,” issue of April 28.

Titled “Hollywood Happy Ending,” (Continued on page 4)

Pressure On Legal Bars to ‘Streamlining’ Hold Up Action

But Trend to Independent Production Forcing Issue

The feeling is spreading in home offices that the closing of any deal for the sale of American pictures to the Soviet delegation now in this country is extremely unlikely, short of State Department intervention.

Members of the delegation, who have had their visitors’ visas extended once already, are now scheduled to leave Washington for Moscow at the weekend. As of yesterday they were (Continued on page 5)

Variety Spent $2,900,000 In ’57 To Aid Children

From THE DAILY BUREAU

LONDON, Apr. 23—Some 9,000 shownyen, members of Variety Clubs International, spent about $2,900,000 in 1957 in their varied efforts to aid underprivileged children, Nathan D. Golden, of Washington, D. C., International “Heart” Chairman, will report to the 22nd annual convention at the Savoy Hotel here tomorrow.

Approximately 250,000 individuals were directly benefited by these welfare activities and other thousands were indirectly aided. Since the inception of Variety in 1928, approximately $42,000,000 in charitable endeavors has been spent throughout the world where Variety Tents are located.

Several of the “Heart” projects sponsored and financed by Variety Clubs International, have received world-wide recognition for the splendid work being accomplished and for (Continued on page 5)

See No Chance for Soviet Deal Free of Pressure

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Film Entertainment

Best Buy, Says FMPC

An appeal to families to patronize the best in family-type entertainment is contained in a resolution passed unanimously by the Federation of Motion Picture Councils at its annual meeting in Cleveland.

Attendance at such entertainment, said the resolution, will not only be an added support to President Eisenhowers campaign for judicious buying, but will also “lighten everyday cares and bring happiness to the entire family.”

“The motion picture,” said the resolution, “is one of the public’s best entertainment buys.”

‘Lab’ Practice, Facilities Treated As SMPTE Enters Third Day

By WILLIAM R. WEAVER

HOLLYWOOD, Apr. 23—Laboratory practice and facilities, approached from more than a dozen angles, consumed the third day of the 53rd annual convention of the Society of Motion Picture and Television Engineers.

Evening business sessions were omitted today, delegates attending a pool-side cocktail party, with acquecute entertainment provided by General Film Laboratories and a special program by a Pacific fleet photo combat group.

The evening was devoted to a dinner dance in the newly refurbished Coconut Grove.

The morning session included a deeply informative paper by Sidney F. Solomon and Lewis Mansfield, of Consolidated Film Industries, on the economic aspects of television film production in color.

The afternoon session was highlighted by an explanation of a color calculating machine by Eastman Kodak’s G. T. Keene, A. J. Saint and J. B. Clifford.

Britain Boosts Levy Rate

By WILLIAM PAY

LONDON, Apr. 23—The Board of Trade today published the draft of an order substantially increasing the statutory levy (former Early levy) on exhibitors in order to yield an estimated £3,753,000 (10,350,000) in the year ending Oct. 18, 1938, the first year of the statutory levy. The Board declared that the action was necessary (Continued on page 2)
PERSONAL MENTION

SPIROS P. SKOURAS, president of 20th Century-Fox, will leave here today for London, Paris, Rome and Zurich.

David Lipton, Universal Pictures vice-president, will return to the Coast from New York.

Charles Boasberg, Warner Brothers general sales manager, goes to Toronto today from Chicago and will return to New York over the weekend.

William J. Heindman, United Artists distribution vice-president, and Mrs. Heindman will leave here for Rome by plane next Wednesday.

Munro Pohorecky, president of Casino Film Exchange, will leave here at the weekend for Buffalo and the Midwest.

Irving Sochin, general sales manager for Rank Film Distributors of America, will return to New York tomorrow from Denver.

Oscar Hammerstein II, returned to New York from London yesterday via B.O.A.C.

Martin Bitt, director, has left New York for London and Vienna.

J. A. Tanney, president of S.O.S. Cinema Supply Corp., is in Los Angeles from New York.

Byrne West for Talks

On 13 MGM Releases

From THE DAILY Burea

HOLLYWOOD, Apr. 23—A total of 13 M-G-M productions, either in production or currently running, will be screened here for John P. Byrne, general sales manager of Loew’s, Inc., who has arrived here from New York for studio conferences on release plans.

Pictures completed and due to be scheduled for summer release include “Imitation General,” “High School Confidential,” “The Balladlanders” and “The Law and Jake Wade,” with “Gigi” to be accorded special handling.

Byrne will also confer on release plans for “The Tunnel of Love,” “Ter ror at Sea,” “The Reluctant Debutante,” “Cat on a Hot Tin Roof,” “The End of the World,” “Torpedo Road,” “Patty Girl” and “Tom Thumb.”

E X HIBITOR meetings during March produced two different plans for keeping theatrical films from television in the future. The first was broached by H. E. Jameson of Commonwealth Theatres at the KMTA and ATO of Kas-Mo, convention in Kansas City. It proposed the formation of a traditional exhibitor trust to sell ad space to the major production-distribution companies, thus giving the exhibitors a voice in the companies’ affairs at their stockholders’ meetings where the exhibitor viewpoint could be presented, and giving them access to the policy-making levels of the companies, one objective being to convince other stockholders of the long-term injurious effects to the companies of sales of film libraries to television. . . . The second such proposal emerged from the Theatre Owners of America board of directors meeting in San Francisco the same month. It called for the formation of an exhibitors’ non-profit trust which would use cash subscriptions of exhibitors to make down payments on film libraries and would issue bonds, payable out of the earnings of the picture, for the balance of the purchase price. . . . Both plans have remained on dead center since. In the case of the Jameson plan, the most commonly encountered exhibitor objection is that it would require large amounts of stock—and hence investments, of course, over long periods of time—in order to exert any influence at all on the policies of any of the companies. Neither individually nor collectively does exhibition appear to be prepared at this time to make the substantial, long-term investments indicated. . . . Apart from the initial cash outlay required by the TOA plan (and it could be considerable, depending upon the number or type of participations), that plan requires an underwriting of guaranteed playing time for a large percentage of the old films comprising the libraries to be acquired. Without such playing time the pictures would not produce the capital required to liquidate the bonds held by the producers-distributors and the negatives would revert to the latter. . . . Typical exhibitor comment on the TOA plan indicates many are just as reluctant to guarantee playing time for large numbers of old pictures as they are to pledge large sums of cash for long-term investment. . . . From this, you can make your own deductions of the chances of either plan getting off the ground.

INDUSTRYITES find it significant that the solid, upbeat stories on the pickup in theatre attendance published this week in the Wall Street Journal and the Herald-Tribune were done by the writers, Stanley Penn and Paul Beckley, on their own initiative. In other words, neither article was the result of suggestion or planting by industry press agents or public relations representatives. Also significant, is the fact that both papers have been quick to report unfavorable industry news in the past. . . . Leonard Goldenson and Ed Hyman plan to start a round of conferences with company top execs early in May, designed largely to inform them of the selling cooperation extended top quality pictures by exhibition in recent months and to try for assurances that orderly distribution will be maintained through the final quarter of the year. . . . The sessions will take the place of the national exhibitor-distributor meeting originally planned by the two for June in New York for the same purposes. That plan had to be changed because of the difficulty of getting all of the top executives together at one time, as well as due to the reluctance of some of them, on the part of the majors, to meet jointly on anything, at any time. . . . Sam Pinanski is extremely “high” on Cinema 160, the widest of all the wide screens, which it is now planned to demonstrate to the trade in July. The process uses one camera, one projector, 70mm. film moved horizontally and provides the full 160-degree viewing area of human sight. Pinanski, financially interested, claims it’s the best he’s seen.

U.K. Levy Rate

(Continued from page 1) because it was now clear that the current rates would yield well below the target sum.

The new rates will yield the maximum permitted under the Cinematograph Films Act in the current year depends upon the trend of theatre attendance, but in any case exhibitors obviously will lose a slice of their recent tax remission.

Requires Parliament Approval

The order is subject to the approval of both houses of Parliament and would become operative May 25. It introduces a changeover from so rates to a straight percentage of box office takings, reduces the levy of 6d. to halfpenny and one pence, but increases it progressively on higher prices. For example, on a two shilling seat, the levy will now be 1.75 pence instead of one penny, on a three shilling seat it will be 3.50 pence for a seat of 1.75 pence, and on a four shilling seat it will be 3.76 pence in stead of 1.75 pence.

Rates to Stay in Effect

The order adds that the new rates will remain in force for the second levy year, commencing next October subject to review if circumstances require.

Name A. I. Cassel U-I

Far East Supervisor

Special to THE DAILY

TOKYO, Apr. 23. — The appointment of Alvin I. Cassel as U-I Far Eastern supervisor was announced here today by Alfred E. Daff, executive vice-president of Universal Pictures and president of the company overseas subsidiary.

To join U-I, Cassel represented M-G-M in the West Indies, South Africa and Philippines. He was appointed U-I supervisor for Singapore, Indonesia, Thailand and Malay in 1922.

Cassel is presently winding up a tour of the company’s Far Eastern offices with Daff, after which he will assume his new duties in divisions headquarters in Tokyo.

Lundgren Chief Buyer

For National Theatres

From THE DAILY Burea

LOS ANGELES, Apr. 23 — M. A. Lundgren, who has been associated with National Theatres in New York and here for 28 years, will succeed Bert Pirosh as chief buyer for the circuit, vice-president Frank H. Ricke ton, Jr., announced today.

Pirosh recently resigned after 21 years with the company.
The story of a woman possessed by love and fear
...yielding to emotions no woman in love can resist!
**Television Today**

**Former FCC Officer Hits Patent "Misuses"**

*From THE DAILY Bureau*

WASHINGTON, Apr. 23—A former Federal Communications Commission official sharply attacked the FCC for failing to take stronger action against alleged "patent misuses" of RCA.

William H. Bauer, former FCC patent advisor, was the lead-off witness as the Harris House Commerce Subcommittee started hearings on the FCC's patent policies. Chairman Harry D. Karamazov, D., observation and actual the consequent tre, H'C, invested For the adoption licensing (question. hoped FCC's mer Hits former TV the Federal to patent the Ark. to failing to the Bauer, 'F,' having as as Hal S43.5,00() of American S 34th studio for comedy, "Paris the 1954, and became production manager in August, 1936.

Lichtenstein Named To NTA Exploitation

Irv Lichtenstein, a veteran of more than 15 years in the broadcasting industry, has been named director of exploitation for NTA's owned and operated stations, Ted Gott, vice-president in charge of NTA broadcasting properties, has announced.

In his new post, Lichtenstein will be responsible for sales promotion and merchandising activities for NTA television and radio stations. He comes to NTA from the American Broadcasting Radio Network where he was director of promotions and exploitation.

**'William Tell' Series To Be Offered by NTA**

"The Adventures of William Tell," a new series of 39 half-hour programs, depicting the exploits of the legendary Swiss hero, is being produced on location in Switzerland for TV presentation by National Film Associates in conjunction with Incorporated Television Programme Co., Ltd. It has been announced by Oliver A. Under, NTA president.

The series is being offered for national and regional sponsorship and will be ready for fall presentation.

**Five U. S. Films Set For Cannes, Brussels**

The Motion Picture Export Association of America yesterday announced the acceptance of five films to represent this country at the Cannes Film Festival, May 2-18, and the International Film Festival at Brussels May 30-June 13.

To be entered at Cannes are: MGM's "The Brothers Karamazov," Paramount's "Desire Under the Elms" and 20th Century-Fox's "The Long, Hot Summer." To be entered for the Brussels festival are: Columbia's "The Goddess" and Warner Brothers' "The Old Man of the Sea."

**Coast 'Dodgers' Motif as Goldwyn Fetes Mulvey**

*From THE DAILY Bureau*

HOLLYWOOD, Apr. 23 — Samuel Goldwyn today gave James Mulvey, head of the Goldwyn organization, a studio party in observation of his birthday and 34th anniversary of his joining the company. Studio personnel surprised Mulvey with a birthday cake bearing ornamentation symbolic of the Los Angeles (formerly Brook-lyn), site, of which Mulvey is part owner.

**'Streamlining' (Continued from page 1)**

facilities as and when needed, and, in near cases, hesitancy over which would move and which would stay put in the event the production of two or three companies was consolidated at a single lot. For awhile, the problem becomes more acute as the major companies turn more and more to independent producers. The majors are developing into distribution companies that advertise, finance in order to get product to maintain their distribution machinery and to employ their studios. Yet, as the proportion of independent production to the whole increases, competition for producers becomes more spirited, with the result that more liberal terms and participation are granted, with a consequent narrowing of the profit margin.

**Strong Demand for Economies**

The result is more and more pressure on company heads to effect dissolutions and production operating economies.

Such economies are bound to come, whether by streamlining procedures, consolidations or whatever. The current elimination of some firms, exchanges and consolidation of others are regarded as "pilot" moves to gain knowledge of the workings and possibilities of such procedures.

Similar experimental moves are inevitable in the production community, if actual consolidation of the production of two or more companies on a single lot is not undertaken in the near future.

However, United Artists in the past seven years has demonstrated to the satisfaction of all in the industry that a distribution company can operate profitably and to its own advantage without a studio plant and the burden of its fixed overhead.

Other majors are pointing in the same direction today.

**Time' Praises (Continued from page 1)**

the two-page story pays tribute to the Arthur Krim-Robert S. Benjamin group that has built the organization during the past seven years and which, the article points out, "demonstrated a new way to make fat profits and good pictures."

Eby Elected (Continued from page 1)

Storn of Los Angeles, internat-ional dough guy, who was the first Ex-

American to be elected to the inte-

national board.

Eby has been treasurer of the A

ris Amusement Co., Inc., since 1938.

Since the creation of this company

as a certified public account

he has handled financial matters on

various other interests in the fields

of sports, television and other entre-

prise. He served as chief banker for

the Variety Club of Pittsburgh 1948

and has been a member since 1946.

In Variety Clubs International has held several posts, including that of
dough guy from 1949 to 1954 as a second assistant chief banker from 1954 to 1956.

**Active in Several Charities**

A native of Pittsburgh, Eby has also been president of the Gather as well as MPEA on both Coasts, which has been necessitat-

ed by substantial cuts in the new bud-

get of both organizations adopted at the recent annual meetings.

Newer staff positions have been disclosed. However, MPEA's lease to the West 44th Street office space has occupied for more than a quart of a century expires June 1 and it is not certain when the renewal of the association can find smaller quar-

ties at a lesser rental elsewhere. Spa-

recently relinquished by Columbia Univer-

sional and Warners in their respec-

tive home offices has been in-

tended by MPAA officials recently, but the decision has been reached yet.

Corwin has been with the assis-

tance for 12 years, and the last few of which were spent in the MPEA Holi-

wood office. Prior to that he was 20th Century-Fox. He established an infor-

mation service abroad for MPEA-

which has since been joined by a

Hollywood news letter and regular inter-

national for circulation through the MPEA

abroad. The letter went to more than 500 newspapers and magazines.

MPEA's Corwin

(Continued from page 1)

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Corwin has been with the assis-

tance for 12 years, and the last few of which were spent in the MPEA Holi-

wood office. Prior to that he was 20th Century-Fox. He established an infor-

mation service abroad for MPEA-

which has since been joined by a

Hollywood news letter and regular inter-

national for circulation through the MPEA

abroad. The letter went to more than 500 newspapers and magazines.

**Benefit Premiere May 9 For 'Paris Holiday'**

The New York premiere of Bob Hope's and Kathleen Nolan's "Paris Holiday," will be held at the Astor Theatre, Friday, May 9, for the benefit of the Hospitalized Veterans Service of the Musicians Emergency Fund, it was jointly announced yesterday by Mrs. Lytle Hull, president of the HVC, and William J. Holenman, vice-president in charge of distribution for United Artists.

The evening will be followed by a supper dance at the Rotm Room of the Waldorf-Astoria for the charity ticket buyers.

**Roach Invests $435,000 in TV Properties**

Executive producer Hal Roach, Jr., has reported that $435,000 has been invested to date in television properties developed by Hal Roach Productions for the 1958-59 season and that nine pilot films resulting will be available this week for presentation here.
See No Chance

(Continued from page 1)

no nearer to closing a deal for any of the 11 American films in which they have expressed an interest than they were at the outset of the talks held here in Washington.

Chief obstacles to the deal are, first, the price being offered for films by the Russians, and, second, their clear expectation that American film producers will buy Russian pictures for distribution here, in return, or will enter into co-production deals with Russian producers.

$50,000 Being Offered

Few, if any, of the prospective American sellers have even given past the first Russian obstacle yet— that of price. They are offering $50,000 gross for the better American films, which includes prints and other incidents, and actually represents about $35,000 net.

Despite the slim likelihood of a deal materializing, most company officials concede that Washington pressure, if applied for diplomatic or other reasons, might induce some of the companies to regard the Russian propositions as something other than a straight business proposition, with the result that a deal or two might be concluded on that basis.

Todd-AO for ‘Porgy’

HOLLYWOOD, Apr. 23 — Samuel Goldwyn has announced he has decided on the Todd-AO process for his “Porgy and Bess” after six months of testing all wide-screen systems. He said, “Todd-AO has all visual qualities of the most advanced wide-screen processes, and in addition, the quality of its six-track stereophonic sound is a vital consideration.”

Indictment #4

in

THE CASE AGAINST BROOKLYN

THIS IS THE BLACK BOOK

that names the bookies and babes...

in Brooklyn!

IT'S HAPPENING NOW—BOOK IT NOW! FROM COLUMBIA!
THERE'S A 'Summer' Money Wave Sweeping the Country Right Now!

The place: Every theatre now showing 20th's new boxoffice blaze!
MPA Concerned
Urges Caution
On Producers
Of Gang Films

Mounting Criticism Brings
Moves to Discourage Trend

Producer members of the Motion
picture Association of America are be-
ing cautioned by Eric Johnston, presi-
dent, to give careful consideration to
projects featuring crime, brutality and
violent delinquency before shooting
arts in an effort to reduce the oc-
casion for mounting criticism of and
protests against films of that stripe.
Johnston put the subject before the
IPAA board of directors at their re-
Centennial Pagoda (Continued on page 3)

Dropping Day-Date
Boosts Boston Business

Special to THE DAILY
BOSTON, Apr. 24 — The decision
that the management of Loew's Boston
theatres to discontinue the policy of
day-and-picture dating at its State
and Orpheum Theatres here has been
very successful and will be followed
immediately, according to division
manager Charles E. Kurtzman. The
Orpheum is the downtown shop-
(Continued on page 3)

Color TV Monopoly Is
Denied Again by RCA

From THE DAILY Bureau
WASHINGTON, Apr. 24—RCA
gain denied today there was any
antitrust monopoly in the color tele-
vision field.
In a letter to the House Commerce
investigating Subcommittee, vice-
President Robert L. Werner said the
Federal Communications
(Continued on page 8)

Allied Asks Speeded Up Film Playoff
As Spur to Nationwide Attendance

WASHINGTON, Apr. 24—The motion picture industry can halt the decline
in theatre attendance "by a fuller and more rapid circulation of films to and
through the theatres of less than de-

Trans-Lux Reelects
11 Directors at Meet

First quarter business of Trans-Lux
Corp. has been "quite satisfactory,"
Percival E. Furber, chairman of the
board and president, told the annual
meeting of stockholders yesterday at
the company headquarters here.

The company doesn't publish quar-
terly reports, Furber said. The pickup
also applied to the company's only
new theatre, the Krim, Detroit.

The meeting lasted less than 20
minutes, with only nine persons pres-
cent. The principal business was re-
election of the board of directors as
follows: Chester Bland, Harry Brandt,
Richard Brandt, Jay Emanuel, Allan
Froume, Percival E. Furber, Acquilla
(Continued on page 2)

FCC Okays NT Buy of
K.C. Radio, TV Station

From THE DAILY Bureau
WASHINGTON, Apr. 24—The
Federal Communications Com-
mission has approved the purchase
by National Theatres of the Kansas City Star's
radio and television stations.

This marks the entry of National
(Continued on page 8)

Several Sessions, Plus Bus Trip
For Delegates to SMPTE Meet

By WILLIAM R. WEAVER

HOLLYWOOD, Apr. 24—The fourth day of the 83rd semi-annual con-
vention of the Society of Motion Picture and Television Engineers proved to
be probably the liveliest thus far for the delegates.

A general session was followed by
several periods, each limited to a
single subject but, in all, embracing
a wide range of topics in the elec-
tronics field.

The morning session was high-
lighted by the Strong Electric Cor-
poration's paper on its blown-arc pro-
jection system, with Russel Ayling and
Arthur J. Hatch conducting the pre-
sentation. The advantages of the in-
fra-red transmitting reflector and the
new type of carbon were impressively
registered.

Late tonight the strong organiza-
tion was to provide bus transportation
21 miles from the Ambassador
Hotel to the Laurel Drive-in in the
San Fernando Valley for a practical
demonstration following the drive-in's
final performance.

At an earlier in session Harry Tei-
(Continued on page 8)

No SBA Loans
To Drive-ins,
Says Barnes

‘Not in Public Interest’,
He Tells Senate Group

By J. A. OTTEN
WASHINGTON, Apr. 24—The
Small Business Administration has
turned down a Senate Small Business
Committee request that drive-in thea-
tres be made eligible for SBA loans.

It said it did not find such loans to be
"in the public interest."

SBA administrator Wendell Barnes,
in a letter to the committee, said in-
door theatres had been made eligible
for SBA loans in 1956 because they
needed help to modernize and stay
open, and because indoor theatres
helped out the entire business area
by attracting people to that area.

Drive-ins, he said, didn't need help
to modernize and are located in iso-
(Continued on page 3)

Varied Items on Agenda
Of WGA Weekend Meet

From THE DAILY Bureau
HOLLYWOOD, Apr. 24—A dozen
or more subjects intimately affecting
the future of both the Western and
Eastern branches of the Writers Guild
of America are on the agenda of the
semi-annual meeting of the WGA
which will be held on Saturday and
Sunday at guild headquarters here.

With national chairman Erik Bar-
now presiding, and with presidents
(Continued on page 2)

Plea for USIA Boost
Put Up to Senate Unit

From THE DAILY Bureau
WASHINGTON, Apr. 24—The
House Foreign Affairs Committee has
decided to take no action on an Ad-
ministration request for additional
funds to continue the information
media guaranty program.

This is the program under which
the U.S. Information Agency guar-
antees convertibility of money re-
cieved for sending motion pictures,
Speed Film Playoff: Allied

(Continued from page 1)

ward surge in only one class of theatres—the smallest numerically but containing many of the larger units—resulting in a healthy recovery. The tragic fact seems to be that while grosses may be increasing, attendance is still falling off, and the larger grosses mainly reflect increased admission prices.

The bulletin turns then to what it calls "the wanton destruction of established availabilities" and charges that film companies, especially those in top-run engagements, small theatre owners are not enjoying the new boom. To effect a true comeback, it says, top films must get to the smaller theatres.

"The industry must strengthen its foundation if it is to succeed at the top," it concludes. "Old moviegoers enticed into the theatres by recent Hollywood triumphs have been heard to exclaim they didn't know such good movies were being shown anymore. We have heard that remark here in Washington, D. C. What a wonderful thing it would be if this throttling were repeated over and over again by the residents of the smaller cities and towns and those living adjacent to and dependent upon the neighborhood theatres."

AIP Will Release 12

During May, June, July

From THE DAILY Bureaus

HOLLYWOOD, Apr. 24 - American International Pictures general sales manager Leon P. Blender today announced the company's scheduling of 12 releases for the May-June-July period.

This schedule, said Blender, is the largest in the company's history.

Attila' Strong in N.E.

BOSTON, Apr. 24 - Joseph E. Levine's "Attila" grossed $5,620 in its opening day here yesterday at the Paramount and Fenway Theatres. Other New England opening day grosses were $1,550 at the Paramount, New Haven; $1,700 at the Strand, Providence; $1,650 at the Strand, Hartford, and $1,100 at the Paramount, Springfield.

Rhoden Off for Norway

HOLLYWOOD, Apr. 24 - Elmer C. Rhoden, president of National Theatres, accompanied by the circuit's engineer, R. H. McCullough, left here today for Oslo, Norway, where they opened the new opening in that city of the Cinemiracle production of "Windjammer."

Plea for USIA

(Continued from page 1)

books, magazines and other media to certain foreign countries. Film companies are using the program to promote Vietnam, Yugoslavia and Poland.

Acting chairman Morgan (D., Pa.) said there was little support in the committee for the program, and the congressmen had decided to let the initiative on the matter to the Senate Foreign Relations Committeewhich has been a strong advocate of the program. If the Senate puts money in its bill, he said, the House might go along in the final Senate conference.

Can Operate Through June 30

U.S.A. officials had told the committee they had enough money for operations through June 30 but that new spending authority would need to be given beyond that date.

During committee hearings up to public today, several committee members, led by Rep. Selden (D., Al.) sharply criticized some of the pictures being sent overseas as not presenting "a favorable picture of our country."

Robert M. Beers, in charge of the guaranty program for U.S.A., said the government had had experience of going overseas under the guaranty program but had no control over films going without government guaranty.

MOTION PICTURE DAILY.

Friday, April 25, 1938

Michigan Allied to Pay $2,500 in COMPO Dues

Special to THE DAILY

DETOIT, Apr. 24 — Members Allied Theatres of Michigan have voted to pay COMPO dues of $2,500 for the first time in the history of the National Allied unit left COMPO. The fund was created by monies collected from theatres by film salesmen as turned over to Allied.

The action was taken at a board meeting of Michigan Allied here last week at which president Milton London reported on the renewal of Allied States' affiliation with COMPO.

New York Theatres

RADIO CITY MUSIC HALL

Rockefeller Center • 51st 6-7500

"MARJORIE MORNINGSALT"

Starring

GENE KELLY • NATALIE WOOD

A Warner Bros. Release • In Technicolor and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY, Martin Oppler, Editor-in-Chief and Publisher; Sherwin Koog, Editor; James D. Ivers, Managing Editor; Richard Guttman, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Feke, Advertising Manager; Gus H. Faust, Production Manager, TELEVISION TODAY, Charles A. Aronson, Editorial Director, Fimky Herman, Vice-President, Sales, Western Edition, Hollywood Bureau, W. H. C. Black, Managing Editor, William B. Weaver, Editor, Telephone Hollywood 7-2145, Washington, D. C.; Eastern Edition, Alexander Black, Managing Editor, William R. Weaver, Editor, Telephone 3-9954, New York City, and E. B. Black, Managing Editor, New York Post, 40 West 32nd Street; General Correspondents in the principal cities of the world, Motion Picture Daily in print. "The Long, Hot Summer" and George Seaton for "Teacher's Pet."

PERSONAL MENTION

JOSEPH GREEN, president of President Films, will leave here for Europe.

HAROLD BROWN, president of United Detroit Theatres, is in New York from the automobile city.

ALBERT LERN, producer, has left New York for London via B.O.A.C.

IRVING COHEN, industry attorney, will leave here for London today via B.O.A.C.

BERRY GREENBERG, Warner Brothers supervisor for Southeast Asia and Australia, will arrive in New York today from London via B.O.A.C.

Stage Is Big Here

RKO's "Stage Struck," released by Buena Vista, is heading for an opening week's gross of $16,000 at the Trans-Lux Normandie Theatre here based on the $2,000 it did on opening day, Wednesday, the theatre announced yesterday. The seven-day figure would be the highest non-holiday gross at the theatre in more than a year.

"Marjorie" $21,000

Warner Bros. "Marjorie Morningstar" had a very big opening day at the Radio City Music Hall yesterday, with the gross estimated late in the afternoon at $21,000, the company reported.

Studies Fete News Men

HOLLYWOOD, Apr. 24. — The major studios tomorrow will entertain 83 members of the International Press Institute, M-G-M, Paramount, Fox and Warner studios will host the visitors for luncheon and tours.

Arnstein in Meyer Post

HOLLYWOOD, Apr. 24.—A studio manager, Eugene Arnstein, today was appointed to the board of trustees of the Motion Picture Industry Pension Plan, filling the vacancy created by the death of Fred S. Meyer.

Rogers for "Attila"

Budd Rogers has been appointed producers representative for "Attila" by Joseph E. Levine.

SDG Nominates Four

HOLLYWOOD, Apr. 24. — The Screen Directors Guild has nominated the following directors for Achievement Award during the first quarter of 1938: Richard Brooks for "The Brothers Karamazov," Delmer Davies for "Merrily We Roll Along," George Seaton for "Teacher's Pet."
**SBA Loans**

(Continued from page 1)

**FEATURE REVIEWS**

**Thunder Road**

D.R.M.—U.A.

HOLLYWOOD, Apr. 24

It will be new to me in Obey-ville, citizens of these United States that a very large number of otherwise upright and honorable people in the deeper South are regularly and determinately engaged in making moonshine whiskey and marketing moonshine whiskey in spite of the diligent efforts of Treasury Department operatives to teach them the error of their ways. This fully documented account of the beliefs and practices of these citizens, not as some distant yesterday but as of right now, is worth the price of admission for its informative value alone.

That is not to say or imply that the picture is a documentary. No. It's a swift, actionful melodrama, played in tellingly typical fashion by a cast headed by Robert Mitchum and his son Jim. It's a better picture than mention of its subject matter is likely to suggest to the purchasing of Persevering exploitation may counteract that circumstance.

The scene of the screenplay by James Alteh Phillips and Walter Wiese, based on a story by Mitchum Sr., is Memphis and thereabouts. The elder Mitchum portrays the best and best known whiskey runner in that section of the corn-silk belt, a mountain boy who has been outside the hill country and learned big things but has come back to carry on the family business, which is moonshine. His special talent is for driving scoop-up or a dozen or more of the stills in the hills to the tax-beating buyers in the cities, and the picture depicts powerfully many clashes between him and the authorities. His principal trouble is not with them, however, but with an insidious mobster who has set out to take over the whole moonshine industry. The mobster is likewise the principal owner of the Treasury force assigned to the situation. How it all works out in the long and violent run is not much different from the way it used to work out in the Cagney-Bogart-Robinson cycle of bootlegger pictures, with the notable exception that the bootleggers in this case are not gang-landers.

**Night Ambush**

RANK FILM DIST. OF AM.

Michael Powell and Emeric Pressburger have taken the look by W. Stanley Moss, "Ill Met By Moonlight," which related the World War II story of the capture of a German general by British and Greek commandos in Crete and his shipment to Cairo after weeks of flight through the mountains and around villages, and have fashioned it into a tense melodrama with occasional flashes of humor and native music.

Dick Bogarde, who is becoming known to American audiences, is the British major in charge of the guerrillas and Maruis Goring is the German general.

The picture was obviously made in Crete, where the natives are now trying to ejection the British. Several of the players are Greeks, who turn in convincing performances.

All the action centers around the plot for the capture, its execution, the pursuit by German soldiers, the flight over mountain ranges to a beach in the possession of the Germans, and the reversal of this guerilla struggle back over the mountains to another bay where they connect with a British gunboat.

The story is realistic and gripping for the most part, but the musical score introduces off-screen choruses from time to time that seem out of place. Powell and Pressburger wrote the script and produced and directed.

It is an exploitable action film with male appeal. Romance is completely lacking.


JAMES M. JERLAND

Wash., Apr. 24—Ed

**Filmac Make Color Refreshment Trailer**

Special to THE DAILY

CHICAGO, Apr. 24—Filmac Corporation has announced completion of an all new Technicolor, animated refreshment trailer for indoor theaters.

The trailer, titled "Tax Rides Again," is in line with today's popular Western theme. Forty-five seconds long, in a setting of clever animation of "Wild West," the star, Tex, along with a talking horse, tells the story of the "treats" featured at the refreshment stand.

Thrust Zabel Dies; Veteran Washington Showman

SPECIAL TO THE DAILY

OLYMPIA, Wash., Apr. 24. — Ed Zabel, 79, pioneer Olympia theatre owner and operator, died of a heart attack while on a trip to California. He opened the first theatre in Olympia in 1909, and later built the Capitol Theatre Building in 1924. He retained an interest in the theatre until his death.

Zabel was survived by his three sons, who will continue to operate the theatre. Deceased was a native of Stillwater, Minn.

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**List Industries**

(Continued from page 1)

Alden was adjourned until May 1 by Federal Judge Sugarman in U.S. District court here yesterday.

A decision on another action brought by Samuel Gilbert against Glen Alden, and which was heard last week in Kings County Supreme Court is being awaited. Still another action, Farris vs. Glen Alden, is scheduled to be heard in Wilkes Barre, Pa.

**Mirisch Signs Monroe**

Marilyn Monroe has been signed to star in "Some Like It Hot" to be produced and directed by Billy Wilder for the Twentieth Century and United Artists release, it was announced yesterday by Harold Mirisch, president of the producing organization.
The air simmered in that sweltering, Southern city... and their blood reached its boiling point!
The producer who has delivered you so many big moneymakers—now teams Academy Award winners Shirley Booth and Anthony Quinn... and supports them with two marquee-brilliant younger stars, Shirley MacLaine and Earl Holliman... to give the theatres of the world a power-charged blockbuster... in Paramount's great new line-up of quality-and-quantity product!
BEST TELEPLAY WRITING, HOUR OR MORE:
Rod Serling for The Comedian
Playhouse 90

BEST DRAMATIC SERIES WITH CONTINUING CHARACTERS:
Gunsmoke

BEST TELEPLAY WRITING, HALF-HOUR OR LESS:
Paul Monash for The Lucy Show
Hallmark Hall of Fame

BEST DRAMATIC SERIES, THE ENTIRE SERIES:
Playhouse 90

BEST CINEMATOGRAPHY FOR TELEVISION:
Harold E. Wellman, Hemo the Magnificent
Bell Telephone Science Series

BEST NEW PROGRAM SERIES OF YEAR:
Seven Lively Arts

FIRST "SPECIAL TRUSTEE" AWARD:
Jack Benny
on The Jack Benny Show

BEST COVERAGE OF UNSCHEDULED NEWSWORTHY EVENT:
Feb. 3, Rikers Island (N.Y.) plane crash on World News Roundup

BEST LIVE CAMERA WORK, THE ENTIRE SERIES:
Playhouse 90

BEST DIRECTION, HALF-HOUR OR LESS:
Robert Stevens, The Glass Eye
Alfred Hitchcock Presents
Thanks
—for giving your best!

Last week the talented and creative people who are attracting to television the largest audiences in the history of show business honored the outstanding achievements of their colleagues. That so many were able to do their best work on the CBS Television Network helps explain why this network was able to win the largest average nighttime audiences in each of the 66 consecutive Nielsen Reports since July 1955.
TV Monopoly

(Continued from page 1) Commission color standards embody specifications recommended by virtually the entire industry as the best available, and that under these standards "there neither is nor can there be any monopoly position in color TV patent licensing."

No Resumption Dated

The Subcommittee today questioned William H. Bauer, former FCC patent adviser, on his testimony of yesterday that the FCC had, by taking a hands-off policy, strengthened RCA's broadcast patent monopoly. After the questioning, they recessed without specifying a date for resuming the hearings.

FCC Approves

(Continued from page 1) into the TV field, The Star had to sell the stations, WDAF-FM-TV, under a government anti-trust consent decree. National agreed to pay $7,800,000 for the stations.

All the commissioners approved the sale exception commissioner Hyde, who was out of town.

Morin Joins MGM-TV

As Sales Executive

Robert B. Morin has joined MGM-TV as a sales executive. It was announced by Richard A. Harper, general sales manager for the company. Morin was formerly associated with National Telefilm Associates. Prior to that, he was manager of program film sales for Associated Artists Productions.

According to Harper, Morin will headquarter in New York, and will work in sales in the Eastern region of the country.

KTIV, Sioux City, Will Become ABC Affiliate

Station KTIV, Sioux City, Ia., will become an affiliate of the ABC Television Network May 22, it was announced by Alfred B. Beckman, vice-president in charge of ABC-TV Station Relations.

KTIV is owned and operated by the KTIV Television Co. The Channel 4 station operates with 100,000 Watts video power and 50,100 watts audio power.

President and general manager of KTIV is Dietrich Dirks.

SMPTE Convention

(Continued from page 1)

telbaumn, of the Hollywood Film Company, demonstrated a 16mm. film splicer that employs transparent tape, and a new "easy editor" machine employing friction drive instead of the usual sprocket.

The evening session was devoted to video-tape recording, with Ampex, Radio Corporation of America and Minnesota Mining Company presenting, in all, seven papers and demonstrations.

(Tie-ups for 'Lineup'

SAN FRANCISCO, Apr. 24.—The local police department, CBS television network and the latter's KPIX outlet here have all joined forces with Columbia Pictures and the Paramount Theatre for the world premiere of "The Lineup" on May 1. Police elements, including the famed ceremonial motorcycle corps, will participate in the premeire festivities, which will be carried by KPIX. Prior to opening night, all of the local KPIX programs will plug the premiere for a week.

Wesley Barry Firm Set

HOLLYWOOD, Apr. 24 — Television film producer Wesley Barry has announced the formation of Genie Productions, Inc., to film 13 half-hour "Jolly Genie" films.

Anyone Can Play' To Debut on July 6

"Anyone Can Play," an audience panel quiz program with $10,000 prizes for winning home viewers, makes its debut on ABC-TV starting July 6, 8:30-9 P.M., EDT. R. J. Nolds Tobacco Co., for Salem Cigarettes, will sponsor the John Co. Productions' show. Agency is Witz, Esty Co.

Veteran announcer George Fink will star as master of ceremonies for the weekly "live" presentations from Hollywood.

Home Viewers May Compete

"Anyone Can Play" pits four divisions of audience contestants in competition for cash and other valued prizes by answering questions on point system. The audience earns the order in which it believes panelist will emerge in the spin competition. Home viewers, by entry, may compete for the $10,000 cash prizes awarded at periodic intervals.

Corwin TV Station Of

WASHINGTON, Apr. 24 — Federal Communications Commission today gave exhibitor Sherrill Corwin a construction permit for a UHF vision station in San Diego. Corwin has stations, or interest in stations, in several other localities.

— and THIS IS THE MOVIE that blasts Brooklyn's crooked cop-bookie syndicate!

THE CASE AGAINST BROOKLYN

IT'S HAPPENING NOW—BOOK IT NOW!

FROM Columbia!
Philadelphia Tent Wins
Variety Heart Award

From THE DAILY BUREAU
LONDON, Apr. 27 - Philadelphia's Tent No. 13 was voted the Variety Clubs International annual Heart Award after delegates to the annual convention here heard reports on the heart projects of all tents.

The Philadelphia tent's project is a club camp and infantile paralysis, for which it raised $262,000 last year and by which 7,285 were benefitted.

Honorable mention for the Heart Award went to Charlotte's Tent No. 24, whose project is a children's clinic and eye clinic, for which it raised $40,057, benefitting 10,857.

Stellings Issues Statement Backing NT

TOA Asks Justice
Reconsider NT Ruling

Asserts Production by Circuits Would Solve 'Critical' Shortage of Product

Special to THE DAILY

CHARLOTTE, N. C., Apr. 27 - The Theatre Owners of America has asked the Department of Justice to re-evaluate the terms of its recent decision on the proposal of National Theatres to produce feature films, Ernest G. Stellings, TOA president, said in a statement issued here at the weekend.

National had asked Justice to consent to modification of the Paramount judgment to permit National to produce or to invest in the production of feature pictures for a five-year test period, with pre-emptive rights to show these features in National's theatres. The Department ruled it would consider a "reasonable experiment" by National in picture-making or in financing, provided the proposal "envisioned no pre-emptive rights and gave full account to the exigencies of competitive conditions in the movie industry."

TOA was "deeply disappointed and"
(Continued on page 2)

NAB Meet to Consider
Network Role of U. S.

From THE DAILY BUREAU

LOS ANGELES, Apr. 27 - Delegates from all parts of the country began arriving here today for the 83rd annual convention of the National Association of Broadcasters which gets underway officially tomorrow at the Biltmore Hotel.

A number of groups arrived last
(Continued on page 3)

Television in Spotlight
As SMPTE Meet Ends

From THE DAILY BUREAU

HOLLYWOOD, Apr. 25 - More than 1,500 members of the film and television industries, who made the 83rd semi-annual convention of the Society of Motion Picture and Television Engineers the best attended ever held in Los Angeles, began departing at the weekend for home.

With splendid weather prevailing
(Continued on page 3)
HARRY MANDEL, assistant to the president of RKO Theatres, is scheduled to return here this week from a West Coast business trip and a stopover in Palm Springs.

Richard F. Walsh, president of the LATSE, will return to New York from London today via B.O.A.C.


Duncan MacGregor, president of Pathe Cinema Corp., left New York on Saturday aboard the "Ile de France" for Europe.

Edward Sutherland, director, will leave New York for Bermuda today via B.O.A.C.

FOX MIDWEST TO CLOSE TOWER THEATRE, K. C.

SPECIAL TO THE DAILY

KANSAS CITY, Mo., April 27—The Tower Theatre, large downtown Kansas City movie house operated by Fox Midwest, Inc., will close on Wednesday, April 30. The reopening or permanent shuttering of the theatre is said to hinge to a great degree upon whether the Fox management is able to acquire "South Pacific." The clausination of the Tower will leave the Fox circuit with three other first-run theatres, the Uptown in Kansas City, the Granada in Kansas City, Kansas, and the Fairway to Johnson County, Kansas.

Paramount Has 18


UA Production Setup Cited

(Continued from page 1)

brought United Artists Corp. bouncing back from the dead in just a few years by enabling that Hollywood ac-
tors could be trusted with whopping sums of money.

The quote about the film company's system for finding by directing and producing Otto Preminger, who goes on to say that UA "recognizes that the independent has his own personality. After they agree on the basic approach, the independent producer, who may get 30 per cent of the final cast, they leave everything to the producer's discrimination. Most of the time, when the others make an independent contract, they want to be able to approve the shooting script and the final cut."

Praise from Stanley Kramer

Producer-director Stanley Kramer is quoted in a further tribute to Ben-
jamin and Krin as follows: "This is the sunset phase in the movie busi-
ness. Right now it's knuckle, knuckle, knuckle, and each picture we produce has a very specific reason for being made with talent and prayer. The cre-
tive people are the only ones who can do this. At UA, they believe in letting the creative person create the film. As long as the climate there stays as it is, I don't want to be any other place." The Fortune article takes the pro-
duction of one film, "The Vikings," and comments on Benjamin and Benjamin work and comments: "As casual, even reckless as it looks, it is a method they have used with success."

List, Glen Alden Meet

Adjourned to May 9

The adjourned annual meeting of List Industries stockholders scheduled to vote on the proposed merger with the Glen Alden Corp., was continued on Friday and then recessed again until May 9. The adjournment was made necessary by pending stockhold-
ers' court actions seeking to enjoin the merger.

Stockholders of Glen Alden will also meet again on May 9. On Friday they recessed without action on the elec-
tion of directors. At the meeting April 8, Glen Alden stockholders acted to approve the merger with List.

Form Gordon Company

HOLLYWOOD, Apr. 27—Alex Gordon, independent producer of 12 exploitation pictures distributed by American International Pictures, has sold that company his interest in those films, and is taking them into his newly-formed Production to make higher-budget films for another releasing arrangement.

Humanitarian Award

(Continued from page 1)

was born in Oxford, where he worked for many years as a bicycle me-
chanic in the humblest of circumstances. In 1912 he designed what was then Britain's lowest-priced au-

tomobile and an exportable car for world-wide markets. He proved himself as a great engineer and a great man."

Lord Nuffield has donated virtually all the profits from his manufacturing company to Oxford University, not-
ably the Radcliffe Infirmary, where, within ten years with the help of his bequests, the mortality of cranial surgery has been reduced from 90 per cent to ten. Other hospitals which have been

benefited from the Morris profits include London "Gypsies" and the Hospital for Children where donations have totaled $50,000. In 1934 he founded the Nuffield Foundation Charitable Trust.

TOA Cooperates Pledged

"And we further pledge to the De-

partment of Justice our willingnes-
to assist in any way possible to pro-

vide such facts, counsel, or informs in it might be possible to help it re-

evaluate its decision and to continu-

ing relationships in the spirit of coopera-
tion and progress that have existed for

so many years."

INEE Endorses B-B

BOSTON, Apr. 27—The board of
directors of Independent Exhibitors
Inc., of New England, a unit of Al-

lied States, voted at its monthly meet-
ing here to endorse the all-industry

business building program. The Bos-
ton office, under the management of executives of Carl Goldman, is send-

ing its members the COMPO bro-

chure which explains the program.

'Terror!' Here May 14

M-G-M’s "Cry Terror" will open at the Victoria Theatre here on Wednesday, May 14.
**Motion Picture Daily**

**Television Today**

**‘Golden Mike’ Awards To Women in Radio-TV**

**Special to THE DAILY**

SAN FRANCISCO, Apr. 27 — “Golden Mike” awards went to seven women at the seventh annual convention of American Women in Radio and TV, Inc., which closed here today.

The winners were:

Phyllis Knight, of WHAS, Louisville; Renelle Fabiani, of WBRL-TV, Columbus; Alma John, of WWVL, New York; Ella Will McKinnie, of the Alabama Educational TV Network, Birmingham; Kay West, of KEN, Portland, Ore.; Lee Phillips, of WBWM-TV, Chicago, and Ruth Allen, of W GAR, Cleveland.

Speakers at the convention included: W. E. Fellow, president of the National Association of Broadcasters; Donald McGannon, president of Westinghouse Broadcasting Co.; Alice Leopold, assistant to the U.S. Secretary of Labor, and Dr. G. Herbert Tine of Notre Dame University.

**SMPE Meet Ends**

(Continued from page 1)

throughout the week, the conventioners saw California at its best and their respective industries made sturdy strides toward technological changes.

The Friday morning session on plastics was highlighted by a panel session in which the usefulness of plastics for studio sets and props was thoroughly explored.

Television studio practices were discussed in six papers delivered at the afternoon session.

The half-hour session devoted to television and distribution of television films, was conducted at the ABC television center.

**Ballance Consultant**

(Continued from page 1)

visory capacity. His headquarters will remain in Atlanta.

Paul Wilson will continue as southeast district manager with offices in Atlanta, and Mark Sheridan as southeast district manager with headquarters in Dallas, Texas.

Ballance, a veteran of more than 40 years service in the motion picture industry, started his motion picture career with Paramount in 1918, and went to Fox with the late Sidney B. Kent in 1932. He has been southern division sales manager since then.

**Soviet-U.S. Decision Expected This Week**

From THE DAILY Bureau

WASHINGTON, Apr. 27 — A decision is expected one way or the other this week in the negotiations between Soviet and U.S. representatives seeking a reciprocal film pact.

Talks on Friday merely extended the impasse existing from the beginning.

**Fox Exploitation**

(Continued from page 1)

every feature contract starting with Fox material, will be the Barrow Report and the Congressional investigation of the activities of the Federal Communications Commission. All six Commissioners, incidentally, will be on hand to present the report.

The convention gets underway tomorrow morning with a TV film session, featuring panels on feature films and syndicated films. In the afternoon, the convention will focus on another major question facing the television industry. The Labor Clinic will discuss "Technological Change and Collective Bargaining." Sessions continue through Thursday.

**Omaha Station Buys Para. Films from MCA**

MCA-TV announced at the weekend that KETV, Omaha, Neb., had bought the first station to purchase pre-1948 product of Paramount Pictures on an individual picture basis, which is the policy adopted for selling the films by MCA-TV.

Geneve S. Thomas, vice-president and general manager of KETV, made an offer for each of the Paramount Pictures and purchased them at MCA-TV's asking price.

**Liza Music Formed**

(Continued from page 1)

10 Days,” and will have offices in New York.

Jack Saunders, who had been associated with the late Michael Todd for the past 20 years and has acted as music adviser to the Michael Todd company, has been named vice-president and manager of the Liza Music company, this appointment to be effective immediately.

**Will Rogers Hospital**

(Continued from page 1)

will leave New York by special train the evening of June 20, and will spend the following day visiting and inspecting the Will Rogers Hospital at Saranac Lake, N.Y. The following day the annual session of the board will be held at Herman Robbins’ Edgewater Motel at Schroon Lake, N.Y., with the group returning to the city the day after by special train.
REPEATING WITH Pride...
THE TRADE RAVES FOR......

ERICH MARIA REMARQUE'S
"A TIME TO LOVE
AND A TIME TO DIE"

from Universal-International
OFFICE POTENTIAL!

"AN OUTSTANDING BOX OFFICE ENTRY..."
—FILM DAILY

"ITS FINANCIAL FUTURE IS SOLIDLY ASSURED..."
—William R. Weaver, MOTION PICTURE DAILY

ENTERTAINMENT QUALITIES!

"IT'S A MOTION PICTURE ACHIEVEMENT..."
—Charles S. Aaronson, MOTION PICTURE HERALD

"MEASURES FULLY UP TO AND IN MANY RESPECTS BEYOND THE AUTHOR'S NOW CLASSIC NOVEL OF WORLD WAR I 'ALL QUIET ON THE WESTERN FRONT'."
—William R. Weaver, MOTION PICTURE DAILY

"...WITHOUT QUESTION ONE OF THE MOST FORCEFUL AND IMPRESSIVE DRAMAS MADE OF WORLD WAR II"
—HARRISON'S REPORTS

"ENTERTAINMENT THAT WILL LEAVE THE CUSTOMER STIRRED AND EMOTIONALLY ENRICHED"
—FILM DAILY

AND PERFORMANCES!

"Lilo Pulver...young, beautiful and extremely talented...John Gavin plays with power and conviction..."
William R. Weaver, MOTION PICTURE DAILY

"John Gavin stands to inherit quick fame...Lilo Pulver has the beauty and acting sensitivity to win her fresh acclaim..."
—FILM DAILY

"SURE TO SKYROCKET JOHN GAVIN TO STARDOM..."
—Al Steen, BOX OFFICE

for BIG SUMMER BOX OFFICE!!
In the East...
FILMS AROUND THE WORLD Inc.
745 FIFTH AVENUE
N.Y. 22, N.Y. • EL 5-7566

A DELIGHTFUL AND
BOISTEROUS ROMP!
Paced with a rapidity that is quite electric,
tossing risque dialogue, caricatural plot, and sa-
tirical characterizations together in an antic
chef's salad, marvelously French!“ Herald Tribune

“* * * * *”, Bardot
is more lusciously beautiful than ever, as
inviting as a big ripe peach! The best thing
that has happened to French movies since I can
not remember when, artistically and materially!”
Daily Mirror

“A child sexpot... she is a willful, adorable
animal. That's why married men love to spend
their lunch hours at the Little Carnegie!”
World Tele & Sun

“She breathes sex
in a bikini,
a dazzling package
indeed!”
N.Y. Post

“'Mamzelle Pigalle'
... the
film
which
zoomed
her to
fame
in her
own
country!”
Journal American

On the West Coast...
MANHATTAN FILMS INTERNATIONAL
1920 SOUTH VERMONT AVENUE
LOS ANGELES, CAL. • RE 2-3016

“COLOR CINEMASCOPE AND BARDOT
Charleston Exhibitor Takes Ad To Counteract Downbeat Stories

Special to THE DAILY

CHARLESTON, S. C., Apr. 28—Albert Sottile, president of the Pastime Amusement Company here, feels so strongly about adverse motion picture publicity that he took a quarter page.

20th-Fox Buys 104,800 Shares of Its Common

Twentieth Century-Fox has purchased 104,800 shares of common stock of the corporation in the past year at an average cost of $24.17 a share, according to the annual report of the company published yesterday. (The financial statement was released previously.) The purchases were made, according to the report, to cover stock options issued to top executives of the company under a plan approved by the stockholders in May, 1957. Purchases of its stock by the company (Continued on page 5)

Directors, Salary Data In Fox Proxy Statement

Stockholders of 20th Century-Fox will be asked to elect 10 directors at the company's annual meeting on May 20 at 2 P.M. at the office home, according to a proxy notice released yesterday. The nominees are L. Sherman Adams, Colby M. Chester, Robert L. Clarkson, Daniel D. Hastings, Robert (Continued on page 5)

‘Frederick’ to Benefit NCC; Summer Fete On

Twentieth Century-Fox's "Ten North Frederick," will have a gala benefit New York premiere, May 22, at the Paramount Theatre. The debut will be held under the auspices of Arthur B. Krim, (Continued on page 5)

No Preemptive Rights

D. of J. Edict on NT Production Seen as Final

Officials Firmly Against 'Anti-Competitive Effects'

By J. A. OTTEN

WASHINGTON, Apr. 28 - Justice Department officials today expressed doubt that the department will reconsider its refusal to permit National Theatres to produce films with preemptive rights for showing in its own theatres.

The Theatre Owners of America recently said Justice should, in the light of current industry conditions, reconsider its long-standing refusal to permit divorced circuits to produce films.

Justice officials pointed out that their recent reply to National’s request clearly said the department was turning down flatly only the request for production with preemptive rights. Justice at that time said there were anti-trust problems in permitting National to

UA to Honor Krim In 37-Week Drive

United Artists this week will launch a 37-week drive in honor of company president Arthur B. Krim, (Continued on page 5)

Total Abolition of Admission Tax in Britain Stressed as Continuing Objective of AITC

From THE DAILY Bureau

LONDON, Apr. 28—The All Industry Tax Committee (AITC) will continue to press for the abolition of the cinema tax. This announcement came after a meeting of the Committee here.

"It was agreed," said the statement, "that every effort should be taken at the appropriate stages in the Finance Bill to emphasize to the government the necessity for the total abolition of the cinema tax. It was also unanimously agreed that some trade union representation on the AITC should be invited."
BARNEY BALABAN, president of Paramount Pictures, has returned to New York from Hollywood.

VINCENT JEFFERDS, character merchandising manager of Walt Disney Productions, has returned to Philadelphia today from New York.

JAMES E. PARKIN, president of Paramount International, will return to New York today from Caracas, Venezuela and other cities of South America.

WILLIAM GREENBERG, Philadelphia exhibitor, and MARGARET MORGAN were married there last week.

GORDON CRADDUCK, assistant to the general manager of Rank Film Distributors of America, is in St. Louis from New York.

BERNIE SERLIN, of the Warner Brothers home office field exploitation staff, is in Indianapolis from New York.

Buchanan Takes Over Lowe N.E. Concessions

Special to THE DAILY

BOSTON, Apr. 28—Philip and Samuel Lowe, Jr., operators of the Theatre Candy Co. here, prominent suppliers of refreshment merchandise and equipment for theatres, have retired from the New England wholesale concession field. Nat Buchanan, of Theatre Merchandising Corp., has taken over their wholesale operations in New England.

The Lowe brothers continue their interest in Theatre Candy Co. of Pittsburgh and in the operation of Boston drive-ins.

Asthma Show Sell-Out

Ticket sales for the one-man benefit show starring Sammy Davis, Jr., for the Children's Asthma Research Institute and Hospital at Town Hall, May 4, point to a sell-out house, according to Max E. Youngstein, honorary chairman. Standing room is still available at the Town Hall boxoffice at $2.50 each.

S. W. Dividend 25c

The board of directors of Stanley Warner Corp. has declared a dividend of 25 cents per share on the common stock payable May 26 to stockholders of record May 9.

Major Studios Facing Strike by Directors

From THE DAILY BUREAU

HOLLYWOOD, Apr. 28—Motion Picture and television production at the major studios is facing the threat of a mayday shutdown, as a result of the rejection by the Association of Motion Picture Producers late last week of contract demands of the Screen Directors Guild of America.

The demands include wage increases for production of theatrical and TV films, increased residual payments from re-issues of TV films and extra payment for theatrical movies shown on free TV. In addition the directors seek continuation of royalty payments when theatrical movies are used as pilots for subsequent TV shows, and recognition of the principle of participation by the directors in earnings of pictures that may be made in the future for pay-TV.

The directors have been working without a contract since March 13. They have had several previous meetings with producers, and both sides have indicated they consider the situation very serious.

17 Schine Theatres Are Set for Auction

Seventeen theatres owned by the Schine circuit in upstate New York, Ohio and Maryland will be sold at auction May 19 and 24. Some of the sell-out theatres now under appraisal, are in compliance with the Federal anti-trust decision of January, 1957, but others are of houses closed down because of population shifts or neighbor changes.

Eight of the theatres are in Rochester, including the Monroe, which is equipped for Todd-AO showings, and the Riviera. Closed theatres in that district include the Madison Loewery, State, West End and Cameo. Theatres in Fairport, Cortland, Geneva and Lockport are also included in the first group to be auctioned May 19 at the Loew's Hotel Rochester. The second group, to be sold May 24 at the Queensbury Hotel, Glens Falls, N. Y., includes houses in Amsterdam, Hudson Falls and Granville, N. Y.; Rovena, O., and Cumberland, Md.

Wild to Canes

Jerry Wald, producer of "The Long, Hot Summer," will represent 20th Century-Fox at the Cannes Film Festival next month when the film entered in the international film contest. 20th Century-Fox president Spyros P. Skouras, currently on a European business trip, will join Wald at Cannes to present for the showing.

Paramount Sets S.F. Junket for 'Vertigo'

From THE DAILY BUREAU

HOLLYWOOD, Apr. 28—A special press preview of Alfred Hitchcock's "Vertigo" will be held in San Francisco, where much of the Paramount production was shot. The screening will be at the Paramount-owned section of San Francisco restaurant, which serves as an important set in "Vertigo." The following day the visiting press will make an auto tour of the city, calling at all the location spots shown in "Vertigo." The press guest will make their headquarters at the Clift Hotel. They will fly to and return from San Francisco on chartered United Airlines.

Rodriguez Named AA Manager in Japan

Special to THE DAILY

TOKYO, Apr. 28—Fernando Rodriguez has been named general manager of Allied Artists of Japan, it was announced jointly today by Norton V. Ritchey, president of Allied Artists International Corp., and William Winter, AA's London representative.

Ritchey, in a statement, said: "This is the largest appointment ever set for a United Artists sales campaign.

The 37-week drive will run from the first week of January, 1959, as has been divided into five laps of six weeks, of eight week and a final five-week period.

Winners will be selected on the basis of the greatest number of bookings and total revenues reported for their branches, districts and divisions and individual areas of operation.

To Honor Krin

(Continued from page 1)

Salute to Arthur Krin," will offer $60,000 in prize money to the participating division, district, branch and sales managers, salesmen and bookers in the company's U.S. and Canadian territories. This is the largest amount ever set for a United Artists sales campaign.

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Winners will be selected on the basis of the greatest number of bookings and total revenues reported for their branches, districts and divisions and individual areas of operation.

Sustain Frontier Circus

In Texas Anti-Trust Suit

Special to THE DAILY

DALLAS, Apr. 28—The U.S. District Court, Pecos Division, has sustained a motion by Frontier Theatres, Inc., to dismiss the civil anti-trust suit filed by Way L. Long, of Long Theatres on a claim involving charges of overbidding.

Judge R. E. Thomas, sitting in Pecos, found no grounds to uphold a charge of conspiracy and found that that competitive bidding, even if high bidding is involved, is not violation of Section 2 of the Sherman Act.

$165,000 for 'M.M.'

Warner Bros. "Marjorie Morningstar" grossed a strong $108,000 in its first four days of its run at Radio City Music Hall and $165,000 is anticipated for the first week's run, ending Monday, the company has reported.

NEW YORK THEATRE

RADIO CITY MUSIC HALL

Truckee Center - C 6-4600

"MARIJORIE MORNINGSTAR"

Starring

GENE KELLY - NADINE WOOD

A Novel Idea - a B'all Stage

and GALA NEW STAGE SPECTACLE

Count on FILMCO

When you're in need of

Fast, Quality and Quick Service

You'll Be Delighted With

TRAILE

NEW YORK THEATRE
Always on his toes, the Prize Baby has developed a well-nigh faultless service that just can't be touched by any other medium. He's in there swinging to deliver the kind of performance that theatres need... and get! When exhibition matches point-by-point the merits and COSTS of every other method used in selling admissions, trailers are 'way out in front as the driving force motivating repeat attendance.

So for solid returns* at the lowest net cost, count on trailers—as your patrons do!**

*Sindlinger's survey on trailer impact conducted for a group of theatre clients reveals that trailers influence the expenditure of 42.9 cents out of every dollar taken in at the box office.

**Trailers get "top mention" as the most reliable film advertising in a public opinion poll conducted for the Motion Picture Association by Opinion Research Corp. of Princeton.


Doerfer-NAF (Continued from page 1)

Television Today

Fellows View

(Continued from page 1)

Senate Unit Sets Dates

(Continued from page 1)

and on June 2 on proposals for federal regulation of television networks.

Chairman Magnuson (D., Wash.), said Kenneth Cox, Seattle attorney,

who served as special committee coun-

sel during its TV allocation study last year, will return to handle both hear-

ings for the committee.

The first set of hearings, Magnuson

said, would hear Federal Communications

Commission members questioned

on the problems and bring service to smaller

communities. The second set of hear-

ings will revolve around the bill of

Senator Bricker (R., O.) for direct

FCC control of TV networks.

TV Serials Cost Run

Up To $1,725,000

From THE DAILY Bureau

LOS ANGELES, April 28 — Costs of a 39-episode half-hour syndicated

film series have gone up so that it

takes sales in excess of $1,725,000

before the producer can realize any

profit on an average series, Milton A.

Gordon, president of Television Pro-

grams of America, Inc., said today.

He was addressing the TV Film

Panel session of the National Asso-

ciation of Broadcasters at the annual

convention at the Biltmore Hotel.

Gordon said the $1,725,000 recoup-

ment figure can become even greater if stations

cost on re-runs, as many do, Gordon

said. Production costs have increased

30 per cent in the past two years, Gor-

don pointed out, but the same pro-

gram pays the prevailing, resulting in

a “squeeze” for producers and distrib-

utors.

The average half-hour TV film pro-

gram costs $27,025 to make. This is

the negative cost, and does not in-

clude prints, advertising, sales, over-

head, bank interest and other man-

datory charges.

Radio, TV Women Elect

New Officers at S.F.

Special to THE DAILY

SAN FRANCISCO, Apr. 28—The

American Women in Radio and Tele-

vision in their final convention session

Sunday elected Nena Badenfroch of

Chicago their new president to suc-

ceed Edythe Destin, NYW-TV, New

York City and NBC's chief female

radio and television producer, who

was not running for office. The new

president is a director of radio and

television in Chicago for the National

Society of Gimped Children and

Adults and for the past two years has

served as secretary-treasurer of

AWRT.

New secretary-treasurer is Martha

Margaret McDonald, 52, of

Chicago.

To avoid the title of a book by an

unknown author which reads, ‘An Unbiased Prejudiced History of the

War,’ between the States from the South’s viewpoint, Such a presenta-

tion fully complies with the Commission’s view of an affirmative duty to set

out responsible elements of the position.”

Urges Impartiality

Doerfer said broadcasters should

not editorialize only on those sub-

jects which affect them personally, I
n
should discuss just as newspapers

on their editorial columns—matters

of local, regional, national and in-

ternational concern. He conceded

that since broadcasters must per-

nally have their licenses renewed

they would have to be careful to

fair in presenting editorial commen-

t and thus asked, “Is this bad?”

SBC May Push Plea

(Continued from page 1)

consideration,” the Senator declar-

ed.

SBA administrator Wendell Bar-

low last week notified the committee

agency that it “no longer has

interest” to make loans to drive-

ins. Present, only indoor theatres

eligible for SBA loans.

Disputes SBA View

The Small Business Committee

ed originally at the request of the

Theatre Owners of America. Spen-

man said he did not subscribe to the

SBA’s argument that drive-ins were

not eligible for government loans

because they were usually located

in rural areas and did not attract

customers for other businesses,

indoor theaters did.

Ruppert, network program distrib-

ution manager for CBS-TV in New

York.

Vice-presidents elected were Dan

Sweet of Wichita, Indianapolis; Esty

Van Wagoner Tufny, NBC news com-

mentator, Washington, D.C.; Don

Lacy, WGBA, Green Bay, Wis.; and

Peter M. Galvan, WPBA, Miami; and

Lowell Vincent, KTRK, Houston; and

Joseph Barnes, director of women’s activities, KTVT, Dallas.

Doerfer, who is a Democrat, said

“ $('#item-1233').contextmenu({});

‘This reminds me,” he declared, “

the title of a book by an unknown

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Oth-Fox Buys

(Continued from page 1)

continuing in the current year, under the option plan provision made for options on a total of 100,000 shares of stock to be issued members of management provided agreement purchased $5,000,000 in total equal amount of five per cent five year subordinated debentures and a reduction in salary for a period of two years of 75 cents a share. Each share of stock acquired, members of management have paid in aggregate $4,127,250 principal amount of these subordinated entitles, a sum equal to $25 principal amount for each of 170,859 shares of stock optioned and took aggregate salary reductions of $128,590 annually for a period of two years.

In addition to the 104,800 shares chased by the company to April 1955, the company had previously issued 25,000 shares at an average of $18.75 per share, bringing aggregate price for shares purchased to $1.13 per share.

Directors, Salaries

(Continued from page 1)

man, Kevin C. McCrean, William Michel, B. Earl Puckett, Spyros P. Anas and Gen. James A. Van Fleet. The proxy notice also revealed the amount received by the company's first paid officers during the fiscal year ended Dec. 28, 1957. They are: Pro. Skouras, president, $33,431; Joseph H. Moskowitz, vice-president, $14,819.75, W. W. Michel, executive vice-president, $100,360; I Murray Silverstone, vice-president, $87,168.00. All directors and officers of the corporation as a group have no stock optioned from the date of possible release (the four named) received $1,105,793.

The proxy notice also gives information on contracts with the group of named and also with S. Charles Fishel, vice-president in charge of advertising, publicity and exploitation. It states that Skouras' full time employment expires Dec. 31, 1960. His total advisory compensation is $50,000 per year plus $15,000 for the management of their estate in the event of their death while in the employ of the company. Michel is employed full time until Dec. 31, 1960, subject to this article and in an advisory capacity thereafter at $30,000 per year for seven years.

Engel is employed full time until June 30, 1960, and in an advisory capacity thereafter at $1,000 per week for the first three years and $500 per week for the second three years.

Under the stock option plan adopted at the annual meeting last year, shares have been issued to Skouras and Moskowitz.

revieW:

The Left-Handed Gun

Harold Production-Warner Bros.

Fred Coe and Arthur Penn, successful television producers, chose as their first motion picture to present what they call the "real" story of Billy the Kid in the 1880's. They used the ideas for two years. By "real" they meant the portrayal of the motivations that made the westernized juvenile delinquent from New York one of the most-feared killers in the Southwest. They present him as an unbalanced youth, whose lust for shooting is a thirst for revenge on the killers of his benefactor.

Billy the Kid becomes a fugitive with three companions early in the picture. They are given sanctuary by a gunsman in a New Mexican town. One by one the companions are killed. The fugitive becomes intimate with a gunsmith's wife. He marries her and then she is killed. The technique is new. The talk is repeated several times. The kid appears and is shot down in a doorway.

A strong cast which obviously had been carefully rehearsed keeps the action moving. The feminine interest, Lita Milan, although of Hungarian-Polish parentage, looks like a Latin and presents an emotional portrayal. Hard Hattfield, a skilled performer, who was last seen in "Anastasia," is convincing as the heavy.

It is something more than a western story with scenery and cattle: it's an adult presentation of a facet of frontier life that should interest parents as well as youngsters Running time, 107 minutes. General classification. Release, in May.

James M. Jerauld

Three Pitt. Theatres

Adopt 'Art' Policy

Special to THE DAILY

PITTSBURGH, Apr. 28—Three Pittsburgh neighborhood houses will change their policies on May 8 to become art houses under the title of the "Quality Theatre Group."

The three houses are the Crafon in Crafon; the Shadyside and the Studio in Belleve. They have a combined seating capacity of 1,700. The opening announcement will be The Gennan-made "The Confessions of Felix Krull."

The conversion of these three houses raises the number of art houses in this area to six. The other three are the Art Cinema, Downtown; the Squirrel Hill and the Guild, both in the Squirrel Hill district. All three have done well in the art field.

Set ‘Happy’ Campaign

Directed to Teen-Agers

Universal-International has completed plans for a large national pre-selling campaign directed to the teenage audience for “This Happy Feeling,” David A. Lipton, vice-president, announced yesterday. The campaign will include U-T’s own national advertising, newspaper advertising, heavy promotion on the title song and personality tours.

Southern Groups Plan

“Dividend Convention”

Special to THE DAILY

ATLANTA, Apr. 28.—The joint annual convention of the Alabama Theatre Association and the Theatre Owners and Operators of Georgia will hold their joint annual convention at the Dinkler Plaza Hotel here May 20-21. It will be a “dividend convention,” so-called because the cost of the convention will be borne by the treasurors of the two organizations. There will be no registration fees required of the members.

W. H. Stellings, president of Theatre Owners of America, will deliver an address on the first day.

‘Frederick’ Benefit

(Continued from page 1)

the National Conference of Christians and Jews and will mark the first major entertainment event of the New York Summer Festival.

The engagement of “Ten North Frederick” will continue the recently announced Paramount’s new policy of quality motion pictures and follows a highly successful long-run booking of “The Young Lions.”

D. of J. Edict

(Continued from page 1)

tional to produce even without preemptive rights, but that it was willing to discuss this with the Congress. However, so far the department has not heard from the circuit on this point.

Insofar as its decision against production with preemptive rights, Justice officials said “there was very little hearing and pretty careful consideration of our position, and if we went into it again, it would almost certainly turn out the same way.” They declared that the problem is not the financial condition of the industry but rather the anti-competitive effects of preemptive rights, and “we have concluded that these anti-competitive effects do exist and must be avoided.”

No High Court Review

(Continued from page 1)

which operated the Tower Theatre in Los Angeles, California in 1935, sued Na-

tional in 1951 in New York City. A New York district court ruled that National had been unable to California before 1938, that the statute of limitations had run out and that the suit should be dismissed. The appeals court in a 2 to 1 decision said Bertha was enti-
titled to a jury trial on the statute of limitations question. National appealed to the Supreme Court; the high court’s refusal to review the case means that a New York district court jury trial is now in order.

In the second case, Gunther Thea-

treical Enterprises, Inc., also owner of a Los Angeles theatre until December 1931, sued National in New York in 1951. In that case, the district court dismissed the case, the appeals court first ordered a jury trial, and then re-

considered and said the suit was barred under the New York statute and that Gunther didn’t matter whether it was barred under the California statute.

Charleson Plan

(Continued from page 1)

ivity this year of the Pastime circuit, the veteran showman said, “During these years we have witnessed in the theatre business many periods of depression and prosperity and have concluded not to become excited about either rise or fall.

R. F. Pinson Dies

CHARLOTTE, Apr. 28.—Robert F. Pinson, 55, president of American-Astor Distributing Co., here, died Monday morning at a local hospital as the result of injuries suffered in an automobile accident on April 11. Funeral services were held today.

THE GEVAERT CO.

OF AMERICA, INC.

Quality photographic materials since 1894

Professional
MOTION
PICTURE
STILLS
release positive
Stage Struck is a SMASHING SUCCESS!

AT NEW YORK'S TRANS-LUX NORMANDIE THEATRE

BIGGEST NON-HOLIDAY OPENING DAY IN A YEAR!!

Heading for Smash First Week... and Long Run!

Heading Your Way Now.. Book It from Buena Vista!

This Ad is Part of the New York Newspaper Ad Campaign...

This is the Market-Place, Kid!

This is Where You Peddle It, Your Talent, Your Looks, Your Nice Legs!

What Are You Waiting For, Kid? It's All Yours!

Stage Struck

Starring Henry Fonda • Susan Strasberg
Christopher Plummer

Co-starring Joan Greenwood • Herbert Marshall

Introducing

Screen Play by Ruth and Augustus Goetz • William Dozier in Charge of Production
Produced by Stuart Millar • Directed by Sidney Lumet • Music by Alex North
An RKO Radio Picture—Distributed by Buena Vista Film Distribution Co., Inc.
Impact of U. S. Films Abroad
85% Favorable, Says Johnston

Eighty-five per cent of American films shown in foreign countries create "a favorable attitude toward the United States, approximately ten per cent create an attitude neither favorable nor unfavorable . . . and about five per cent tend to create an unfavorable attitude." Eric Johnston, Motion Picture Association president, has reported to the board of directors.

The report is based on a recent survey of the impact of U.S. motion pictures abroad. "Designed to answer criticisms of the (Continued on page 2)

Harris Vows to Fight
Any Toll-TV Test Move

From THE DAILY Bureau
LOUISVILLE, Apr. 29 — Rep. Orrin Harris, chairman of the House Committee on Interstate and Foreign Commerce, in a communication received at the convention of the National Association of Broadcasters here, stated that he will move swiftly to block any attempt to by-pass Congress on the issue of subscription television. Harris' reference was to any plan of the Federal Communications Commission to authorize a test of (Continued on page 6)

No Sale
U.S.—Russian Film Talks in 30-Day Recess

From THE DAILY Bureau
WASHINGTON, Apr. 29—The month-long Russian-U.S. film negotiations were recessed here today with a promise to agree within 30 days on a new time and place for further talks.

The final negotiating sessions consumed most of last night, and several hours today and were marked by the appearance of Eric Johnston, Motion Picture Export Association president, as sole negotiator for the American companies. The authority was delegated to him at an MPEA meeting in New York on Monday in a last-ditch move to see whether he could conclude an agreement before the remaining Russian delegation members left for Moscow.

Heretofore, the Russian delegation has dealt with seven or eight American companies. (Continued on page 5)

New Depreciation Bill
Would Aid Film Cos.

From THE DAILY Bureau
WASHINGTON, Apr. 29—Motion picture industry leaders modernizing or expanding would benefit under an accelerated depreciation bill sponsored by Sen. Capahart (R., Ind.) and Rep. Simpson (R., Pa.).

The bill would double or more than double the present depreciation tax deductions for capital assets acquired. (Continued on page 5)

Responsibility of News
Broadcasters Stressed

From THE DAILY Bureau
LOS ANGELES, Apr. 29—The "profoundly serious responsibility" of informing the public in a democracy faced with the threat of intercontinental missiles must be met by television and radio broadcasters, Frank Stanton, president of Columbia Broadcast, (Continued on page 6)

TEN CENTS

OL. 83, NO. 84

NEW YORK, U.S.A., WEDNESDAY, APRIL 30, 1958
U.S. Films Abroad Helpful
(Continued from page 1)

3. “American films”—this one came from the Far East — “tell us you believe that evil men will suffer and good men will finally prevail. Our religion teaches us this. Therefore, we think you believe much as we do.”

4. “Our motion picture, Herald, Better Than a United States ambassador in Southeast Asia, “are the finest of ambassadors and diplomats our country has in this part of the world.”

According to the New York report there were 14 pages of typical comments received about the effect of U.S. films abroad. Individuals quoted included John Hay Whitney, U.S. ambassador to Great Britain; Earl Mountbatten of Burma; Max Aitken, chairman of the Beaverbrook Newspapers; Lord Westwood, British industrialist and Conservative member of the House of Lords; Ellsworth Bunker, U.S. ambassador to India; S. K. Patil, union minister for transport and communications in India; Frank Moraes, editor of India Today; Express; and Bert A. World, president of the Brazil Press Association; Shintaro Fukushima, president of the Japan Times, and several others.

Levy to Seek Closer
TOA-CEA Cooperation

The possibility of establishing a permanent joint working group of members of Theatre Owners of America and the Cinematographic Organization of the Commonwealth, to be formed by a TOA-CEA executive, was discussed at a joint meeting held in New York City. The TOA executive committee wants to see if the film might have any adaptability to the American scene.

Distance Problem Vital

In the past few years there has been an exchange of visitors to the annual meetings of TOA and CEA. Levy will seek to determine if the distance problem can be overcome so that a combination’s work will be more beneficial to the theatre owners of both nations.

Levy will meet with Ellis F. Pinkney, general secretary of CEA, and will attend the meetings of the CEA general council in London on May 14.

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Levy to Seek Closer
TOA-CEA Cooperation

The possibility of establishing a permanent joint working group of members of Theatre Owners of America and the International Film Producers Association of Great Britain and Ireland will be explored by Herman H. Levy, general conciliator for TOA, as part of a series of discussions he will attend a meeting of the CEA executive committee.

Levy scheduled to leave here at noon today on the “Queen Elizabeth.”

In addition Levy said he intends to investigate the “war chest” financed by British exhibitors through a voluntary levy on admissions, to purchase films which might otherwise be sold to television. The TOA general conciliator wants to see if the plan “might have any adaptability to the American scene.”

Albany Meet to Consider
Drive-ins’ ‘Buck Night’

SPECIAL TO THE DAILY

ALBANY, N. Y., Apr. 29.—It was understood tonight that a meeting would be held here tomorrow to discuss the “dollar-night” situation in area drive-ins.

Fabian’s Mohawk and Saratoga, located in Colonie and Latham, respectively, put a buck-a-nite policy into effect Sunday, this rate reportedly to prevail through Thursday.

The action was believed to have arisen, in part at least, from the fact that another automobilist observed a “dollar night” on Thursday when it was playing a “big picture” and that buck night “was supposed to be on an ‘off’ day.” The theatre in question had observed the carload rate admission on Thursdays for the past two seasons.

At a meeting of area drive-in operators last summer a modification was made for the elimination of all “dollar nights.”

This proposal, however, was not adopted.

Prepares ‘Mexico Mio’
Manuel Babachano, producer of “Torero” and “The Roots,” is now preparing to film “Mexico Mio,” a feature-length documentary in color. The picture is to be partly financed by the General Films bank, which will get Latin American rights for Cinec, its distributing company.
M-G-M’s TWO BIG SHOCKERS SOLD SINGLY OR AS A PACKAGE

NEW! KARLOFF!

THE HAUNTED STRANGLER"
The Latest and Most Chilling Thriller From THE KING OF MONSTERS

Was an innocent man hung as the notorious “Haymarket Strangler”? The terrifying transformation of a distinguished novelist into the bestial beauty-killer, Dr. Tenant, is the most shocking thing you’ve ever witnessed on the screen.

"FIEND WITHOUT A FACE"

Presented singly or as companion feature to “THE HAUNTED STRANGLER” this NEW adventure into horror is up-to-the-minute in the field of science-fiction-terror! Mad science spawns evil shapes of brain-sucking monsters. Laboratory genius gone wild produces the creature of the future—a Fiend Without A Face!

M-G-M presents “FIEND WITHOUT A FACE” starring Marshall Thompson • Screenplay by Herbert J. Leder • Original Story by Amelia Reynolds Long • Directed by Arthur Crabtree
Produced by John Croydon • An Amalgamated Production An M-G-M Release

M-G-M presents BORIS KARLOFF in “THE HAUNTED STRANGLER” with Jean Kent • Elizabeth Allan • Anthony Dawson • Screenplay by Jan Read and John C. Cooper • Directed by Robert Day • Produced by John Croydon • An Amalgamated Production • An M-G-M Release
The Line-up

Columbia

Good standard cops and robbers fare, this melodrama, developed by Stephen Silliphant from the CBS television series of the same name, has a fast moving script, a competent cast and the solid meat and potatoes ingredients of its type.

The director is a zealous killer, hired by a narcotics snuffling ring to collect shipments of heroin planted in the luggage of unsuspecting passengers on a ship from the Orient. With the San Francisco police on his trail, he kills two of the innocent carriers. The third, a little girl, he kidnaps in order to force her to clear him with his employers after he finds that she has discovered the packet of heroin inside her doll and has used it for face powder.

Vaugan Taylor, head of the ring, and Robert Keith, Wallach’s partner and mentor, also fall before and during a climactic automobile chase before Wallach himself is killed by police bullets.

Script is well built by director Don Siegel as the plot unfolds and location shooting in and around San Francisco add a documentary quality which increases the authenticity. Wallach, Keith, and Warner Anderson as a police lieutenant are excellent in their roles.

The picture is a Frank Cooper production with Jaine Del Valle listed as producer. Running time, 86 minutes. General classification. Release, in June.

The Return of Dracula

Jules Levy—U.A.

Francis Lederer, not seen in these parts in many a year, returns here in a creditable re-creation of the Dracula part-amazingly immortal by Bela Lugosi. Produced by Jules Levy and Arthur Gardner and directed by Paul Landres, the picture follows in the well molded Dracula tradition, picking up credibly the thread of the Balkan legend of the vampire who cannot die.

Count Dracula, long undead, assumes the identity of a young Czech artist leaving for America to live with his aunt and cousin. His strange actions on his arrival at their home in California are attributed at first to eccentricity, but the Count soon exposes his satanic self to Norma Eberhardt, young daughter of the house, and puts her partly under his spell.

From there the horror mounts, with the Count assuming the form of a wolf to kill those whose minds he cannot dominate. The roles laid down in the original are carefully followed: the Count and those he brings under his sway by drinking their blood almost sleep in their coffins by day, they are paralyzed by the sight of a cross, and they can be killed only by having a wooden stake driven through their heart, the large aurhitorium only in periods when opera is not being staged there.

Miss Parker as an island of happiness in his declining years; years which otherwise brought him only a succession of disappointments. Nobly renounced before it was ended, it is this romance which likely will impress women members of his audiences the most, and to a degree that will have them talking about it to others after seeing it.

Cooper is a gentleman of the old school, highly principled, unwilling to take advantage of anyone. At the prompting of his ambitious wife, played by Miss Fitzgerald, he attempts a political career by contributing $100,000 to the leading state party to obtain the nomination for lieutenant governor. Soon thereafter his domestic life encounters one blow after another in rapid succession. His son, played by Ray Stricklyn, is flunked out of school and discloses his preference for a career as a jazz musician over the traditional place which had been marked for him in the family law firm.

The daughter, Miss Varsi, idolized by her father, in rapid succession, falls in love with a trumpet player in a dance band, becomes pregnant, marries the boy and brings him home. Her mother sees the match as socially wanting and a potential blight to Cooper’s political career. The girl suffers a miscarriage in a scene with her mother over the latter’s insistence the marriage be annulled. Meanwhile, Cooper and his political allies who have dug up a police record in the youth’s past, maneuver him into leaving town. The girl leaves home, finding work in New York.

Shortly after, the political boss, Tully, doublecrosses Cooper over the sought-after nomination. In her disappoition, his wife berates him, and taunts him by disclosing she had been unfaithful. On a visit to his daughter, Cooper meets her roommate, Miss Parker, and the two fall in love. Cooper plans to marry her, counting on a divorce based on his wife’s confessed infidelity. However, when he is mistaken for Miss Parker’s father he realizes the incongruity of the match and renounces the girl. He returns to his home, giving himself up to drink. The story is told in flashback as the daughter reminisces over her father’s later years on the day of his funeral.

Duane directed the CinemaScope production. The cast also includes Stuart Whitman as the youthful husband of Miss Varsi, and Philip Ober, John Emerly, Joe McGuin and Jess Kirkpatrick as friends of Cooper’s, and Linda Watkins as the wife of the political boss. Production values are top-notch throughout.

Running time, 102 minutes. Adult audience classification. Release, in May.

Sherwin Kane

NT Seeks Opera House

National Theatres filed a petition in New York Federal Court yesterday seeking government permission to acquire the Civic Opera House in Chicago on a temporary basis to show “Windjammer,” first picture in the circuit’s Cinemiracle process. The petition stated that National would use the large auditorium only in periods when opera is not being staged there, and that they are offering $10,000 as a conditional matter of moving three truckloads of the treacherous and highly explosive fuel. At this point Brian Keith, reckless and carreer oil-truck driver, shows up with an offer to supervise the movement and recruit six drivers from the plant’s personnel.

From there it is a matter of watching the trucks lumber through back roads across a mountain range with the ever-present danger of a jar set-

Violent Road

Warner Bros.

A straightforward tale of suspense built around the transportation of three truckloads of highly volatile rocket fuel, this compact package of adventure bears many exploitation possibilities. It is keyed to headlines, opening with the firing of a test rocket which goes off course, falling back into a small town near where it was fired.

That tragedy forces the rocket manufacturer to call in a team of competent men to handle the situation, and they are on the road.

Charles S. Abbersen

Toughest Gun in Tombstone

Peerless-U.A.

The days, in the latter part of the 19th Century, before Arizona became a state, were perilous times for the inhabitants of that area. Outlaws like Johnny Ringo had their way. The overworked and underfunded law enforcement agencies then existed. The governor of the territory, with the authority of the War Department, had organized a secret band of so-called Arizona Rangers, an attempt to stem the lawlessness which was already starting to rob the state of its title.

Johnny Ringo supplied the romantic interest, and adequate support was offered by Don Beddece, Jim Darr and a youngster, Scotty Morrow. Robert E. Kent produced, and Edward P. Clark directed from a screenplay by Orville Hilsy Hampton. The attention has been focused on the action, with the romantic aspect occasionally suggested, but never permitted to interfere with the progress of the narrative.

Montgomery plays the leader of the Rangers, who permits himself to be publicly identified as an outlaw for the sake of the problem. His son, young Morrow, has witnessed the death of his mother and the hands of one of Ringo’s men, and is hunted as a result. Montgomery tells him his son that he is not an outlaw but the boy seeks the friendship and help of Miss Tyler. Matters rush to a gale-blazing conclusion with Ringo and his men paying the price and Montgomery finally able to clear himself with his son.

Running time, 72 minutes. General classification. Release, in May.

Charles S. Abbersen

CONTINUATION FROM PAGE 1
**S. - Russia**

(Continued from page 1)

company representatives, meeting each individually. Johnston was to see some agreement reached and it was indicated that companies in their willingness to cooperate with him, had advised they would accept any deal he made without requiring him to return to New York for any further exchange of his or new authorizations.

Despite their attitude, it is known most of the companies are far less than Johnston to conclude a deal with the Russians and few, if any, of them are prepared to distribute a Russian picture here or make a production deal with them, as part of these terms.

**Interested in Only 10 Films**

Meanwhile, the Russian interest reportedly narrowed down from 14 American films to a present 10. Although the U.S. negotiators insisted that substantial progress had been made, they were obviously disheartened.

The talks broke up, it was reported, over issues of money only for Russian films to be sold to the U.S.

The remaining Russian film negotiators are returning to Moscow to "...continue with Cultural Ministry officials." Negotiations, which resumed here yesterday afternoon, went on until 5 a.m. Nothing was accomplished and the same conditions continued until early this afternoon.

While the talks were characterized by persistent sparring, according to participants, progress was made. For example, the negotiators agreed that any sales could be for flat sums for five years, agreed on overlapping and substituting. The U.S. negotiators said they were confident the talks would resume and had not broken off.

**Shelton Reports**

U.S. Information Agency film chief} Shelton declared the negotiations had actually agreed on prices which would pay for a number of the newer country's films, but could not be on prices for some others, and did not approve some without approval all. Approval of some, he explained, would bring into operation the entire agreement, including filmival weeks, exchange of personnel, other items, and these were imperative until the entire industry was operating.

**rail Order Business Up in Sound Equipment**

(Continued from page 1)

BUFFALO, Apr. 29—With Charles A. McLeary, now assistant at Shea's Buffalo as manager, the Teck Theatre will reopen Thursday as a link in the local Loew-Shea circuit, according to an announcement by Edward F. Meade, Shea city manager. The new policy will be to play big pictures for extended runs. The Teck has been shuttered for several months after a three year run of Cinemara with reserved seats and advanced prices.

"Summer to Be Shown"

The first attraction at the Teck will be "The Long, Hot Summer." When the Teck re-opens there will be some Shea managerial shifts here: Kenneth Croft, now acting manager at Shea's Elmwood, will become assistant to Meade in theatre operations. Carl Fielden, now manager at Shea's Kensington, will also supervise the Elmwood, and Robert Garfield, assistant manager at the Buffalo, will assume like duties at the Teck.

**Depreciation Bill**

(Continued from page 1)

constructed or contracted for between Jan. 1, 1958, and Dec. 31, 1959. The sponsors plan to offer the proposal as an amendment to an upcoming bill to extend the present 52 per cent corporate tax rate. They hope for administration support and stand an outside chance of getting it.

Depreciation deductions are now figured by calculating the "useful life" of an asset, as set forth by the Internal Revenue Service, and then deducting the cost evenly over the useful life. Under the new proposal, the useful life would be cut in half—making the early deductions twice as large—for assets with useful lives of 15 years or less. For longer-lived assets, the first 15 years would be cut in half and the rest reduced by two-thirds.

**Montana Group's Drive For Good Films Laundered**

Special to THE DAILY

GREAT FALLS, Mont., Apr. 29—Delegates to the spring convention of Montana Theatre Owners here were thanked today by Robert A. Wile, 20th Century-Fox director of exhibitor relations, for their sponsorship of a drive last fall to produce more family-type pictures. Wile said the Montana exhibitors, along with other organizations, had motivated production of such films as "The Gift of Love, L" and "Sing, Boy, Sing," which have proved popular with the family trade.

Wile also asked the exhibitors to use the Inscribescope trailers to promote films in that process.

S. W. Profit

(Continued from page 1)

including depreciation and amortization of $2,498,800, and Federal and foreign income taxes of $2,190,900. During the period a profit of $32,800 was realized on the disposal of properties after deducting the Federal income tax applicable thereto.

Theatre admission and merchandise sales, rents from tenants, etc., for the 26 weeks ended March 1, 1958, amounted to $30,275,300, which compares with similar receipts of $55,590,500 for the comparable period one year ago.

The per share earnings were 69 cents for the first half of the current year, exclusive of special item, compared to 91 cents in the first six months of the previous year.

Second quarter earnings this year amounted to $630,546, compared to $1,009,949 a year ago, on income of $80,155,264, as against $87,447,208 for the 1957 quarter.

"Macabre" Sets Record

Allied Artists' "Macabre" broke all non-holiday opening day records in its Toronto bow at four theatres on Monday when it grossed a combined total of $6,000. AA said yesterday. The theatre day-and-dating the film are the Downtown, Glendale, State and Scharbro. At the Lafayette Theatre in Buffalo the picture took in $11,000 in three days, and the Strand in Niagara Falls did more than $5,000 in the same period.

Wants U. S. Film Library Changed to Safety Stock

FROM THE DAILY Bureau

WASHINGTON, Apr. 29.—Sen. Thomas H. Kuchel (R., Cal.), carrying forward his campaign to preserve permanently the Library of Congress collection of earliest American motion pictures, has recommended approval by Congress of a project to transfer this collection to permanent safety film.

Kuchel, in a letter to Rep. W. F. Norrell (D., Ark.), chairman of the House Appropriations Legislative subcommittee, suggested that the library be allowed to transfer safety film the George Kleine collection of some one million feet embracing 500 to 600 titles.

The paper prints, he noted, were made as far back as 1894.

U. A. Meeting

(Continued from page 1)

manager, and Milton E. Cohen, supervisor of sales for "Around the World in 80 Days," will join with Morris Lefko, vice-president and sales manager for the Michael Todd Co., in leading the conference. The Chicago meeting is the fourth and final session in a series of conferences setting sales policy for the film. The first three meetings were held in Atlanta, Detroit and New York.
Fellows Urges Regional Broadcaster Conferences

From THE DAILY Bureau

LOS ANGELES, Apr. 29 — Harold E. Fellows, president of the National Association of Broadcasters today urged that future regional conferences, set up over an eight-week period would compensate for lack of session meeting attendance at the national convention, due to trade-exhibitor and film-distributor lures at both the Biltmore and Statler hotels here.

Harris Vows to Fight

(Continued from page 1)
toll-TV if not specifically forbidden by Congress. He said he could call his committee back into session and "conduct hearings into the entire problem" if the FCC authorized a test. He told of correspondence received which, he said, showed that the public is deeply concerned with the issue in all parts of the nation.

Detroit Exhibitors Begin Campaign on Radio, TV

Special to THE DAILY

DETROIT, Apr. 29 — The radio and television segments of the Metropolitan Exhibitors of Detroit b-b campaign were started yesterday. The announced saturation schedule lists 59 radio spots over five stations, and 58 television spots over three stations. While these are for only four weeks, MED is committed to the program for six months.

NAB Checks 116 Outlets For Code Adherence

From THE DAILY Bureau

LOS ANGELES, Apr. 29 — A total of 116 broadcasting stations were monitored by the National Association of Broadcasters last year to police adherence to the Industry Code of Practice. Six undiscovered stations of 330 code subscribers resigned from the association when confronted with malpractice, rather than have code seal of good practice taken from them.

Bartley Renominated

WASHINGTON, Apr. 29 — President Eisenhower has renominated Robert T. Bartley for a new seven-year term on the Federal Communications Commission. Bartley, a 46-year-old Democrat and nephew of House Speaker Sam Rayburn, was nominated originally in 1952 by President Truman to fill a term expiring this June 30.

Goldenson in Fund Post

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, has accepted the post of chairman of the entertainment and special services section in the private firms' division of the 1958 Greater New York Fund.

Television Today

News via TV Vital: Stanton

(Continued from page 1)

One Man's Views

By Pinky Herman

T HIS scribbler of deathless (dearly perhaps is the more apt word) prose and sentimental sonnets, has never joined either the "we hate Arthur Godfrey" or "we love Arthur Godfrey" camps because after rubbering elbows with the Broadway Greats and Ingrates for a quarter of a century, we've learned to regard human foibles, frailties, ambitions and actions in the proper perspective (we hope). But getting back to cases, we neither praised condemned nor condoled the past actions of the Red-headed CBSquire although as an observer, we were as often amused and entertained by his programs as we were bored-dating back to his arrival in Gotham from Washington, D.C. Last Monday night, when we witnessed Arthur on his "Talent CBScouts" program doing a Kerry Dance with the troupe, we thrilled to the courage and determination of the man, who for years fought a bitter hand-to-hand and painful struggle against a relentless Fate which threatened to render him crippled for life, and he WON. In fact, during his agile stepping in the dance sequences, we found ourselves actually applauding. Yes, Arthur has always been one of America's ace salesmen, but his greatest pitch, at least to us, was when his feet literally ad-libbed his most notable "sell" of Faith to TV viewes last Monday night . . .

Decline 'in '57

(Continued from page 1)

picture theatre screens increased about 25 per cent from the last part of 1956 to early 1958. This situation indicates why 'out question' the increasing numbers of motion pictures now are not producing movies as much or more than ever.

"However," Balaban concludes during the period of the survey, the box-office revenue of motion picture producers decreased correspondingly. The survey period corresponds with television release of the pre-19 libraries of almost all the motion picture companies, particularly the important libraries released 1957.

Balaban points out that the industry continues to be subject to a heavy degree of selectivity on the part of the public in its motion picture tastes and asserts that it is "more difficult schedule production than in the past." In this connection he notes the increase of individual producers in the mounting production costs.

Closed-Circuit TV Planned

Stockholders are informed the Paramount's International Telemet Corp. plans to install its closed circuit, pay TV system "in a few communities in the U.S. and one in Canada around the end of this year to demonstrate the practicality of the system."

The report notes that Famous Players Canada Corp.,-owned about 25 per cent by Paramount, experiences decline in earnings per share from $1.38 in 1956 to $1.28 in 1957, it states that indications of 1958 buildup to date are somewhat better than last year.

Favorable progress on the part of Dot Records, wholly owned by Paramount, and Du Mont Broadcasting Corp. in which it holds a 25 per cent interest, is reported. Also, holders are informed that Du Mont Laboratories will have an early solution of construction of simple color TV receiver of qual. at a reasonable price.

Reports on 'Commandments'

Reporting on "The Ten Commandments," Balaban said by the end of 1957 most of Paramount's advertising and print costs on the production have been amortized.

Stockholders are informed that purchases of treasury stock by the company are continuing and that 10 trends of inventory reduction and increase of the company's cash position will continue in 1958.

Financial details of the annual report which showed consolidated net profit of $5,420,000 from 1957 operations were reported earlier.

21 on Para. Backlog

Paramount Pictures has a current backlog of 21 new films scheduled in current release, and six scheduled for release this spring a number to add to the company's backlog. A mistake in addition Monday's Daily credited the company with 18 in the backlog.
Jameyun Reports Incorporation of MPI; May Offer 'Trust' Stock Soon

KANSAS CITY, Apr. 30.—Articles of incorporation for Motion Picture Investors, Inc., the company designed by H. E. Jameyun, chairman of Commonwealth Theatres of this city, to acquire and vote stock in major producer-distributor companies in the hope of influencing policies involving the sale of post-1948 film libraries to television, have been filed with the Missouri secretary of state.

An MPI prospectus also is being prepared for submission to the Securities & Exchange Commission preparatory to an offering of shares to any member of the industry.

Jameyun reported that "almost 50 per cent of our organizational capital, now considerably in excess of the re-

(Continued on page 2)

TOA To Continue Push For Loans to Drive-Ins

Theatre Owners of America will continue its efforts to have the Small Business Administration amend its regulations to permit loans to drive-in theatres, in spite of the ruling by Wendell Barnes, SBA Administration, that such an extension was "not in the public interest."

Philip F. Harling, chairman of TOA's Small Business Administration committee, said yesterday he had just

(Continued on page 3)

Hansen View:

Justice Won't Review NT Film Decision

Might Favor Production Without Preemptive Rights

By J. A. OTTEN

WASHINGTON, Apr. 30.—Anti-trust chief Victor R. Hansen said today he did not intend to reconsider the district court's decision last December to permit National Theatres to produce films with preemptive rights to show the films in their own theatres. He said he had gone very carefully into the matter before giving National its answer and saw no reason to change his stand.

However, he indicated he is sympathetic to the idea of divorced circuits producing films providing they do not insist on the preemptive rights. "If they would waive preemptive rights," he said, "I would be more favorable to it."

(Continued on page 2)

NT Second Quarter Net Up From Last Year

From THE DAILY Bureau

HOLLYWOOD, Apr. 30.—National Theatres president Elizer Rheo- den reported to stockholders today that earnings for the 13 weeks ended March 25 were ten per cent higher than in the same quarter last year, but not sufficient to overcome a disappointing first quarter. Net income for the quarter was $3,699,480 (Continued on page 2)

Healy Succeeds Levy In MPAA Ad Code Post

From THE DAILY Bureau

HOLLYWOOD, Apr. 30.—M. A. J. "Tom" Healy, member of the Motion Picture Association of America for 13 years and now on the Production Code Administration staff for the past four, has been named Hollywood director of the Advertising Code Administration, succeeding Simon Levy, who retired today after 25 years in the post.
PERSONAL
MENTION

LEONARD GOLDENSON, president of American Broadcasting Paramount Theatres, is due back from the Coast over the weekend.

May E. Youngstein, United Artists vice-president, is scheduled to return to New York from Europe today or tomorrow.

Jerry Hickson, Paramount vice-president, is expected back in New York at the weekend from a Florida vacation.

Kenneth N. Hargreaves, president of Rank Film (U.S.A.) Inc., will return to New York tomorrow from Milwaukee and other cities of the Midwest.

Sam Gang, National Telefilm Associates foreign representative, will leave here today for Puerto Rico.

Walter Branson, in charge of RKO Radio world wide sales, returned to New York yesterday from Europe.

FPA Meets Wednesday

(Continued from page 1)

York and twelve city commissioners whose departments are involved with facilitating film production in New York City.

The purpose of the meeting, which is an outgrowth of the Mayor's expressed desire to create an atmosphere of enthusiasm for production of films of all types, is to examine rules and regulations which affect the film industry in an attempt to modernize, review, and alleviate them where necessary.

Invited to the meeting by Lowell are: borough presidents Jack, Cintra, Lyons, Curit and Mann, and Mayor and Mrs. Wagner, as well as commissioners Stephen Kennedy, Edward T. Cavanagh, T. T. Willey, Bernard Gillroy, Arnaud D'Angelo, and Richard C. Patterson; and corporation counsel, Peter Campbell Brown.

Zucker, Pineus for Industry

FPA will be represented by its president, Edward J. Zucker, and its civic code and regulations committee headed by David I. Pineus.

FPA also announced yesterday that three more of New York City's active film production firms and 14 companies in the laboratory, recording, equipment, effects and other service fields have joined the association. FPA now has 100 member producers and 14 associates.

Report Incorporation of MPI

(Continued from page 1)

required $100,000, has been subscribed by non-exhibition sources—those in the equipment, trailer, film sales and delivery and other branches, was under its charter.

Jameson said, "realize that the exhibitors of America cannot provide the money necessary to implement grandiose plans designed to work miracles overnight. We are trying to tailor (our plan) to the economic facts of life as they relate to the theatre."

"Simple, Practical"

"MPI is a simple, practical and a relatively economical method of taking one step at a time towards its eventual goal. MPI will not become a force until it has substantial investments in the various distributing companies, but it can be a 'voice'... although a wee one... in a very short time... without seeking or desiring 'control' of any company it can gradually develop a healthy influence upon our whole industry. From our small beginning we will grow to parity with a slow, steady and safe growth."

"Most of the plans offered exhibition in the past have depended solely upon the financial resources of the theatre and the burden has been too great for the exhibitors to bear. MPI will invite all elements of the industry to participate."

"Of course, there are those who honestly and sincerely take a dim view of our proposal. We think many of these people are too quickly relating it to other plans of the past, without giving it a thorough study."

Points to Possibilities

"MPI differs radically from anything heretofore suggested. A share in MPI will definitely be an investment that will actually purchase a portion of an equity in going concerns. To be sure it is a share in a tool by which director's doors are opened. And it can do these things with a minimum risk to the investor's capital. If MPI becomes an effective influence in our industry and helps back health, its shares can increase substantially in value and the investor can thus profit."

Monaco Rulers Patrons

For 'Kings' Premiere

Their Serene Highnesses, the Prince and Princess of Monaco, will be the patrons of a gala event, "An Evening with Frank Sinatra," in connection with the world premiere of Frank Ross' production of 'Kings Go Forth,' to be held at the Cammion Theatre in Monte Carlo on June 14.

Sinatra, who will attend and entertain, stars in the United Artists release. The picture was photographed on the French Riviera.

Balaban Honored

Barney Balaban, president of Paramount Pictures, yesterday received from the Cruizer Olympia Association of New York a gold plaque in having preserved as a national shrine the cruiser "Olympia," flagship of Admiral Dewey at the Battle of Manila Bay. Presentation was made in Balaban's office here by Charles R. Fish, Jr., vice-president of the association.

"Windjammer" $65,000

"Windjammer," first picture in the Cinemiracle process, grossed $85,000 in its third week at the Rosy Theatre here, continuing the fact that it has been keeping since its opening. Advance sales are being kept up with the playlist, the management reports, with the figure at the end of the second week registering an increase of $4,331 over that on opening day.

NT Decision

(Continued from page 1)

rights and offer the films to anyone who wanted them, 'I'd be inclined to go along with it,' he declared.

Theatre Owners of America urges that Justice reconsider its viewpoint in view of changed conditions in the industry. In a statement earlier this week TOA said that Justice, in refusing to allow the former affiliates preemptive rights, said that there were considerable anti-trust problems involved in production and that the courts were justified in divorcing circuits even without preceptive rights. It said, however, it would be willing to go further with National, if National wanted.

Recounts Industry Meeting

Hansen recalled that the Depart ment had called a meeting of some 100 industry officials on National request last fall, and that he had considered differences of opinion between the industry and the Department in the past. He said he had been considering the question constantly since then, taking into account the conditions in the industry and his own desire to get the industry back on its feet.

Hansen said he personally felt the industry's main problem was not much the lack of good features as the inability of different parts of the industry to get along with each other.

Heinemans Off to Rome

William J. Heineman, United Ar ts vice-president in charge of distribution, will leave here with Mr. Heineman today by plane for Europe where he will attend a series of ceremonies in which their daughter, Gloria, will take her final vows at Our Lady of the Cenacle Convent in Rome.

UCP Post to Schwabler

Alfred W. Schwaberg, director of NTA Pictures, Inc., has been named chairman of the motion picture division of the United Cerebral Palsy Drive.

Book on Zinnemann

A booklet on the career of director Fred Zinnemann, including reviews of his major films, has been prepared by Richard Griffith, curator of the film library of the Museum of Modern Art here.

NT Decision

(Continued from page 1)

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MOTION PICTURE DAILY, Martin Quigley, Editor-In-Chief and Publisher; Sherwin Kahn, Editor; Daniel I. Ivers, Managing Editor; Richard Gottern, News Editor; Floyd E. Stiebel; Photo Editor; Herbert V. Fecke, Advertising Manager; Geo. H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Anderson, Executive Director; Pinsky Herman, Vice-President and Executive Director; Edwin M. North, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., London, W.I; Leicester Square, W. 1, Hope Williams Burnup, Manager; Peter Burnup, Editor; William P. News, Editor. Correspondents in 34 countries, including Paris, London, Berlin, Tokyo, Sydney, Melbourne, Rome, Moscow, Rangoon, Calcutta, Cairo, Buenos Aires. Telephone (New York) 5-7300; Cable address: Quintessential, New York.

Other Quigley Publications: Motion Picture Herald, Motion Picture Herald Weekly, Film Council, Film Council and Motion Picture Herald Weekly, Motion Picture Herald Weekly, Motion Picture Herald, Radio Theatre, Motion Picture Herald, Television, Film News. 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, 75c. Thursday, May 1, 19
NFC-WB Deal

(Continued from page 1)

Warner Bros. distributing, confirmed yesterday but declined to predict when they might be concluded.

As in the case of Buena Vista, which entirely physical distribution is handled by National Film Carriers, I back room functions, shipping, inspection, etc., would be handled for Warner by NFC. Actual selling would remain with Warners.

In addition to this move, Warners is closed or consolidated a number of its exchanges at home and abroad.

Elsewhere, exchange consolidations in various parts of Europe have been effected by M-G-M, Paramount, Columbia and 20th Century-Fox, with deals planned by these and other companies.

Columbia Pictures home office conured yesterday that all of the physical handling of its sub-branches in the British Isles aside from London will be taken over by Paramounts, which will continue to be handled by the Columbia organization.

TOA to Push

(Continued from page 1)

received details of the Barnes' decision from the Senate Select Committee on Small Business. The Senate committee had recommended to the SBA that drive-in may be eligible for loans.

Harling said yesterday that while the "present policy" of SBA appears to bar drive-ins, Barnes "seems to have left the door open so that upon a submission of a full statement of facts and a full discussion of the question of public interest" the policy committee of the SBA would reconsider the bars down for drive-ins.

Committee Study Stated

Harling said the full report will be studied by TOA's full committee, which will then plot further course of action in reopening the request.

The petition for inclusion of drive-ins was made March 21 by Harling, who said at that time that the inclusion in the list of these eligible for loans could be made by the SBA without new legislation.
PEYTON PLACE
A FAREWELL TO ARMS
THE LONG, HOT SUMMER
THE YOUNG LIONS

and now from 20th... for Decoration Day...

GARY COOPER
DIANE Varsi
SUZY PARKER

Ten
North
Frederick
CinemaScope

John O’Hara’s hotly-discussed best-seller... winner of the National Book Award!

Mr. Showman! Be sure to get the special Diane Varsi teaser trailer for advance selling! From your 20th branch!
DIANE Varsi, Oscar-nominated star of "Peyton Place"—acclaimed "One of Hollywood's most exciting new actresses" by Look Magazine.

"my father wanted to be President! my room-mate became his sweetheart! my mother unfaithful and boasting of it! my brother went for liquor instead of women! and I fell for the hottest trumpet in town—the boy responsible for my baby!"

And so they sinned... knowingly and unknowingly... against each other—and against themselves!
This week, producer Samuel Bronston sets full sail on a course long and carefull charted. This week, the tremendous panorama that was the life of John Paul Jones is re-created on a broad canvas.

Here is an especially proud event for everyone in the motion picture industry, for John Paul Jones will depict—for the first time on the screen—the stirring sag of the founding of the United States Navy.

Sailor, slaver, pirate, hero—the story of John Paul Jones spans seas and continents. Ranging from the burning shores of Jamaica and Africa to frigid Russian steppes; from the grace of colonial Virginia to the glitter of the French court to raging sea battles off the Spanish and English coasts, this remarkable man’s life was one long, colorful adventure—his triumphs unparalleled, his love affairs unconventional.

The ninety-seven speaking roles will be enacted by a truly distinguished cast including Robert Stack, Macdonald Carey, Charles Coburn, Marisa Pavan, Jean Pierre Aumont, Erin O’Brien, Robert Morley, Peter Cushing, David Farrar, Susana Canales, Bruce Cabot—and a special appearance by Bette Davis as Catherine the Great.

John Farrow, who serves as director, and is himself a Navy commander, has supervised such notable sea dramas as “Two Years Before the Mast” and “Botany Bay.” Co-author of the script for “Around the World in 80 Days”, he also has written the screenplay for John Paul Jones.

The Navy is providing its closest cooperation. Fleet Admiral Chester W. Nimitz, ex-Chief of Naval Operations, is serving as consultant and advisor. Full-scale replicas of 18th Century ships that figured in Jones’ battles have been readied. They are commanded by Alan Villiers, skipper of the Mayflower II on its recent trans-Atlantic voyage.

John Paul Jones, filmed in Technicolor and Technirama, will be distributed through Warner Bros.

Its production is on a scale so huge as to make it an international event.

Its promise—both at world-wide box offices and as a prestige picture for our nation—has unlimited horizons.
Crime Films Scored Again

From THE DAILY Bureau
WASHINGTON, May 1—FBI director J. Edgar Hoover called on the public to take action to correct what he called "an ominous trend of crime glorification" in many current motion pictures and television programs.

In a signed editorial in the FBI Law Enforcement Bulletin, Hoover bitterly denounced motion picture and television "trash mills" which, he said, "spew out celluloid poison destroying the impressionable minds of youth."

The FBI director did not name any individual films or TV shows, and (Continued on page 3)

Exhibitors Selective
Now, Too: Balaban

The nation's exhibitors are getting as selective in their picture buying habits as is the theatre-going public, Barney Balaban, Paramount Pictures president, observes in an interview published in yesterday's N. Y. "World-Telegram and Sun." They've learned that quality, not quantity, determines profits, Balaban remarked.

The interview reported that Balan- (Continued on page 3)

Up-Beat Film News Is Cited in 89th Compo Ad

Headlines of three recent metropolitan newspaper articles, calling attention to the upturn in motion picture theatre attendance, are reproduced in the 89th of the series of Compo ads in "Editor & Publisher," which will appear tomorrow. Under the caption, "Headlines Tell a New Story of the Movies!" the ad reprints the heads of articles in the "Wall Street Journal" of April 21, and the "New York Herald Tribune" of April 15 and April 20.

"We urge editors," the ad says, "to take a new look at the movies, and (Continued on page 3)

‘Fraulein’ First Film Set
For New Fox Ad ‘Package’

Details of the plan for 20th Century-Fox's first "public merchandising package" to cooperate with exhibitors on a local level so they can take advantage of the nationwide publicity and advertising efforts preceding picture releases were released here yesterday by Charles Einfeld, vice-president. Initial announcement of the program was made last weekend by Sales Manager Alex Harrison at meetings of the company's district managers.

The material is designed to fit the budgets of theatres in all situations where local-level exploitation can supplement the advance national publicity drives. All future pictures, beginning with "Fraulein," will be accompanied by this material.

"Fraulein" was selected for the first test of the system. Einfeld explained, because it could be held out of release until the plans for the first "package" had been thoroughly discussed. It has been set for a May release.

Spyros P. Skouras, Harrison and Einfeld agreed the picture had enough exploitation potential to get (Continued on page 2)

Reserve Decision on Suit
To Halt List-G.A. Merger

Federal Judge Sugaman yesterday reserved decision in U.S. District Court here on the petition of stockholder Louis Yeager to enjoin the proposed merger of List Industries and Glen Allen Corp.

The Yeager suit is one of three (Continued on page 3)
AS REPORTED, the U. S.—Soviet film negotiations hit an impasse on price to be paid for the American films the Moscow negotiators are interested in. So, if the talks are resumed in 30 days, as announced, and the price barrier is surmounted, does that mean there's a deal? It does not, say foreign department officials. The Soviet negotiators have made it clear they expect any final deal for American films to include agreements for the distribution of Soviet films here, plus co-production deals between American and Russian producers. And those considerations, to most of the company executives, are bigger headaches than is price. However, if the State Department wants a deal badly enough, it may exert sufficient pressure to bring one about. If so, it would be a diplomatic, rather than a commercial deal. But it's possible. After all, this industry goes to the State Department often enough looking for help. And usually gets it. ... U. S. Navy officials were so impressed with that "John Paul Jones" ad you saw on the back page of THE DAILY yesterday, Admiral Pratt has arranged to obtain 1,000,000 reprints for inclusion in all U. S. Navy regular mailings to all parts of the globe. The interesting and impressive copy was prepared by Robert S. Taplinger Associates. . . . One of the most impressive things about Eric Johnston's survey of opinion of the influence and effect of American films abroad was that those comprising the 85 per cent who believe them to be favorable are better qualified to pass judgment than are the isolated few who have publicized their isolated opinions of late to the contrary.

MAX YOUNGSTEIN, who returned yesterday from a look-see at pictures in production abroad destined for U. A. release and conferences concerning others to come, may have some important information as a result of his tour through Asia, Europe, and west, is going to have something to curb over-zealous publicists from giving advance screenings of important new product to columnists, feature writers and others and permitting them to publish what amount to exclusive reviews of such product, shortly before but sometimes well in advance of the authorized review dates for trade and other publications. The practice has been becoming more common and more offensive by the week. Because of this, it permits the public to believe that advance reviews are final, when, of course, they are not. The result is that, by the time the authorized review dates, it will not be tolerated for long. The situation already is threatening to get completely out of hand. . . . Mori Krushen, United Artists' exploitation dynamo, steps into a schedule next Tuesday in Cleveland of two days a week on the road starting promotion activities on "God's Little Acre," "The Vikings" and "Kings Go Forth," among others, and the balance of the week in his office. . . . Bette Davis will leave here for Europe on Tuesday for her assignment in "John Paul Jones." . . . JOSEPH L. MANKIEWICZ, president of Figaro, Inc., will return to the Coast from here today.

THE PLEA to exhibition at the recent annual meeting of Compo to get contributions to the industry-business-building campaign by May 1 was not too well heeded. However, it is understood that most of the large circuits have their shares in process of being computed for early remittance, and at least like the May 12th meeting of the b-b campaign's executive committee will have to light some fires under most of the organizations to get them to urge their members to remit promptly.

Fox's 'Packange' (Continued from page 1) the company's new plan off to a flying start.

In order to get the best results from recorded songs, Einfeld said, the shows are saturated fully up to a year before general release of the productions. Five separate title tunes, in separate styles, were recorded as "Fraulein."

The picture is a CinemaScope-Lux color attraction. It was filmed on location in Berlin. First of the recordings is by Steve Lawrence, pop young singer. He made this record last week at the studio of Steve Allen this Summer, Sunday nights, and will use "Fraulein" the start.

One Disk in March Tempo

Kitty Wells, country and west recording star, has waxed "Fraulein" as has Don Estes, for Decca, and now the vocal and the marimba are recording in the same manner as the march from "The Bridge on the River Kwai" has been recorded by Suburbia for United. The advertising campaign a special series of six teasers, the largest of which is 34 line, has been prepared. A combination of these, an open day ad and a low-budget radio campaign is aimed to give any exhibitor a package which he can afford.

Display ads have been designed get the maximum sell in a minimum amount of space. The material will be available well in advance of play dates, and will be given to exhibitors when contracts are signed.

Maidment Col. DirecTo

LONDON, May 1 — Kenneth Maidment, general manager of Columbia Pictures of Great Britain, has been elected a director and secretary of the company. Maidment was pointed general manager recently, after four years as production executive for Columbia Brit Productions, Inc.

Prod. Service Moves

The Producers Service Corp. has announced that after May 12 it will occupy new offices here at 5 Fifth Avenue.

NEW YORK THEATRE

RADIO CITY MUSIC HALL

Captain Dan: Dec. 18

"MARJORIE MORNINGSTAR"

Starring

GENE KELLY • NATALIE WOOD

A New Era, Release • A Wide Screen

and GALA NEW STAGE SPECIAL

Radio City Music Hall, Center, New York 21, 7-6400

MOTION PICTURE DAILY

By ONLOOKER

ROGER LEWIS, United Artists advertising-publicity director, will leave here for Europe by plane tonight.

IRVING MACK, head of Fillmack Trailers, will return to Chicago today from New York.

JOSEPH WOHL, president, and CHARLES ROSENBLATT, vice-president, of International Film Distributors, will leave here Sunday for Los Angeles.

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, will leave New York Monday for a tour of the Far West.


MRS. MELVIN B. DANIELSSON, wife of the RKO Radio assistant foreign sales manager, has given birth to a girl, their third child.

HENRY L. NEEDLES, former district manager in Hartford for Warner Brothers Theatres, has returned to his Wethersfield, Conn., home following surgery at Hartford Hospital.

AL SIEGELMAN, a film buyer for American Broadcasting-Paramount Theatres, and AL GELLER, a booker, were in Albany from New York.

FRED R. GREENWAY, retired manager of Loew's Palace Theatre, Hartford, has left here with Miss GREENWAY for Los Angeles, where they will make their home.

BETTE DAVIS will leave here for Europe on Tuesday for her assignment in "John Paul Jones."

JOSEPH L. MANKIEWICZ, president of Figaro, Inc., will return to the Coast from here today.

BERNARD B. BRANDT, Brandit Theatres executive, left here yesterday by plane for Europe.

ANDREW and VIRGINIA STONE, producing team, will arrive in New York over the weekend from Hollywood.
Crime Films Scored Again by the FBI

(Continued from page 1)

readily conceded that many industry leaders in motion pictures and television were helping law enforcement activities by portraying criminals in the proper light.

However, he continued, “As a law enforcement officer and as an American citizen, I feel duty bound to speak out against a dangerous trend which is manifesting itself in the field of film and TV entertainment. In the face of the nation’s terrifying juvenile crime wave, we are threatened with a flood of movies and TV presentations which flaunt indecency and applaud lawlessness. Not since the days when thousands flocked past the bier of infamous John Dillinger and made his home a virtual shrine have we witnessed such a brazen affront to our national conscience.”

Cites Oklahoma Case

“No standards of decency or code of operations can justify portraying criminal activities as modern-day Robin Hoods,” Hoover said at an other point in the editorial. He cited an example of two Oklahoma youngsters who won’t be shooting sprees in their town, killing one citizen and wounding two more, and who later said they got the idea from watching crime films shown at the local theatres and television programs.

Closely parental supervision is needed, Hoover declared, as well as a sense of responsibility on the part of producers and protests by citizens to the producers of such offensive shows.”

Praises ‘Responsible Leaders’

Hoover said that unless motion picture and TV industry officials take the initiative to correct the situation, the pressure of public opinion will be brought to bear. He lauded the “many responsible leaders” in the industry who, he said, live up to a code of standards and produce wholesome entertainment. But there are others, he declared, who “value money above morality” and glorify violence and picture criminals as heroes for youth to idolize.”

World Bow of ‘Key’

(Continued from page 1)

as Columbia’s Silver Anniversary presentation.

The world premiere will be sponsored by the Variety Club of Great Britain on behalf of the Invalid Children’s Aid Association and the Navy League’s Sea Cadet Corps Appeal. The guest of honor will be Princess Margaret, who is president of the children’s aid group.

Reserve Decision

(Continued from page 1)

injunctions which stockholders have sought to stop the merger. Decision on the suit brought by Samuel Gilbert against Glen Alden in Kings County face of the nation is being awaited. The other action, Farris vs. Glen Alden, is scheduled to be heard in Wilkes-Barre, Pa.

Atlanta Variety Sets

Clinic Drive May 16

Special to THE DAILY

ATLANTA, May 1 — The Variety Club’s “Old Newsboys” paper sale will be looking toward a goal of $100,000 when they parade and haul their special edition of the Atlanta paper in the fund campaign in behalf of the Atlanta Cerebral Palsy School Clinic on May 16.

Monroe-Curtis Signed

HOLLYWOOD, May 1 — Contracts have been signed for Tony Curtis to co-star with Marilyn Monroe in United Artists Ashton Productions’ “Some Like It Hot,” which Billy Wilder will produce and direct for the studio. Curtis is being described by Wilder and J.A.L. Diamond. The film is slated for a July 15 shooting start.

Introduction of Television and Drive-Ins

Unlikely in New Zealand in Near Future

By R. A. USMAR

WELLINGTON, New Zealand, Apr. 25 (By Air Mail)—Neither drive-in theaters nor television are to be introduced in this country in the near future, government observers feel.

The government has already announced regulations designed to defer the issuing of licenses for drive-ins. The Hon. W. T. Anderton, minister of internal affairs, said this decision had not been lightly reached but that in view of the present economic outlook and the “ speculative nature” of the endeavor it was in the “best public interest” to postpone permission to build the drive-ins. The regulations leave the question open to review “at a more propitious time.”

Anderton said that among the points having a bearing on the decision is the feeling that the public is now being sufficiently served by indoor theatres. The establishment of drive-ins, he added, would amount to an unwarranted duplication of capital expenditure.

One motion picture Code official, according to Hoover, recently declared that the number of murders in a film is not particularly important but only the reason why the criminal in the picture committed the murder.

“He said he would not permit a wanton killing to be depicted, but indicated the killer first had to be wronged,” Hoover continued. “What kind of double moral standard is this? The same official, in describing a film, said there were only 12 murders—not an excessive number, according to his interpretation of the Production Code. What kind of rationalization is this?”

Opposes Censorship

Hoover said he deplored censorship and that law enforcement officials have no right to dictate what should be shown on screens. But, he continued, these officials “have the right to speak out when enforcement is held up to ridicule and the criminal is elevated to heroic proportions.”

Walter Brooks Dies

(Continued from page 1)

manager and assistant to the president of Educational Pictures.

In 1925 he became associated with Eddie Haskell as a talent agent and remained as his representative until 1932. After two years as manager of the St. James Theatre on Broadway he took charge of special relations for the National Emergency Council and later was press representative for Audio Productions and Eastern Service Studios in Astoria.

During the war Brooks worked for the Coordinator of Inter-American Affairs and in 1944 joined Loew’s, Inc., as assistant to the director of exhibitor relations. He was appointed director of the Manager’s Round Table in New York City, a post until January, 1958. He had been engaged in free lance writing at the time of his death.

The body will repose at Campbell’s Funeral Home today and this evening. Services and interment will be at Canton, Pa., Monday. The family requests that flowers be omitted but that donations be sent in memory to the Herald Tribune Fresh Air Fund.

Exhibitors Selective

(Continued from page 1)

ban is not assigned to an unending impasse on pay TV. He thinks the logic of economics, the difficulty of providing good video entertainment under today’s costs, makes pay TV inevitable.

On the industry’s prospects, Balaban is quoted as saying, “Only the first companies, the leaders, can survive. There’s no longer any room for second-rate companies, second-rate actors or second-rate stories. Everything really must be bigger and better.”

by C. Piccinini, formerly director marketing, has been promoted to post of vice-president in charge marketing for Alexander Film Co., said Springs, Alexander’s theatres and contacts will continue to the direction of Cliff Parker, at vice-president. Maxine B., former account executive for FREE, D.T. Motion TV station in New York, has been named New York vice-president for Alexander.

John Newfield, formerly director of film events in the Southwest for umbira Pictures, has joined Blowitzkel Co. here as assistant to Irving vine. Marion Billings has been in charge of trade publications photographic service.

Mr. Morton Goldstein has been re-appointed to a new three-year term chairman of the Maryland State Council of Motion Picture Censors by Theodore McKeland.

Al Marchetti, formerly head booker Universal in Albany, N. Y., has assumed a similar position with Columbia Pictures in that city.

George Smith, former maintenance actor and purchasing agent for the circuit in Hartford, Conn., has joined the staff of F. W. Wole vertising Agency in that city.

Al Hughes, Dallas playwright and actor for United Artists, has been invited May playing dates at the SO and Veterans Hospital there for one-actor, “The Wildest Woe.”

P-Beat News

(Continued from page 1)

course, a new look at their movie stars.

All three newspaper articles also be reprinted in full, with the mission of the publishers, and disputed to key industry advertising and public relations representatives.

Dracula’ Bow Set

“Horror of Dracula,” produced by ann Miller Productions, Ltd., for universal-international release, will its world premiere at the War Theatre in Milwaukee on Thurs., May 8, followed by key city screenings, including the Fox Theatre Detroit and the Oriental Theatre in Chicago.

Croele’ Premieres Set

MEMPHIS, May 1 — The South premieres of Elvis Presley’s latest in, “King Croele,” will be held July 1 in Memphis and New Orleans. Presley is Presley’s home town, and New Orleans is the scene of the story. The Strand Theatre here will show a Paramount film.
**National Pre-Selling**

**THE** review of "South Pacific," appearing in the May issue of "Good Housekeeping," has been superimposed on a location photo which was made on a luxurious South Sea island. Mitzi Gaynor and Rosanno Brazzi, the film's stars are happily posed in the foreground of the still. Ruth Harbert, who reviewed the Rogers & Hammerstein musical says "South Pacific" is wonderful-simply wonderful. Our advice to you is: Do your ticket shopping early!:

- "Marjorie Morningstar" the Herman Wouk blockbuster of a book, sold more than four million copies. The Warner Bros. film version of it, now playing at Radio City Music Hall, received an upbeat review in the April 21 issue of "Life.

- "It is a wry tender picture of Jewish life on New York's West Side and a love story that starts in the summer romance of an eager 19 year old," reports "Life." With Natalie Wood, Gene Kelly, Carollyn Jones and Ed Wynne it has a well rounded cast.

- Errol Flynn who plays John Barrymore in Warriner's "Too Much Too Soon," is profiled by Helen Lawrence in the May issue of "Esquire." The film is an autobiography of Diana Barrymore.

- Pete Martin of "The Saturday Evening Post," staff has the happy faculty of getting top performers to speak to him frankly and uninhibitedly for publication. He interviewed Bob Hope for the April 20 issue of "The Post." The article makes good reading because Hope answered all questions directly and forthrightly.

- The lower half of the story's lead page is given over to a photo taken on the set of "Paris Holiday," which spotlight Hope, Fernandel and Anita Ekberg.

- Top flight comedy performers Glenn Ford and Shirley MacLaine are featured in the table of contents page ad for "The Sheepman," appearing in the April issue of "Redbook.

- In "Teacher's Pet" Clark Gable plays a rough, tough newspaper editor and Doris Day a slightly stuffy school teacher. "Seventeen" reviewed this Paramount film in the April issue and says "that some deit comic material built this into an enjoyable movie.


- WALTER HAAS

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**REVIEW:**

**The Light in the Forest**

Disney—Buena Vista

Stories about life among the pioneers in the early days of America history has a special appeal for Walt Disney, who has turned to period more than once for his "live" adventure films. It is that era setting—the wilds of 18th Century Pennsylvania, to be precise—that form the background for his latest such opus, "The Light in the Forest."

Given only that much information exhibitors should immediately deduce that here they have a strong attraction for their younger patrons—in possibly for some adults, too. The name of Disney alone as producer is enough to assure a large family trade for any film, and that audience would include the "regular" Disney fans.

For it has all the ingredients expected of a Disney "live" show: was filmed in outdoor settings (along the Tennessee River near Chattanooga) for some beautiful shots in Technicolor of the countryside. It has a cast of attractive young people as well as some experienced veterans. And it tells a story that combines action and sentiment and is put forth in a simple and straightforward style. Life is happily never complicated at Disneyland.

That is not to say that the hero doesn't have a problem, for he does. He's a young man who had been kidnapped from his settler parents, early in life and raised as the son of a Delaware Indian chief. Then on May 15th the Indians make peace with the whites, and a part of the treat requires that the redmen return their white captives. Our hero wants to stay with his Indian "father" but is forced to go back to live with his white parents. The picture then traces the difficult path of his eventual readjustment.

In telling this story, as adapted from the novel of the same name by Conrad Richter, scriptwriter Lawrence Waterman has filled it with some colorful characters and lively events. The latter include most fist fighting and shooting matches. Time is also taken out for some colloquial humor and sweet romance.

The cast has been well selected for the frontier types they play. James MacArthur (who made such an auspicious screen debut in "The Young Stranger") is sturdy and manly as the hero, and Fess Parker plays the scout who returns the former to his parents and then remains to fall in love with the daughter of the local minister, played by Joanne Dru. Jessica Tandy and Frank Ferguson are the young man's parents, and Wendell Corey is cast against type as a wicked uncle who insists that the boy has become an Indian and cannot change.

All these actors and many others do well in various role as settlers and Indians, under the direction of Herschel Daugherty. But the hero's performance is given by newcomer Carol Lynley as a young indenture servant girl with whom the hero has a romance and finally weds Miss Lynley, who is still in her teens, is lovely to look at with her shining blonde hair and wide blue eyes, and she shows a promising acting talent that could take her far.


—RICHARD GERTNER

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**Conspiracy Case**

(Continued from page 1)

the same schedule as a closed theatre last February.

The court held that without the evidence of a conspiracy "there is no reason in law why this court should interfere with what appears to be the exercise of sound business judgment on the part of Warner Bros."

Herren Levy, general counsel for Theatre Owners of America, has sent a bulletin to members, saying, "it is dangerous to go beyond these facts and this conclusion by trying to apply the decision to other situations."

He added: "This is quite different from the Milgram (Allentown, Pa.) case, where the court found a conspiracy existed and ordered that the drive-in theatre be given an opportunity to negotiate for first run."

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**Univ. to Open 'Happy'**

In Cleveland May 28

Universal's "This Happy Feeling" will have its world premiere at the Allen Theatre in Cleveland on Wednesday, May 28. The booking launches a series of key city pre-release dates for the Decoration Day weekend starting May 29.

Among other pre-release openings set are at the Oriental in Chicago, the Joy in New Orleans; the Fox in St. Louis and the Kentucky in Louisville.

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**Logan to Moscow**

Joshua Logan, who directed the Todd-AO version of Rodgers and Hammerstein's "South Pacific," is visiting Moscow with a print of the film.

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Industry Action on Conciliation Still Lagging

To reports by members of OSA or Allied

(Continued from page 1)

continue it. This could be due to the fact that, as one distribution executive pointed out, conciliation is nothing to maintain or operate kept the time of the participants, a sign of whom probably would be engaged in discussions of their problems as if conciliation did not exist.

In fact, a commonly encountered sign of conciliation is that it has been little used, and seller-buyer relations, which may act for the minimum use being made of it. Exhibitors with a grievance first, as they always did, to salesmen or branch managers to discuss it, the complaint could not be settled by the branch, and was of sufficient consequence, it went from there to a district or division head, or even a central sales manager.

Procedure Changed Very Little

Much the same procedure is followed despite the presence of industry conciliation. Thus, many complaints are resolved, as they are here, in buyer-seller conferences without the assistance of third parties. In fact, many of those interviewed believe that more complaints in ever may be settled in this informal method because principals on both sides are reluctant to bring outsiders into their business affairs, or to solve superiors in them. Consequently, they strive harder than ever to find solution least the complaint end up forming a formal conciliation case.

Few Records Kept

Efforts to determine just why no mall or central records of conciliation are kept proved unsuccessful. No national exhibitor organization official who was questioned stated that a plan to maintain such records was even considered at the all-industry arbitration conferences from which the conciliation plan emerged was rejected by distributors, exhibitors, or branch managers, he claimed. However, one distribution source indicated that the conciliation procedure is regarded as a personal and informal and therefore not a proper subject for central public records.

Some Fear the Branch Head

Another national exhibitor official, commenting on the small number conciliation cases, attributed it to exhibitor fear of offending branch managers with whom they already have discussed grievances by bringing in outsiders to help resolve it, here the manager couldn’t or wouldn’t.

Alex Harrison, 20th Century-Fox distribution head, said he is “proud” of the job the men have done in handling the “few” conciliation cases that have concerned his company. All such were settled on the local level, no case having been appealed to him, he said. He expressed himself as satisfied with its working and would like to see it continued.

One Appealed to Martin

Henry Martin, Universal general sales manager, said there between been any conciliation cases involving his company that he has been aware of. All but one of those were resolved on the local level, that one having come to him on appeal. He said he believes conciliation to be worthwhile and as long as it can be resolved anywhere it should and he, too, feels it should be continued.

Charles Boasberg, Warners general sales manager, recalled that he was by the industry arbitration conference of “a faint little feeling so far as the thinking that led to the creation of the conciliation system. For that reason, he said, he is unaware of the success it serves, a conscientious always could talk to sales representatives about their problems.” He said Warners has had no more than three or four cases, none of which have come up to the home office.

William J. Heineman, United Artists distribution chief, said he was aware only of a very few cases, none of which have been appealed.

George W. Perry of Paramount and Jack Byrne of MGM were not out of town and could not be reached for comment.

Cohen Non-Committal

On the exhibition side, Max A. Cohen of Independent Theatre Owners Association, New York, expressed the opinion that branch managers need to be given increased authority to deal with grievances before conciliation can succeed. In the absence of official figures on what has been accomplished to date, he said he does not feel qualified to say whether or not it is worth continuing.

Theatre Owners of America headquarters said it had no reports on conciliation cases involving its members. Metropolitan P. F. Theatres Assn, said it does not follow developments because it considers conciliation to be in the realm of trade practices, with the organization does not concern itself. Allied States officials contacted said they had no current reports on conciliation results, so distribution list not available.

Typical reports from the field follow:

MINNEAPOLIS:

Little use has been made by major Midwest exhibitors of the industry’s conciliation machine in the six months since the plan went into effect. In one case has been officially labeled “conciliation” and handed to Minneapolis branch managers. That was an appeal for an adjustment either on clearance or in percentage terms for one theatre. The case was submitted a month ago to all major companies, but there has been no decision.

The area’s failure to make wider use of the conciliation plan seems to be based upon the feeling of exhibitors that it offers them nothing they did not have before. They point out that they have always had the right to appeal grievances to branch managers for adjustment and many have continued to do so but have never considered such appeals as conciliation. Whether the plan adopted last fall.

NEW ORLEANS:

There have been no requests for conciliation in this area, a survey of distributors and exhibitors shows. Asked why, one exhibitor explained and a generally harmonious settled on the local level in the same way as in the past before the industry adopted the new plan.

DENVER:

This area has still to see its first request for conciliation. Most exhibitors prefer to thrash out the price and terms before they buy and failing in that to get the best adjustment they can after the engagement of the film is over. The exhibitors here say that they see no real advantage in the new conciliation machinery since they can presently make adjustments as well as they have in the past. Local branch managers are very willing to sit down and try to work out problems of price, clearance, etc., the exhibitors add.

KANSAS CITY, MO.:

In the six months that conciliation has been in effect it has apparently not been even tested in this territory. In fact, the instances exhibitors indicated to distributors that the machinery might be used but then did not follow through. In each case the problems were settled without resort to conciliation.

In searching about for reasons why the plan is not being utilized, film circles here have come up with certain reasons, including the fact that they are unaware of any conciliation cases brought since it went into effect last fall. Exhibitors attribute this to the willingness of the exchanges to adjust problems in as friendly a way as possible.

Cinemiracle Picture Has Bow in Oslo

Special to THE DAILY

OSLO, Apr. 30 (By Air Mail) — “Windjammer,” first picture in the Cinemiracle process, had its Norwegian premiere tonight at the Colosseum Theatre in the presence of the entire royal family led by King Olav V and Crown-Prince Harald, representatives of the Cabinet, NATO representatives, and others. Producer Louis de Rochemont was on hand also. The picture is called “Christen Radich” here, after the Norwegian sailing vessel used for the film.

Reception Enthusiastic

Audience reception was extremely enthusiastic, with several burst of applause—something that seldom happens with the restrained Norwegians. Observers also remarked that the picture will be of tremendous publicity value for tourist trade here.
Television Today

Release Annual Report On TV Advertising

There were 1,287 television advertisers whose expenditures exceeded $20,000; and 80 invested more than $1 million in 1957, according to the latest Television Bureau of Advertising report of spot television advertising expenditures. TVB's 1957 annual report on national and regional spot TV estimated expenditures is the second of the series and covers the full year. The reporting of estimated spot TV expenditures was inaugurated by the Bureau with the fourth quarter of 1955.

Advertisers invested an estimated $48,734,000 in national and regional spots during 1957, an increase of 12.9 per cent over the $397,606,000 estimated for 1956. An analysis of the above after its scheduled "deplete" occurred and the type of activity employed revealed that "night" received the greatest emphasis with 57.8 per cent of estimated expenditures. "Anuncios" paid to be the first important type of activity (44.5 per cent of estimated expenditures).

Conte's Have New Plan To Oppose Toll-TV

From THE DAILY Bureau

LOS ANGELES, May 1—Pay-TV may find serious opposition in a plan offered here by Ruth and John Conte, host and hostess of NBC's "Matinee Theatre," at a special press conference in the Hollywood Brown Derby.

Inspired by mail from viewers anxious to keep "Matinee Theatre" alive, the Conte's announced on June 27, the Conte's evolved a plan, at the recommendation of more than 10,000 members of the John Conte Club around the country, to solicit paid subscriptions to the show through "Loyal Viewers" in an effort to subsidize the best daytime program on television (according to the annual critics' poll of "Fame") for one year.

A goal of $5,000,000 has been set to absorb complete costs of the daily hour program, which would be presented without commercial interruptions. A non-profit organization has already been formed to be known as the Foundation for the Preservation of Matinee Theatre and Other Favorite Television Programs. Both Cones and two club members will act as trustees. Beverly Hills P.O. Box 227 will be used as address for the tax deductible donations. A C.P.A. will handle all finances.

free television during the past winter created an unanticipated obstacle to the launching of Televisions. It also contends that at least a year's trial is needed to determine whether the system is economically feasible.

Miss Shore, De Forest Honored by the NAB

From THE DAILY Bureau

HOLLYWOOD, May 1 — Dixie Shore was tendered a special salute by the National Association of Broadcasters management conference luncheon at the Biltmore Bowl today, while Dr. Leopold De Forest was similarly honored by a special engineering luncheon at the neighboring Stater Hotel, to highlight the fifth and closing day of the 36th annual convention.

Miss Shore accepted a silver Pat Revere bowl from NAB president Hal Old Fellows, for the group's personal affection and her contribution to radio and TV.

More than 200 delegates awarded themselves of the M-G-M studio tour.

Jones Rights to Gordon

HOLLYWOOD, May 1 — Al Gordon has acquired all rights to film life story of Buck Jones as a high budget feature with the tentative title, "Buck Jones, King of the Cowboys." Gordon plans to poll exhibitors for title suggestions.

This film, first of the Mirisch Company releases for United Artists, with Walter Mirisch listed as producer, is of the genre Western, but with substantial differences which carry it away from and above its genera. For exhibition values, it offers Fred McCreas, supported by Nest Tucker and John Russell, with McCreas in a rather different character than is usually to be expected from him. In addition, Cine Scope and DeLuxe color add immeasurably to the effectiveness of rugged western background.

The emphasis, story-wise, is on the deterioration of a man's character under the stress and strain of enormous and mounting pressure of affairs, and the responsibility of command, a situation which McCreas handles with commendable skill. Joseph M. Newman kept his direction effective keyed to the mounting tension and the accumulating pressures on this soldier.

In the story, as prepared by Martin N. Goldsmith, McCreas, a sergeant is the only one left to command the remnants of a cavalry patrol caught in the wastelands of the west by marauding Apaches some time in the 1870s. The small group of men seek to make their way back to the protection of a fort, but fall a prey to Indian attack. Resentment at McCreas' mounts and reaches a high point when McCreas, after a successful fight with an Indian band, deliberately shoots down an Indian real to surrender. Only Russell, speaking to him, fully understands that V. McCreas is driven by blind hate of all Apaches, by reason of the murder of his wife and two children some time before.

The group moves through hostile territory, holes up in an abandoned cliff dwelling where they find an old Indian and his daughter, to speak of as a band of Indians approach. The Indian girl lies to save her men, but as they are about to leave McCreas cannot resist shooting down the Indians' leader. The resultant "massacre" leaves no one but the girl, her grandmother, McCreas and Russell alive. When the old man, order to go for help, accuses McCreas of causing the massacre, McCreas is able to show him, but is shot himself by Russell.

It is a different approach to an old theme, set in rugged western country, and made effective by good performances and strong background. Running time, 80 minutes. General classification. Release, in May.

Charles S. Aarons

Fort Massacre

Mirisch-U.A.—CinemaScope

Tuesday, May 2
MOTION PICTURE DAILY

Vol. 83, No. 87

NEW YORK, U.S.A., Monday, May 5, 1958

TEN CENTS

EDITORIAL

Hoover Repeats

By Sherwin Kane

EDGER HOVER returned to the public prints again last week for another swipe at what he terms motion picture and television "trash mills" which "spew out celluloid poisoning the impressionable minds of youth."

At least, his inclusion of television in the menace is a gain over his previous denunciation which made films the lone culprit. Perhaps, if there is another outburst from the F.B.I. head, it will be fully accurate and will include sensational newspapers, comics, and a majority of the magazines on the newsstands.

Many in this industry will agree with some of the things that Hoover had to say, even as they pertain to undesirable motion pictures. But they will wish that he had identified each of the films he has seen which he deemed deserving of the strongly condemnatory words he applied to them.

Only by naming the offending films can he contribute anything constructive or significant to the correction of the conditions he deplores.

By naming the pictures, right-minded exhibitors who feel his objections are reasonably well taken, would be reminded of their responsibility, if not in the booking of such pictures, at least in discouraging their patronage by the young. Parents, too, would be reminded of their responsibility in supervising their children's choice of entertainment. The Production Code Administration, if it is involved at all, will be made more alert to what is potentially scandalous screen material, and aroused public opinion would have its inevitable effect on those tempted to produce such pictures.

Hoover should realize that this industry cannot police anonymity. And when the courts of the land are as lenient in this area as they are, policing, even of specific films is not an easy task.

Meanwhile, Hoover's anonymous broadcasts put an entire industry in a bad light because of the transgressions of a few. That is as unfair as would be a condemnation of the whole F.B.I. because a handful of its agents succumbed to temptation.

AB-PT Films Talking

New Distribution Deal

The uncertainty of Republic Pictures' future has complicated arrangements for continued distribution of AB-PT films by that company and discussions are in progress now in an effort to clarify the situation, Sidney M. Markley, AB-PT vice-president, said in reply to reporters' questions at a news conference here on Friday.

The questions were prompted by the progressive closing by Republic of its film exchanges, and by the statement of H. J. Yates, Republic president, to stockholders recently, that he would like to be out of the theatrical film field by July 1.

AB-PT Films' deal to produce on the Republic lot expires next month.

(Continued on page 6)

Silver Takes Hospital

Post for Fifth Year

Moe Silver of Stanley Warner Corp. has accepted for the fifth year the position of national exhibitor chairman of the Will Rogers Memorial Hospital. This completes the national leadership for the year with Alex Harrison of 20th Century-Fox heading the distributor unit.

At the direction of Harrison, Nat Stellings will attend.

(Continued on page 2)

Stellings Urges Test of Earning Power

TOA Proposes Plan

To Boost Reissues

Says Rental Income Would Help to Keep

Post-1948 Pictures Away from Television

Tests of re-releases have been proposed in a letter to all the major companies by Ernest G. Stellings, president of the Theatre Owners of America, to find out their earning power. This is an effort to prevent the sale of post-1948 product to TV, he explains.

Stellings' proposal is that two of the best films be released each month for two months, with TOA and other exhibitor groups urging theatres to book the pictures to give them the advantage of the most favorable play.

"Favorable film rental income would give the distribution chiefs ammunition to hold post-1948 films for theatrical re-release and answer stockholders and directors who propose selling these films to television," Stellings said, "as well as give exhibitors a better understanding of the co-

(Continued on page 3)

Marcus, Kirsch to Push

'Militancy' for NCA

Special to THE DAILY

MINNEAPOLIS, May 4.—Ben Marcus of Milwaukee, former president of Allied States Association, and Jack Kirsch of Chicago, president of Illinois ITO, will be featured speakers at the North Central Allied convention Tuesday, May 13, at the Radisson Hotel here, Ted Mann, retiring president, has announced.

Between 150 and 200 upper midwest exhibitors are expected at the session at which the two independent

(Continued on page 2)

175 AB-PT Houses Launch

Own Exploitation Program

Three contiguous AB-PT Southern circuits representing a total of 175 theatres will set up and specially train their own exploitation teams to help boost the earnings possibilities of product with strong boxoffice potentialities.

(Continued on page 6)

SPG Praises Hoover;
Sees Few Violators

From THE DAILY Bureau

HOLLYWOOD, May 4—Samuel G. Engel, president of the Screen Producers Guild, has issued the following statement regarding J. Edgar Hoover's statement on the effect of motion picture and television on juvenile delinquency in United States: "Mr. Hoover's charges against a

(Continued on page 6)

TOA Urges Congress

End Admissions Tax

Members of the Independent Theatre Owners Association have approved the preparation of a special resolution to be sent to members of the Senate and House urging them to support legislation designed to eliminate the remainder of the Federal excise tax on motion picture admissions.

The action was taken at the group's regular luncheon meeting last

(Continued on page 2)

Television Today

Today's programs featured a preview of "The Lark," a summer musical presented by the Players Guild of Jersey City, N.J.

Sidney Markley

(Continued on page 6)
Personal Mention

Milton R. Rackmil, president of Universal pictures, returned to New York over the weekend from Europe.

Spyros P. Skouras, president of 20th Century-Fox, will return to New York today from Europe.

Samuel Goldwyn, Jr., will arrive today from the Coast.

Sydney Jackson, British exhibitor, returned to London on Friday from New York via B.O.A.C.

Jerry Lewis will return to Hollywood today from London.

Stuart Schulberg, producer, and Bud Schulberg, writer, returned to Hollywood over the weekend from New York.

Arthur Freed, producer, and Vincente Minnelli, director, will arrive in New York today from Hollywood.

Mrs. Ted Speigel has given birth to her second daughter, Randy Sue Speigel, a member of the publicity staff at Columbia International.

Montague, Jaffe Go to Hollywood for Meetings

Columbia's executive vice-president A. Montague, and Leo Jaffe, first vice-president and treasurer, left here at the weekend for Hollywood, where they will join president Abe Schneider, vice-president Paul N. Laccarus, Jr., and studio officials in conferences on the upcoming production program.

Rank Films in Pitt.

The Rank Organization's "Robbery Under Arms" and "Hell Drivers" will have their American premieres, starting on May 11, as part of a Pittsburgh territory multiple. Participating will be the Stanley Warner Theatres and Cooperative Pittsburgh circuits.

Mature Picks 'Escape'

Hollywood, May 4 — Norman Corwin's original screenplay, "Escape from a Chinese City," has been selected by Victor Mature for his first major production under his newly-activated company for United Artists release.

"Ten North" Director Sees Code a Guide

By FLOYD STONE

Phillip Dunne writes and directs pictures such as "Ten North Frederick" as a craftsman, and as such a purveyor of what he and the author believe the public will like. He doesn't feel he need unnecessarily heap the prejudices of the groups and in fact finds the industry's own Code a guide and a help. He said this Friday at the 20th-Fox home office before leaving for field work in Canada, as he puts on his next, "The Hell Raisers."

He believes public taste is variable according to the epoch—not necessarily always progressing towards the sexual or the physical. The other night, he said, he saw a picture 20 years old in which certain actions made people gasp. He does find the Code has relaxed, in his estimation quite precisely sensing the times, in its emphasis on moral judgment. He insists the Code merely reflects public taste, and that he feels he knows public taste, being engaged in the business. The scene he sensed disapproved not from written cards but from scraps of conversation and the atmosphere, and he has cut two minutes. In dealing with the Code, he has found he has merely has had to point out that an author, in this instance O'Hara, has integrity, has something to say, knows his people and their lives, and has created literature.

Dislikes California

He wishes producers would take their picturesque and genuine Californla: audiences have become conditioned.

He believes in the big studio, and that is why he remains a contract director.

He says Fox has a busy lot, and hence a happy one; technicians who don't work, or work sporadically leave for other studios.

He added he hopes M-G-M under Sol Siegel reconstitutes a similar scene.

He sees industry fortunes as cyclical, some people in the hard-kernchefs, Theatres which have what people want will remain, and always will have enchantment.

Welcomes 'Challenge'

He wants to, and feels the industry should, make pictures which are different, a challenge. Let TV make the easy one.

Trade papers, he suggested, may help. Instead of noticing the little gimmick in an otherwise safe little picture, they should examine and at least credit the one with many differences.

He never has an opinion about anything he has done but admits to reading the reviews.

ITOA Urges

(Continued from page 1)

week at which also nominations were made for directors and editors for the ensuing year. Officer nominees were chosen from the following: Harry Horwitz, president; Max A. Cohen, first vice-president; William Namelson, second vice-president; Julius Sanders, third vice-president; Norman Leff, fourth vice-president; Leon Rosenthal, treasurer; Edith Marshall, secretary; and John C. Bolte, Jr., sergeant-at-arms.


Wants Speedy Payments

Members were urged by president Brandt to forward their pledges, with checks, to Alfred H. Silver, ITOA Motion Picture Organizations without delay in order to speed the building campaign.

New members of the association are Scott Herwitz, operating the Mermaid Theatre in Brooklyn, and Jack Rosenbaum, Ogden Theatre, Bronx.

Harry J. Allen Dies;
Was Canadian Pioneer

Special to THE DAILY
TOronto, May 4—Harry J. Allen, 66, motion picture distributor, died suddenly at his home here late last week.

Allen was a pioneer in the Canadian motion picture industry, having come from Bradford, Pa., to Calgary, Alberta, in 1912, where he became associated with Jule Allen and the late J. J. Allen. With them he operated the Allen Theatres on the Prairies.

From 1915 on he was managing director in Western Canada of the Allen Theatres, being responsible for construction of theatres in key cities of Canada from Fort William to West. These include Vancouver, Calgary, Moose Jaw, Regina, Saskatoon, Medicine Hat and Edmonton.

During World War I he made an important contribution to the war effort through donation of his theatres to the government. Subsequently to his introduction with the Allen Theatres he introduced foreign films to the mass audience in Canada together with the best British and U.S. films.

Allen was actively associated with the motion picture business up until his death.

Silver Takes Post

(Continued from page 1)

Rosen of 20th Century-Fox has been appointed co-chairman of the distribution committee in the Pittsburgh exchange area to cooperate with the present chairman, F. J. Guelch of Universal-International.

The Silver-Harrison team has begun action on the hospital's major health program for 1958, that of conducting a check-out survey of the entire amusement industry. Under this plan employees will be offered chest examinations, using the facilities and technicians of the National Tuberculosis Association, and the affiliated local and state health departments across the country. No charge will be made to hospital or employees.

Is motion picture audies actually as "selective" in its film preferences as the industry suggests? Mr. Goldstein, Allied Artists general sales manager, feels they are.

Especially when he looks at a potenitl figures racked up by A. "Maezire," as contrasted to a tepid ones turned in by AA's rece high quality "Love in the Afternoon"...
### People

Samuel Goldwyn, Jr., tomorrow will receive the "Man and Boy Award" of the Boys Clubs of America as a feature of the national convention now being held in Atlantic City.

Dr. Allen B. Du Mont, chairman of the board of Allen B. Du Mont Laboratories, has received the award of "Engineer of the Year" from the New Jersey Society of Professional Engineers.

Judy Nathanson, daughter of Mort Nathanson, United Artists publicity manager, has won a New York State Regents scholarship and will enter Cornell University in the fall.

Dr. Leon J. Warshaw, medical director of Paramount Pictures and United Artists, has been made a Fellow of the American College of Physicians.

Harold L. Spero, formerly national sales director of United Motion Picture Organization, has joined President Filmins, Inc., as an executive member of the corporation.

Robert L. Lippert, Jr., manager of the La Habra (Calif.) Theatre, has been elected to a four-year term on the La Habra City Council.

Dick Weaver, publicist, has been engaged by M-G-M for a special assignment for the New York run of "Gigi," which will open at the Royale Theatre on May 15.

Emerson Foote has resigned as chairman of the board of Geyer Advertising, Inc., and has returned to McCann-Erickson, Inc., as a director, senior vice-president and member of the operations committee.

### U Streamlining Its Exchange in Memphis

Special to THE DAILY

MEMPHIS, May 4—Universal Pictures announced at the weekend it is streamlining its exchange operation here by closing its accounting and other paper work being transferred to St. Louis. Booking, sales and shipping will continue to be handled locally, according to Bob Carpenter, exchange manager. The change reduces the Memphis office force by six employees.

Meanwhile, the closing of Warner Bros.' local exchange has been completed. All operations have been transferred to New Orleans. Shipment of films will be handled locally by Memphis Film Service, which has hired three former WB employees.

### TOA Would Boost Reissues

(Continued from page 1)

Good results also would have a positive bearing on the TOA proposal that all exhibitors set up a trust fund which would buy post-1948 features from distributors to keep them off television, paying for them with a small down payment, and issuing bonds for balance which would be amortized by rental income, Stellings asserts.

Seven Majors Contacted

Seven of the letters were addressed to the heads of Allied Artists, Columbia, Loew's, Paramount, 20th Century-Fox, United Artists, Universal and Warner Brothers.

In his communication Stellings wrote: "This would give you and other distributors revenue from old product in such size and amounts that could enable you to say to any stockholder or director interested in selling posters: "We are getting a good price from exhibitors off-the-shelf films and good revenue, without letting these pictures get on TV where they would reduce our income from current rentals."

"This would also give exhibitors a better idea of what they would have to do in order to keep post-1948 films off TV."

Called Timely Now

The program might be particularly propitious for this time of year, especially for the multiple-run areas. TOA might also be helpful if you desire, in helping to select pictures in your library best suited, from exhibition's point of view, for such a test.

"I will look forward to hearing from you, and if you feel the plan has merit, I will make myself available to discuss it further with you."

### Commonwealth Takes Five Wooten Drive-Ins

Kansas City, Mo., May 4—Commonwealth Theatres has acquired five drive-in theatres in Kansas from Jay Wooten, Elmer Rhodes, Jr., president of Commonwealth, announced here. Final details of the take-over, which is effective today, were concluded recently in Hutchinson, Kan., by Dick Orear, Commonwealth executive vice-president.

The Commonwealth circuit, with the addition of the Wooten theatres, now consists of 56 indoor theatres and 48 drive-ins, for a total of 104 theatre properties.

The Wooten theatre acquisitions include the Aye-Vee and Southlutech in Hutchinson; the Ark-Vee and 106 in Arkansas City, Kan., and the Great Western in Liberal, Kan.

Commonwealth has announced that Wooten will join the Commonwealth executive staff immediately to assume responsibility for a third district of theatres in the company. The circuit has been operating previously with two districts handled by Roy Tucker and Doug Lightner, who continue in their posts.

### Strong Caravan Is in Kansas City, Mo. Today

The "Strong Caravan of Light" has been booked for demonstrations today at the Heart Drive-In Theatre in Kansas City, Mo., and on Wednesday at the Holiday Drive-In Theatre in St. Louis.

The "Light Caravan" is comprised of a large truck which is fully equipped as a mobile projection room. It is manned by an all-1A projection staff, headed by Ray Shuff of Local 228. The national tour is now in its second month.

Caravan equipment includes a motion picture projector, the new "blown" arc lamp, complete power conversion transformers, rectifiers and water-cooling unit.

### Atlanta WOMPI Names New Officers for '58

Special to THE DAILY

ATLANTA, May 4—Helene Grov- ensteen was elected president of the Atlanta chapter of the Women of the Motion Picture Industry for the 1958-59 term of office at their meeting held at the Atlanta Variety Club.

Other officers elected were Jean Mullis, first vice-president; Polly Pickett, second vice-president; Ray Collins, recording secretary; Dorothy Southlander, corresponding secretary; Hilda Knight, treasurer; and to the board of directors for a two-year term, Edythe Bryant and Janma Elwell, treasurer; Lois Cone and Bertha Fish.

### Javits Heads 'Ten' Bow

United States Senator Jacob Javits has accepted the committee chairmanship for the May 22 benefit premiere of 20th Century-Fox's "Ten North Frederick," to be held at the Paramount Theatre here under the auspices of the National Conference of Christians and Jews.

### News Round Up

Manson in Cinerama Ad Post

Arthur Manson has been named national director of advertising and publicity for Cinerama. He was formerly in charge of publicity in Pittsburgh and Cleveland. In his new post he succeeds Everett C. Callow, now assistant zone manager for Stanley Warner's newly-formed Philadelphia-Washington zone.

Wald Receives 'Anvil' Award

Jerry Wald on Friday received the Silver Anvil Award of the American Public Relations Association on behalf of the Academy of Motion Picture Arts and Sciences. Presentation was made at a luncheon in Wald's honor at the Waldorf-Astoria here.

To Make 'Anatomy' Film

Otto Preminger announced at the weekend acquisition of screen rights to the best-selling novel "Anatomy of a Murder" by Robert Travers. The picture will be released by Columbia under a two-film financing distribution agreement with Preminger's Carlyle Productions. The other will be based on Pierre Boule's new novel, "Ways of Survival."

Puccini to Be Honored

The Centenary of the birth of Giacomo Puccini will be observed by the American premiere of the new film version of "Tosca," famous Puccini opera, produced in Cinemascope and Eastman color at Cinecitta Studios in Rome, and distributed here by Cava- laro-Giglio Film Distributing Co. The premiere here will be held in the spring or early summer.

Will Distribute 'Bergere'

The American distribution rights to the recently-imported French film, "Folies Bergere," have been acquired by Filums Around the World, Inc., of New York. An early premiere is planned.

Alexander to Buena Vista

John Alexander, formerly with Republic Pictures, has joined Buena Vista as sales representative in the Cincinnati area under Ted Levy, East-Central district manager.

Alabama House Rebuilt

The Cinema, formerly the Princess Theatre, in Florence, Ala., which was burned last summer, has been re-opened with new seats, carpeting, marquee and lobby.
Elvis Presley is Your For July

got all the Presley picture
and all of them
top-hit calibre:

More Songs Than Any Presley Picture Yet—And All Of Them Top-Hit Calibre:

As Long As I Have You
Banana
Dixieland Rock
Trouble
Danny
King Creole
Don't Ask Me Why
Hard Headed Woman
Lover Doll
New Orleans
Steadfast, Loyal and True
Turtles, Berries and Gumbo
Young Dreams
It's the top Presley show ever because it's singing magic—with something new added: a performance by young America's idol. A stronger and greater Presley all indicate that this attraction margin the terrific business he's done before!
AB-PT Houses

(Continued from page 1)
the Gulf to Georgia, northern Alabama, southern Tennessee and Arkansas, Oklahoma and Colorado. The pictures on which the new theatre exploitation force will be started are Paramount’s “How Green” and 20th Century-Fox’s “From Hell to Texas” which will be playing in the three circuits simultaneously.

The exploitation teams subsequently will concentrate their efforts on specific pictures that will be exhibited in their respective circuits. A meeting of the representatives of the three circuits and the new exploitation team is being held in New Orleans today and tomorrow to launch the program. Markley will attend and preside, with officials of the three circuits also present.

The regional circuits making up AB-PT nationally operate autonomously, and as of the moment the theatre exploitation program is confined to the three circuits named. However, Markley said AB-PT is hopeful that the move will be followed not only by other AB-PT circuits but by non-AB-PT operations also.

‘One Job to Do’

“Aggressive merchandising by exhibitors is extremely vital today,” he said “With this program we expect to supplement the merchandising and exploitation activities now done by distributors and others. These exploitation people have only one job to do, that is, to get the fullest return out of a picture.

Markley explained the new exploitation teams will consist of about 50 per cent of newly trained personnel, college graduates and other promising new workers, and 50 per cent of currently employed theatre personnel who will be reassigned, full time, to the exploitation program. It will not replace any exploitation work already being done, by theatre or distributor, Markley said.

See Smal Towns Neglected

He pointed out that there is a great need for such depth coverage, a need born of the often-stated proposition in the industry that 70 per cent of the grosses are derived from 50 per cent of the potential playhouses. This indicates, he said, a great emphasis in selling in the key towns, with efforts running toward the routine in smaller situations.

Admitting that the intensive effort generated by the exploitation teams will even further enhance the grosses in the keys, Markley said it should be apparent that the principal difference will be felt in the smaller situations so long neglected by distributors who

AB-PT Film Deal

(Continued from page 1)
and a decision on a move there is expected also in the near future. Markley said studio space rental is not a problem in Hollywood and also observed that Republic’s facilities appear to be better adapted to television film production than to theatrical films. Stage space is comparatively small, he said.

Comments on Hansen View

Asked whether he regarded anti-trust chief Victor R. Hansen’s recent report that merchandisers believed anti-trust considerations are involved in film production by divorced circuits without a waiver by them of pre-emptive rights to the films was not a threat to AB-PT’s production activities, Markley replied:

“Before we began production we advised the Justice Department fully of our plans and position. It seems to me that if they said anything wrong in what we are doing, that would have been the time to act.”

To asked to comment on F.B.I chief J. Edgar Hoover’s criticisms of gangster films in last week’s and delinquency, Markley said he felt other media such as lurid comics, pulp magazines and the like, which were not mentioned by Hoover, were worse offenders than films.

Reports Attendance Up

Theatre attendance, he reported, is continuing to hold up, sustaining the gains it has made since the first of the year.

He said the AB-PT management approves contributions to the industry business-building campaign fund but that action on such payments are entirely up to each autonomous circuit.

SPG Lauds Hoover

(Continued from page 1)
few unscrupulous individuals in the TV and motion picture industries who have engaged in creating films glorifying violence, corruption and criminal activities, merits high praise.

The vast majorities of men and women of Hollywood who are engaged in creating films for theatrical consumption, deplore presence in their midst of this fringe group of frenzies, fly-by-night operators.

“We join with Mr. Hoover in condemning their irresponsible and unethical practices.

“In posting a warning signal for them to cease marketing films which ridicule decency and lawfulness, by portraying criminals as heroes for youth to idolize, Mr. Hoover has again rendered his country another great public service.”

have felt the returns obtainable were never of sufficient scope to justify personal efforts.

He said no consideration in the area of film terms is involved in the new program “except as the effectiveness of the exploitation succeeds in realizing higher grosses.”

Television Today

Holden Named Pro. Mgr. for CBS Programs

Charles Holden has been appointed production manager for CBS Television Network Programs, New York, it was announced by Hubbell Robinson, Jr., executive vice-president in charge of network programs, Holden is at present production manager of live network programs in Hollywood. In his new capacity he will report to Robert Milford, general manager of CBS Television Network Program Department, New York.

Holden has been with CBS since 1941 and has held various production positions with the network. At one time he held the post of production manager for the American Broadcasting Co.

Toronto Firm Has New Co-op Production Plan

Special to THE DAILY
TORONTO, May 4 – A plan for co-operative production of network programs by television stations has emerged from a proposal by Meridian Films, Ltd., here for the marketing of their program which is entitled “Main Street Jamboree.”

Meridian has offered the series on an outright sale basis to all U.S. television stations. Participating stations would purchase the films in groups of 13 shows for a flat figure, calculated on their rate cards, and would own the series outright. All talent payments would be made before the sale, leaving no residuals for the stations in respect of talent or music. A screening print is now being shown to television stations and their booking agents.

IA-FPA Talks Continue Despite Strike Order

Representatives of the East Coast Council, IATSE, and the Film Producers Association of New York will re-convene at the Hotel Astor today in an effort to reach an agreement in the matter of jurisdiction over the use of video tape. The meeting will be held in the atmosphere of good will, since the IA council on Friday instructed officers of all locals not to report for work this morning.

The FPA, in a telegram sent from New York, Richard F. Walsh, president of the IATSE, characterized the strike as illegal, emphasized its belief that the matter of video tape use could be handled in the basic agreement and reiterated its willingness to continue negotiations for an amicable settlement of the dispute.

Trend of Network TV Audience Going Up

The trend of network television program audiences continues upward with the first quarter of 1958 showing an average of 11 per cent increase in the average evening program audience and a 1 per cent jump in the average day time audience, according to the Television Bureau of Advertising.

TVb’s report again verifies the consistent upward trend, with the NBC first quarter of 1958 showing new record highs. Average weekday program reached 542,000 more homes broadcast than in 1957; and the average increase for evening program was 781,000 homes.

D-J Says Police Launder Hoover Film View

From THE DAILY BUREAU
WASHINGTON, May 4 – Justice Department officials on Friday said FBI chief J. Edgar Hoover was receiving “appalling” wire’s from police officials throughout the country for his attacks on recent trends in crime films and TV shows.

Justice officials cited a report by the California Citizens Advisory Committee on juvenile violence, stating that continually mounting violence by youthful offenders results at least in part from the emphasis placed on crime in the mass media.

The committee report said that films portraying crimes in detail provided youngsters with "how-to-do-it" crime kits.

‘Vikings’ LP Set

The soundtrack of Kirk Douglas’ United Artists film, “The Vikings,” will be released as an LP album by United Artists Records. The score was written by Mario Nascimbene.

TOA Urges Support of Film Made by AB-PT

Theatre Owners of America urges all its members to book and support “Eighteen and Anxious,” current release of American Broadcasting-Paramount Theatres, so that company “will continue to make more pictures and bigger pictures.”

In its recent bulletin, TOA calls the film “the very example of an ex-affiliated circuit making films to help the product short-shottage” and adds, “it behooves all exhibitors to book and support this attraction.” The picture was originally distributed by Republic, and the bulletin says AB-PT “is freezing out the problems occasioned by closing of Republic exchanges.”

Reinstates Art Films

BALTIMORE, May 4–The Little Theatre, Baltimore’s oldest art motion picture house, reinstates its policy of art films after a period of re-releases and some double features. The opening attraction under the new setup is “The Boltoldi Ballet.”

EVERY DAY ON EVERY CHANNEL

TV BROOKS COSTUMES
2 West St. Br., N.Y.
Tel. FL. 7-5000

MONDAY, May 5, 1958
Special to THE DAILY

AKRON, Ohio, May 5—Owners of drive-in theatres in this area have launched a large radio advertising campaign aimed at increasing business this summer. The plan calls for the use of radio spots on a daily all-day basis with ten-second breaks from 6 A.M. to 6 P.M. This will be supplemented by TV announcements on weekends.

In addition the group has organized a "bumper strip" club. Automobile owners will be supplied with a bumper strip equipped so the names of the various drive-ins can be inscribed in rotating fashion. A car bearing the strip with the name of a certain theatre will be admitted to that drive-in without charge.

The group is also sending free tickets to parents of newly born babies inviting them to enjoy their first outing at the drive-ins.

Participants are the East Auto Drive-In, Talmadale; Gala Drive-In, Sawyerwood; Blue Sky Drive-In. (Continued on page 4)

No Damages

Loew's Int'l. Wins Bank of America Suit

Federal Jury Finds No Lack of Distributor Effort

A jury in New York Federal Court at the weekend brought in a verdict in favor of Loew's International in a suit by the Bank of America which charged the inadequate and unequal distribution of a group of Enterprise films in foreign territories.

Federal Judge Archie O. Dawson denied a motion by the plaintiff to set aside the verdict. He had previously charged the jury that an inadequate distribution could not be established from results only; there must be affirmative evidence of lack of effort.


The Bank sought approximately (Continued on page 3)

'U' Books Four Films

At Mayfair Here

Universal Pictures and management of the Mayfair Theatre here yesterday jointly announced conclusion of a booking arrangement on four of the film company's most important productions for the coming months. The deal was disclosed by Henry H. Markle. (Continued on page 4)

Jack Greenberg Named

NSS Sales Head in N. Y.

Jack Greenberg, who has been associated with National Screen Service since 1947, has been appointed to the newly created position of sales manager of the New York exchange for NSS, effective immediately, it was announced by Burton E. Robbins, vice-president in charge of sales.

Greenberg started with the company as a salesman in the Des Moines branch and was later transferred to Minneapolis where he was on the sales force for nine years.

CINERAMA, INC. MEET SET TO ELECT FIVE DIRECTORS

Cinerama, Inc., will hold a special stockholders meeting at its executive offices here on May 28 instead of its regular annual meeting, stockholders were advised in a proxy notice issued yesterday. Purpose of the meeting will he to elect five directors to the board and approve employee restricted stock options.

The director nominees are Hazard (Continued on page 2)

DAVID PICKER NAMED ASST. TO YOUNGSTEIN

The appointment of David V. Picker as his executive assistant was announced yesterday by Max E. Youngstein, vice-president of United Artists. Picker, who joined UA in January, 1956, as sales-promotion liaison representative, takes over his new post at the home office immediately.

A third-generation member of a noted film industry family, his father is Eugene Picker, vice-president of Loew's Theatres. His grandfather, David V. Picker, was a pioneer in the motion picture industry. (Continued on page 5)

Big City Admission Prices Continue Up

From THE DAILY Bureau

WASHINGTON, May 5—Big city admission prices continued to climb during the first quarter of 1958, according to the Bureau of Labor Statistics.

The bureau's index has been climbing. (Continued on page 5)

FPA, IATSE REACH SETTLEMENT ON STRIKE

Representatives of the Film Producers Association of New York and the IATSE have reached a settlement on union jurisdiction over video tape. Full agreement in principle was reached in a meeting yesterday morning attended by Richard Walsh, 1A president, who called off the one-day strike. (Continued on page 5)

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Reissue Plan
(Continued from page 1)

releases would be of sufficient volume to provide company heads with a solid argument against the sale of further backlogs to TV in the event of a stockholder pressure for such sales is brought to bear.

Of those contacted asked not to be quoted, explaining that the plan as released to the trade press by TOA left many questions unanswered, permitting only an incomplete understanding of its impact and overall financial implication. Unfortunately, the consensus was that if distributors selected the right type of re-releases and found ways to give a new product bookings and promotion, there was little doubt but what the resultant grosses could be impressive.

Quality Unimportant to TV

"Under such conditions," one said, "we all know that theatres can throw off more money than could be obtained for television and other small pictures. But what about all the less desirable films in the vaults? Theatres don't want them and television does."

Exhibitors generally said they regarded plans that might make films as good as post-1948 films from television as worth trying.

"I'm sure most exhibitors would cooperate," said one. "I hope TOA pursues the idea further."

Ask Justice Consider
ASCAP Trust Assignment

From THE DAILY Bureau

WASHINGTON, May 5—A House Small Business Subcommittee said it had called on the Justice Department to consider what action, if any, was needed, to tighten up the 1950 anti-trust consent decree against the American Society of Composers, Authors and Publishers.

The subcommittee, headed by Rep. Roosevelt (D., Calif.), recently completed hearings on complaints against ASCAP by some ASCAP members. It revealed it had unanimously approved a report on the hearings, but declined to make the report public until later in the week.

In the meantime, it said, it has made its findings available to Justice, with the recommendation that the Department "to the fullest extent consistent with law, take such action, if any be required, to effectuate the terms and the spirit of the Consent Decree of March 14, 1950."

The subcommittee's hearings heard small publishers and composers claim about the voting system used by ASCAP to fix license fees, and the resulting royalties, and grievance procedures. All these issues, the subcommittee said, are "directly or indirectly within the scope of the consent decree."

Cinerama Inc. Stock
Is Listed on Exchange

Common stock of Cinerama, Inc., has been approved for listing on the American Stock Exchange and trading began yesterday at 11 A.M. The stock opened at 1% and closed at the same level.

The ticker symbol of the corporation will be CIN.

Directors Vote 30-Day
Time Limit on Strike

From THE DAILY Bureau

HOLLYWOOD, May 5—Members of the Screen Directors Guild voted at the weekend to authorize a strike against motion picture and television film producers unless the latter agree to renew contract negotiations on the basis of demands which the producers rejected April 25. A 30-day time limit was established to reach a settlement.

The meeting at which the strike was authorized was attended by about 750 directors and assistant directors and guild leaders and headquarters here. Total membership is about 1,100. The old contract made in 1954 expired March 13, and the terms were extended to cover the negotiation period.

No 'Personal Service' Pacts

The guild members also adopted a resolution which declares that no member shall enter into any personal service contract from now on without first submitting same to the guild.

The principal points of dispute involve TV film production. The directors agreed in their final proposals to the producers' request not to increase the wage base "unduly" at this time. However, the directors asked that additional time, now ascertained by given free toward preparations for filming, be guaranteed and paid for by the producers. This would have resulted in substantially raising the approximately $500,000 a month which the board offered in the producers' last proposals.

The directors contend they could increase quality of filmed television with more time to work on the shows.

Cinerama Mee

(Continued from page 1)

E. Reeves, Wentworth D. Fling, Hyrt M. Kalmine, Edward V. Otis, in Arthur V. Rosen. All are presidents, directors, except Rosen, who is executive assistant to the first vice-president of Stanley Warner Corp. at Stanley Warner Cinerama.

Closed with the promissory note was the annual financial report of the company for the year ended Dec. 31, 1957. It showed that net income was $1,213,350 before federal income tax, compared with $118,477 net income for the previous year.

The report also included details of the company's present financial condition, distribution and exhibition of picture in the Cinerama process signed in January this year by Stanley Warner Corp., Cinerama Productions, and Cinerama Inc. Under the license granted by Cinerama in 1958, Stanley Warner Cinerama (a stockholder in Cinerama) had the exclusive right to use the Cinerama process for projection of Cinerama pictures.

Royalty Fact Modified

Under the modified agreement provision was made for royalties of 5 per cent of gross box office receipts, less admission and similar taxes, from exhibition of Cinerama pictures and 3 per cent from exhibition of non-Cinerama pictures. The exhibition license remains exclusive, and all matters including compensation between Cinerama and Stanley Warner Cinerama through Dec. 31, 1958, are settled.

New York Theatres

Radio City Music Hall

2nd Anniversary, May 6-8
"Marjorie Morningstar"

Starring

Gene Kelly, Natalie Wood

A Musical Revue, Release & "She's A Redhead" and Gala New Stage Spectacle

Philadelphia

When you are in need of A Special Announcement TRAILER

You'll be Delighted with Our Fine Quality and Quick Service.

Count on FILMACH

When you are in need of _A Special Announcement TRAILER_
Loew's Int'l Wins Bank Suit

(Continued from page 1)

83,000,000 in damages, alleging improper distribution of "Arch of Triumph," "The Other Love," "Ramrod," "Body and Soul," "Force of Evil," "They Passed This Way" and "So This Is New York," a group of pictures which the Bank of America acquired by foreclosure from Enterprise Productions. The suit originally charged inadequate distribution in some 40 foreign countries but prior to the trial reduced to this one country, Great Britain.

British Officials Testify

As defense witnesses, Nizer presented John Goodlatte, head of the Allied circuits in England, several Loew's executives in Britain, and Joseph Seidclman, former head of Universal's foreign department, who testified as an expert in the foreign distribution field.

Attorneys for the Bank attempted to show through enlarged charts that many MGM pictures which had appealed to foreign audiences in the United States as the Enterprise pictures, grossed far more in Great Britain than the Enterprise films. Nizer countered these with similar charts showing the opposite result.

Contending that there is no relationship between the gross in America and those in Britain, he declared that each picture depends on its own entertainment value which may vary widely from picture to picture and from country to country for a particular picture. On cross-examination he succeeded in drawing an admission from Sidney Jackson, Bank of America's expert from Great Britain, that even in the alleged foreign comparisons pictures which the Bank showed on its charts as having had the same grosses as the Enterprise pictures, had varied widely in its results in America and in Great Britain.

Action Pending Five Years

The suit, which had been pending for five years during which extensive depositions and examinations were held, is deemed by observers to be of extreme importance in putting a real market value upon the obligation of a distributor in giving his best efforts to distribute an independent production.

Irish Import Duty on All Pictures Removed

Special to THE DAILY

DUBLIN, May 3 (By Air Mail)—The removal of all import duties on films is almost the only tax concession given by Ireland's Ministry of Finance in the "no change" budget published this week.

"I feel obliged to help preserve both the revenue from cinemas and theatres and the employment which they afford," the Minister declared.

The Minister also allowed an increase in the entertainment duty from 30 per cent to 50 per cent for houses playing 50 per cent live shows in cine-variety programmes, but this affects only one house in Ireland, Dublin's Theatre Royal. The total amount of these two concessions is estimated at £50,000 ($140,000).

Total collections on the entertain-
ment tax last year were seven and one half per cent less than for the previous year.

Fox Records Signs 31

20th-Fox Record Corporation has finalized distribution agreements with 31 independent record distributors, it was announced by Henry Onorati, president of the film company's disk subsidiary.

"Indiscret" to M. H.

Warner Bros. announced yesterday the booking of "Indiscret" into the city's leading theatre in the engagement there of "No Time for Sergeants." The latter will succeed "Marjorie Morningstar," the current tenement in which the W. B. picture is in a row for the first time in the history of the theatre.

New Stockholder Suit

In List-G.A. Merger

Special to THE DAILY

WILMINGTON, Del., May 5—Sidney Schwartz, stockholder in List Industries, has asked the Delaware Court of Chancery to declare that the proposed joining of List with Glen Alden Corp. is "a merger and that, as such, it is in violation of Delaware corporation law."

Schwartz states that shareholders must be given the right to an appraisal of their shares and an offer to buy those shares prior to a merger according to Delaware law. No such appraisal or offer has been made, he adds.

The proposed consolidation of the two companies has been postponed pending outcome of minority share-
holders' suits protesting the acquisi-
tion of List's assets by Glen Alden.

Other suits have been filed in Delaware courts. Stock-
holders' meetings of the concerns are scheduled May 9 to consider the proposal to join the concerns.

'The Chase' Next for Spiegel

"The Chase" has been chosen by Columbia Pictures as Sam Spiegel's next production, following his "The Bridge on the River Kwai." The new film, based on the novel of the same name by Horton Foote, will be filmed in a period setting, but the firm time to coincide with publication of Dell of a paperback edition of the book.

Tenn. Circuit Adds Two

Independent Theatres, Inc., Chat-
tanooga, Tenn., has acquired the operations in that city of the 23rd Street and the 58th Street drive-in theatres from Bill Fincher, giving the company a circuit of five outdoor theatres.

Open Aztec, N. M., Drive-in

Porter Smith and Paul Campbell, with the latter acting as manager, have opened the new 350-car Yucca Drive-in Theatre at Aztec, N. M.

Two Schine Units Acquired

The Kentucky and State theatres, Lexington, Ky., former units of the Schine circuit, have been taken over by M. Switow & Sons. The Kentucky will be reopened in six weeks, following renovation. Future status of the State is undetermined at this time.

Sees Lawyers Needed

As Aid to Conciliation

Special to THE DAILY

CHARLOTTE, May 5—Because conferences are conducted without lawyers, Carolina exhibitors apparently regard conciliation as a weapon without tooth.

Mrs. Lucille Price, executive sec-
tary of the Theatre Owners of North and South Carolina, said no exhibi-
tors have used the method of settling differences since it went into effect.

She pointed out that theatre owners have always had the right to talk over differences with film company branches and therefore conciliation offers nothing new.

Mrs. Price said exhibitors are awaiting institution of the much dis-
posed location in which they could offer the advantages of having lawyers pre-
sent at grievance sessions.
Akron Drive

(Continued from page 1)

Sandusky; Midway Drive-In, Raven- na; Magic City Drive-In, Barberton; Montrose Drive-In, Akron; Ascot Drive-In, Akron, and Starlight Drive- In, Akron. Owners of these drive-ins are all members of the Akron Theatre Owners Association, but this activity is confined to operators of outdoor theatres.

‘U’ Picks Four

(Continued from page 1)

tin, Universal general sales manager, and Maurice Maurer, managing director of the Mayfair.

The arrangement starts with “Horror of Dracula” and includes in order “This Happy Feeling,” “A Time to Love and a Time to Die” and “Twilight for the Gods.” “Happy Feeling” has also been booked day-and-date at the Guild 59th Street Theatre.

In announcing the deal, Martin pointed out that it enables Universal to prepare long-range promotion on each of the four films so that the most effective local audience penetration can be achieved.

‘Lineup’ Brings $7,000

SAN FRANCISCO, May 5 — Columbia’s “The Lineup” grossed a big $7,000 in the first three days of its world premiere engagement at the

To Start Work on Aid
For Small Businesses

From THE DAILY Bureau

WASHINGTON, May 5—A Senate Banking Subcommittee will start executive session work Thursday on plans to provide long-term government financial assistance for small businesses.

The subcommittee, headed by Sen. Clark (D., Pa.), wound up hearings Friday. Clark indicated most support had been expressed for two bills to provide government capital for privately-organized small business investment associations which, in turn, would make long-term loans and equity capital available for small firms.

Democratic leaders are backing a plan to provide this through a new government agency, while the administration has proposed to do it through the existing Small Business Administration.

Report ‘Ten’ Gross

(Continued from page 1)

last March 12, Paramount Pictures an- nounced yesterday.

Most of the 21 theatres currently are in the fourth week of their engagments which are expected to con- tinue indefinitely.

Paramount Theatre here. The film will also go into 50 theatres in the San Francisco territory in the next few days.

REVIEW:

Horror of Dracula

Hammer Films—U-I

HAMMER FILMS, the same British production unit which last year stored Mary Shelley’s “Frankenstein” to its rightful place in the screen chamber of horrors, has now even more successfully brought back a granddaddy of all vampires, Count Dracula. Make note, however, the fact that this “Horror of Dracula” is no mere “return” of same some trumped up modern plot and settings. This is the “original” Dracula in eerie 19th Century, middle European locale complete with spoo castle, carriages racing through the night and a bevy of beautiful, swa necked (and thus doomed) victims.

Horror fiction is, of course, a very special genre. The trio most responsible for this production—Michael Carreras, executive producer, Anthony Hinds, producer, and Terence Fisher, director—have had the good sense to treat their subject with as much honesty as is allowed within horror fiction framework. Thus while it’s all fairly wild and wooly, it’s also chillingly realistic in detail (and at times as gory as the law allow). In addition, the physical production is first rate, including the setting costumes, Eastman Color photography and special effects.

Jimmy Sangster’s screenplay, based on the Bram Stoker novel, takes a couple of important and effective liberties with the original which serve to heighten belief in the weird events. These vampires cannot turn into wolves or owls or bats or whatnot, but must exist according to rigidly disciplined a schedule as any mortal lady taking off weight at health farm.

The specific plot here has to do with an eminent doctor, Peter Cushing whose mission in life is to stamp out vampirism. When his co-work John Van Eyssen, is turned into one of the “undead” while visiting Count Dracula’s castle, Cushing pursues the count to a neighboring count where the count is busy tapping the jugular veins of first Van Syyke’s fiancée and then her beautiful sister-in-law. Just how the count me his final come-uppance need not be related now. Suffice to say that it events unfold with mounting suspense and a slick pace, and the climb wherein the count is finally made truly dead, and his ancient body decomposes in front of your eyes, is top-notch film horror.

Since this is certainly one of the best of its type, it’s hard to see how “Horror of Dracula” will not clean up at the box office. It is one of films which will live up to almost any amount of wild exploitation.

The cast includes Michael Gough, Melissa Stribling, Carol Marsh and Valerie Gaunt, plus Christopher Lee, last year’s Frankenstein monster as Dracula. All are more than adequate.


Vincent Can

Talks by Officials Open
Loew’s Theatres ‘Fair’

Loepold Friedman, president of Loew’s Theatres; Eugene Picker, vice-president, and Ernst Smerling, advertising-publicity director, yesterday addressed the circuit’s managers, division managers and other distribution company executives at a meeting opening Loew’s Springtime Movie Fair, which is to be held to sell the lineup of spring and summer attractions at the circuit’s hometowns.

‘Gigi’ Is Screened

The meeting at the home offices was followed by a dinner in the company dining room, where the guests witnessed a screening of “Gigi.”

Pictures to be shown on the circuit during the Movie Fair period include, in addition to “Gigi,” “Desire Under the Elms,” “Run Silent, Run Deep,” “Merry Andrew,” “The Teacher’s Pet,” “The Sheperman,” “Strange With A Gun,” “Paris Holiday” and “Witness for the Prosecution.”

Denver WOMPI Elects
Ann Miller President

DENVER, May 5—Officers name- d by Chapter 10, Women of the Motion Picture Industry, included: president, Ann Miller; first vice-president, Cl yle Franz; second vice-president, Gloria Hazelwood; recording secre- tary, Patricia Frier; corresponding secretary, Betty Christian; treasurer (re-elected), Edith Musgrave; at board members, Ruth Yoe man, Bronnie Gilmor, Pauline Hall, Schulie Murrrie and Marian.

The local chapter will be host to annual convention, Sept. 12-14, as is the midst of plans for the even Jean Gerbase has resigned as convi chairman, with Mrs. Toni May being named to that post.

‘High Cost’ to State

M-G-M’s “The High Cost of Living” will be the next attraction Loew’s State Theatre here.
**Television Today**

**PA and IA**

*(Continued from page 1)*

Work stoppage in which several thousand members of the motion picture industry union in the east walked off the lot to report for work yesterday afternoon. IA officers and members of the Film producers labor committee met yesterday afternoon to work on the legal aspects of the strike. The result of the meeting will be the formation of a new association which will handle the national affairs under which producers will be asked to decide whether to continue the strike.

**Cessation Demanded**

The producers had insisted on the strike being called off before negotiating on specific points.

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**In Mont. Lab. Loss for First Quarter Higher**

*Special to THE DAILY*

CLIFTON, N. J., May 5 — A loss of $1,010,000 for the first quarter of 1958 was reported by Allen B. Du Mont Laboratories to shareholders at their annual meeting yesterday. The result compares with a loss of $7,233,000 on sales of $4,200,000 for the first quarter of 1957.

D. T. Schultz, Du Mont Laboratories president, attributed the result to increased overhead and decreased sales.

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**Eight Rejected**

Stockholders reelected all eight directors. They are: Dr. Du Mont, siran; Schultz, Barney Balaban, and C. G. Erpes, Dr. Thomas T. Ishthritis, Jr., Paul Balbour, Percy Stewart and Edwin L. Weid.

**TA Adds 4 Executives to Sales Department**

Vernon Cisna, Lionel Furst, Paul Brien and Angie Cavillarero have joined the national sales department of the National Telephone Association's advertising department, Jim Anderson, national sales manager for NTAs, has announced.

Jama becomes Midwest sales manager for NTAs, and will move headquarters in the organization's Chicago office. Furst and O'Brien will account executives working out of New York offices. The national sales department was established to handle NTAs growing list of broadcast properties in the national spot field.

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**College All-Star Game On ABC-TV August 15**

The College All-Star Football Game, pitting the National Football League champions, the Detroit Lions, against the best of the college stars who graduated in 1958, will be presented on Aug. 15 over the TV network of American Broadcasting Co., starting at 9:30 P.M. EST. Two companies have been signed for a projected three-way sponsorship. They are the Mennen Co. and Liggett & Myers Tobacco Co. The game is a promotion of Chicago Tribune Charities.

Earlier this year, ABC obtained the exclusive rights to broadcast the game for three years, 1958 through 1960.

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**Interstate's 1st Series To Star Larry Pennell**

*Special to THE DAILY*

HOLLYWOOD, May 5 — Larry Pennell has been signed to star in "Barbary Coast," the first television series to be produced by Interstate Television Corporation, an Allied Artists subsidiary, in association with the American Broadcasting Co., announced to an announcement yesterday by George D. Burrows, Allied Artists treasurer, and Robert Adams, ABC television network executive producer, western division.

Shooting to Start Tomorrow

Filming of the pilot at Allied Artists studio will be launched on Wednesday with Ben Schwartz, long associated with Allied Artists, as producer.

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**Stanton Honored For View on "Editorializing"**

Dr. Frank Stanton, president of the Columbia Broadcasting System, on Friday was presented the University of Missouri School of Journalism Honor Award for distinguished service in journalism. The award underscored Dr. Stanton's efforts in "his successful fight for the right of the broadcaster to editorialize." At a special convocation Friday night he delivered an address entitled "The Changing Role of Journalism."

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**Raibourn Will Testify Before Senate Group**

*Special to THE DAILY*

WASHINGTON, May 5 — Paul Raibourn, president of Paramount Television Productions, will testify here Wednesday before the Senate Commerce committee in opposition to pending legislation to require broadcast licensees to dispose of music-publishing and record subsidiaries.

The hearings are scheduled to resume tomorrow.
Have you heard the industry buzz about

THE
BIG
SHOCK-AND-
SURPRISE
SENSATION
SHOW!

Once it was human—even as you and I!

WINGING ITS WAY TO YOU FROM 20th...

THE BIG NEWS IN JUNE!
Admission Tax Repealed in 62 Communities

RKO Annual Report Also Shows 23 Local Taxes Cut

RKO Pictures Sued on Decameron' Handling

Propose Settlement of 'Holder Suit Attacking SW-Fabian Agreement

RCA Plans Program To Expand Activities

Johnston to Plead for Industry Music Firms

Universal Rents Studio Facilities to H-HL

Set Hearing May 20 on New Musicians' Union

Detroit Theatre, Neighborhood Weekly Join In Promotion Stunt with Excellent Results

Time's A-Wastin'

B-B Campaign In Jeopardy as Payments Lag

Small Theatres Helping: Slow Circuit Accountings

Rhoden Denies Deal To Purchase NTA

Greenblatt NTA Pictures New Gen. Sales Manager
**PERSONAL MENTION**

ELMER G. RHODES, president of National Theatres, has returned to New York from Norway, and will leave here today for the Coast.

BERNARD KAMMER, executive of Hect-Hill-Lancaster, will return to New York on Saturday from London via B.O.A.C.

CARYL HAMBURGER, subscription manager for the Phoenix Theatre here, will be married on May 11 to Ted Goldsmith.

JAN STERLING has arrived in New York from Hollywood.

AL BESNER, director, has left New York for Dublin via B.O.A.C.

JOSEPH FREEDMAN, Paramount exploitation manager, will leave New York today for New Orleans.

RAYMOND STROSS, producer, has left here for England, en route to Greece.

**'Kwai' Set for Newark On Hard-Ticket Basis**

"The Bridge on the River Kwai" was opened on a hard-ticket basis at the Paramount Theatre, Newark, on May 29, while it continues to play at the RKO Palace here, it was announced yesterday by Columbia Pictures.

The film will play the Newark house at the same $3 weekend top that prevails in New York. On the day it opens at the Paramount, "Kwai" will be starting its 24th week at the Palace.

The picture is also set to open a reserved seat, limited showing engagement, at the St. James Theatre, Asbory Park, on May 29.

**Wald Host to Press**

HOLLYWOOD, May 6 — Jerry Wald will be host to the press at 20th Century-Fox studio at lunchon tomorrow to show advance rushes and preview songs from his newest musical film, "Mardi Gras," which will be played by composers Sammy Fain and Paul Francis Webster.

**Joe Bellfort Here**

Joe Bellfort, former RKO Radio managing director in Europe and the Near East, arrived in New York yesterday from his Paris home on a three-week business trip. Bellfort will meet his headquaters at the RKO Radio home office while here.

**Admission Tax**

(Continued from page 1)

Based on revenues received during the last full year of operating the tax, the 62 communities which repealed taxes showed a gross tax revenue of $442,000 from motion picture admissions. Inasmuch as movie theatres also pay former admissions prices after repeal, a very substantial percentage of this sum, Coyne said, represents a saving to motion picture operators. Coyne said it is possible at this time of the year, through reduced taxes and increased exemptions but it undoubtedly will exceed the savings from repeal among the municipalities affected, including Philadelphia, which cut its local tax from 10 per cent to 5 per cent and New York City, which exempted foreign films from the last 90 cents of admission prices.

**Local Business Men Helped**

"These tax repeals and tax cuts do not just happen," Coyne said, "for the results of long and painstaking efforts by local exhibitors and exhibitor associations and other local business men. In many cases they received active support from local business men and labor organizations.

The outstanding success achieved in these local tax campaigns during the past 17 or 18 months should encourage all exhibitors, who are plagued with these discriminatory local taxes, to redouble their efforts because they have wiped off the books. Unfortunately, many local applications for relief have been turned down, but exhibitors and other industry representatives in those situations should not abandon their efforts but should seek wider and more effective support pressing their claims.

"A local tax repeal continues its unrelenting efforts to obtain further Federal tax relief, and has abandoned its ultimate objective of complete elimination of the Federal tax on motion picture admissions."

**Tabligner to Europe**

Robert S. Tabligner will leave here for Madrid by plane May 15 for conferences with Samuel Bronston and John Farrow on "John Paul Jones. While abroad, Tabligner will visit companies branches in Paris, London, and will attend the Brussels Film Festival.

**'U' Dividend Omitted**

The board of directors of Universal Pictures at its meeting held here yesterday voted to omit the declarati of the quarterly dividend of 44c per share, which was preferred by the company, which ordinarily would have been declared at this time.
CONFIDENTIALLY—

“HIGH SCHOOL CONFIDENTIAL” is violent, sensational, controversial, unrelenting in its suspense, brutally frank—BUT it’s the hottest number for the great youth market in years—and for their parents!

We highlight this theme in the powerful ads:

“YOUR OWN KIDS WILL NEVER TELL YOU...SOME WON’T ...OTHERS DARE NOT...They live in a world their ‘good families’ never dreamed existed. Not since ‘Blackboard Jungle’ such shattering drama of the tough, troubled teen-agers of our time.”

Youthful talent with name value delivers a sock entertainment! Ask M-G-M today!

M-G-M Presents AN ALBERT ZUGSMITH Production

starring RUSS TAMBLYN · JAN STERLING · JOHN DREW BARRYMORE

and guest stars MAMIE VAN DOREN · JERRY LEE LEWIS · RAY ANTHONY

JACKIE COOGAN · CHARLES CHAPLIN, JR. and DIANE JERGENS

Screen Play by LEWIS MELTZER and ROBERT BLEES · Screen Story by ROBERT BLEES

Directed by JACK ARNOLD · In CINEMASCOPE
**Review:**

**Fraulein**

20th Century-Fox—CinemaScope

An extremely interesting production with an able cast, authentic backgrounds in De Luxe color of bomb-shattered Berlin, Cologne and the Rhine Country, and enough emotional shadings to give it strong appeal to women as a post-war romance develops between an American major and a German girl who has been knocked around in bombings and the unrestrained disorder following the arrival of the Russian and American armies.

It has eye appeal and heart appeal. It moves at a rapid pace from the very start as Capt. Foster Maclain (Mel Ferrer) escapes from a prisoner of war van during a bombing of Cologne and takes refuge in the half-wrecked home of Professor Angerman (Ivan Triesault). The kindly professor’s impulse to protect him is almost shattered by the arrival of his daughter, Erika (Dana Wynter). On a sudden impulse, she hides Ferrer in her bathroom as the German soldiers arrive. In another raid her father is killed. She takes refuge with her uncle, but in a short time the Russians take over that house. She is buffeted about as she narrowly escapes an attack in a night club, finds herself in a house of prostitution and flies, and eventually meets Ferrer again in the uniform of a major of the U.S. Army.

The story revolves about Miss Wynter, an English girl with a talent for restrained emotional expression that makes her role convincingly pathetic. Ferrer, who has had wide experience as a producer and director as well as an actor on both the screen and television keeps the emotional buildup taut and realistic.

As a pianist in a Berlin night club and a friend of Miss Wynter in the crises, Dolores Michaels is outstandingly decorative. She is one of the products of the 20th-Fox effort to develop new talent, and she should certainly go places.

The story was adapted from a James M. McGovern novel by Leo Townsend, who clung to the original so well that he turned out a script that embraces the mental and moral disintegration of both sides in World War II as well as the nobility of some of those fighting their way out of the chaos.

Walter Reisch, who produced “Stopover Tokyo,” was also the producer of this picture, and the skilled direction was by Henry Koster, a veteran in the 20th-Fox organization.

The ingredients of what should be a highly profitable production have been mixed by experts.

The cast also includes Maggie Haves, Theodore Bikcl, Helmut Danzine, Herbert Berghof, James Edwards and others.

Running time, 98 minutes. General classification, Release, in May.

JAMES M. JERAULD

Universal Rents Studio

(Continued from page 1)

H-E-I-Stion, it was announced jointly today by Hecht and U-I.

H-H-L’s film, “The Rabbit Trap,” set for United Artists release, will be the first made by the company on the U-I lot starting June 16, with all of the studio’s facilities being used by producer Harry Knecht and director Philip Leacock for the Ernest Borgnine starrer.

**Correction**

Due to a typographical error, the first quarter loss of Allen B. Du Mont Laboratories for 1957 was reported incorrectly in yesterday’s Motion Picture Daily as having been $3,353,000. The actual loss for the period was $3,353,000.

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**Television Today**

**Johnston to Plead**

(Continued from page 1)

give up their record and music-publishing subsidiaries.

Speaking for major film companies, several of which have such subsidiaries, Johnston will argue that these do not constitute an adequate reason to deny a firm entry into the broadcast field. Subcommittee officials said the MPAA official would probably testify around May 21.

Leading the fight for the bill is the American Society of Composers, Authors, and Publishers, which sees it as a blow to its arch-rival, Broadcast Music, Inc.

Hearings on the bill resumed today, with several record company officials, music teachers, disc jockeys and composers opposing the legislation.

(Continued from page 1)

space vehicles and associated electronic equipment, and introduction six important new products.

Brig. General David Sarnoff, chairman of the board, presided at the meeting.

During the first quarter of 1957, Burns said, sales of RCA products amounted to $278,359,000, compared to $295,773,000 for 1956. Profits before Federal income tax amounted to $15,088,000 compared to $255,541,000 for 1957. Net profit after taxes was $8,004,000 as against $2,100,000 in 1957. Earnings per common share were 59 cents, compared to 87 cents for 1957.

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**One Man’s TVews**

By Pinky Herman

“A S goes Ford, General Motors and Chrysler, so goes Steel,” is well-known axiom with Wall Streeters; however in TV there is a slight difference. As to Ford (Art) or Steele (Ted), both are being ogled by NBCchieftains now that these “Cats” have left WNEW and WO respectively. . . . Bob Farrell’s warm, documentary flavor on those “guts of the day” broadcasts over Mutual has renewed interest in a movie—TV deal between the former all-time pitching great of the Cleveland Indians and United Artists. . . . Veep Arthur Tolchin of WCMN back in Gotham after a biztrip to Hollywood. . . . Dave Keegan of the Grey Advertising Agency will harmonize an “I Do—” with beautiful Joanne Tedeschi, former radio lark in Scranton, Pa., Sunday, June 21. . . . Cecil Brown, with MBS, CBS and ABC for a total of 18 years, has just signed as New NBCaster as of June 1 and will be stationed in Tokyo. . . . An ambition and forthright attempt to capture the attention of viewers of the local area takes place tonight when WNTA-TV (Channel 13 in cooperation with the Metropolitan Education Association presents a new half-hour series, “Television University,” with Monday, Wednesday-Friday) . . . featuring “Discovery,” fanned by Mary Lela Grimes and Tuesday and Thursday “Heritage” shows, to be headed by the Pulitzer Prize-winning Robert Frost. Frost’s first guest will be Dr. Jonas Salk, discoverer of the Salk vaccine. . . . Johnny Winters’ amiable handling of the TV NBC show, which he again took over Monday night for the vacationing Jack Pau proved delightfully droll divertissement. It’s quite easy to warm up to Winters—Johnny, that is . . .

Merv Griffin, last heard on his own program over ABC, takes over as head man of a new musical audience-participation TV CBS series, “Play Your Hunch,” which will replace “The Garry Moore Show” across the board (10:00-10:30 a.m.) starting June 30. A Goodman-Tolchin package. . . . “Rawhide,” a full-hour adult western starring Eric Flenim will be CBseen in the Monday 7:30-8:30 p.m. slot replacing “Robi Hood” and “Burns & Allen” in the fall. . . . Frank Cooper sails for Europe next Thursday on the Ile de France to set up telecast skeds in Britain for 2 Copper packages, “Dotto” and “Keep It In The Family” via Associated TV Ltd. . . . The Ed McBain, whose “Killer’s Choice” will be Kraft Theatre’s TV presentation over NBC June 18, is the novel deplume of Novelist Evan Hunter, author of “Blackboard Jungle” as a forthcoming novel, “Strangers When We Meet.” . . . Richard Wills, who started as a beautician and make-up artist at Warner Bros. Eastern Vitaphone Studios in the 1930’s and then for 18 years via radio and TV taught his knowledge of “beauty hints and advice” to millions of American women, resumes his “Here’s Looking At You” series tonight (daily from 6:00-6:30 P.M.) TV via WNTA. . . .

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**The Monarch**

The only flight with all de Luxe seats

Everynight, overnight

New York to London

Reservations through your Travel Agent or BRITISH OVERSEAS AIRWAYS CORPORATION

Motion Picture Daily

S.W. and Fabian

(Continued from page 1)

enterprises would extend the agreement another two years, to Aug. 26, 1961, and would continue the inclusion of all S-W profits in the computation of the payments, not limiting them to theatre operations. The ceiling on the percentage compensation amount to Fabian Enterprises would be reduced unless S-W has paid $1.20 in cash dividends on its stock. The sum of $500,000 less fixed compensation of $150,000 would be reduced if the $1.20 dividend was unpaid, by the following formula: The maximum amount of percentage compensation would be determined by multiplying $344,000 by a fraction, in numerator of which is the total dividends paid or declared during the current year and the denominator of which is $1.20. If the number of shares outstanding should be increased by reason of stock dividends or splits, or if any of the assets of the corporation are spun off, the $1.20 figure then is to be reduced proportionately.

Provision on Time Served

The amount of time that Fabian and Rosen could devote to Fabian Enterprises would be reduced from one-third to one-fifth of their normal working time to 15 per cent of such time in my fiscal year. In the event of the death of Fabian or Rosen the compensation and percentage payment would be reduced by 40 per cent instead of 33 1/3 per cent. The person continuing to render services to S-W, however, would not devote more than 10 per cent of his time to Fabian Enterprises.

Rhoden Denial

(Continued from page 1)

originated in a suggestion made by B. Gerald Cantor of the brokerage firm of Cantor, Fitzgerald that National Theatres initiate a move to acquire an interest in the company which owns the 20th-Fox library of pre-1948 films and distributes them both to theatres and to television. Cantor, now a director of National Theatres, was formerly a director of NTA and was a participant in the negotiations in which NTA acquired the 20th-Fox library.

Greenblatt Post

(Continued from page 1)

yesterday. In his new post, Greenblatt will be responsible for all sales and distribution activities for NTA Pictures.

Schwalberg said the appointment will enable him to devote more time to overall administration and acquisition of new product.

Before joining NTA Pictures, Greenblatt was general sales manager for RKO Pictures.

Churches Honor DeMille

WASHINGTON, May 6.—Cecil B. DeMille has received the award "Lay Churchman of the Year 1958" from the Religious Heritage of America,

that "Tammy" girl is back...and learning about romance from the boy next door

TEENS HEAR OF IT...THEIR HEARTS THROB AND SWING INTO BOX OFFICE RESPONSE TO

Debbie Reynolds • Curt Jurgens • John Saxon

in

THIS HAPPY FEELING

costarring Alexis Smith • Mary Astor

CinemaScope • Eastman Color

a Universal-International Picture

seventeen'S JUNE PICTURE OF THE MONTH

REVIEW:

No Time for Sergeants

WARNER BROS.

A rollicking tale of the peace-time Air Force, this genial and frequently uproarious comedy depends almost entirely on Andy Griffith's gift for comedy timing.

John Lee Mahin has written a fast moving screen play from a novel by Mac Hynan which was presented as a play on Broadway by Maurice Evans. Griffith is a Tennessee hill-billy, long on kindness and brawn but short on brains, who, when he is drafted, presents the Air Force with its biggest peace-time headache. His attempts to win the friendship of his sergeant, Myron McCormick, end in hilarious disaster for all concerned while his encounters with classification officers find them looking for new classifications.

Ultimately the Air Force surrenders, transferring Griffith, his small and nervous buddy, Nick Adams, and the long suffering sergeant to the infantry in circumstances which should leave any audience weak and breathless from laughter.

The picture has no romance but needs none. Mervyn LeRoy, who both produced and directed, wisely held strictly to the line of straight farce and plenty of it.

While Griffith carries the entire picture, he is ably supported by McCormick and Adams in the principal roles. Editing, except in the opening sequences, is fast as the nature of the subject requires.


JAMES D. IVERS

RESUMES FULL-TIME

HARTFORD, May 6 — The Guilford Theatre, dark on Tuesdays and Wednesdays for many months, has resumed full-time operation.

(Continued from page 1)
From the shaming true confessions that made millions gasp! The book that revealed more than a girl ever revealed about herself before!

**Dorothy Malone**

as Diana Barrymore - another award winning role.

**Errol Flynn**

as her father, John Barrymore, in his years of wildness.

"Too Much, Too Soon"

Presented by Warner Bros.
Co-Starring
Efrem Zimbalist, Jr. with
Neva Patterson, Murray Hamilton,
Martin Milner, John Dennis
Screenplay by Art and Jo Napoleon
Produced by Henry Blanke
Directed by Art Napoleon
Advise Restricting U.S.I.A. Films To Showings Abroad — Not in U.S.

WASHINGTON, May 7—Two members of a House Appropriations subcommittee gave an emphatic and prompt “no” reply to a U.S. Information Agency query as to whether U.S.I.A. films should be made available for showings to American organizations.

The two were chairman Rooney (D., N.Y.) and Rep. Preston (D., Ga.). They argued that a policy of showing these films would require a lot more money for the agency and would divert it from its main purpose of making films to fight communism abroad.

The matter came up during subcommittee hearings on the agency’s request for $105,000,000 of appropriations during the year starting July 1. This would compare with $95,100.- (Continued on page 4)

To Appoint Area Units For B-B Fund Raising

Appointment of exchange area committees to promote the raising of funds for the industry’s business building campaign is expected to be the main order of business at a luncheon meeting of the campaign executive committee Monday at the Astor Hotel, it was announced yesterday by COMPO.

It is understood nominations for (Continued on page 4)

Outline N.Y. Municipal Film Projects Today

Stanley H. Lowell, first executive assistant to Mayor Robert F. Wagner and his newly appointed liaison with the New York City film industry, will outline a series of municipal projects designed to encourage local motion pictures. (Continued on page 4)

Nine Drive-Ins in Pittsburgh Area Install

Quarter Midget Racing Equipment for Youngsters

PITTSBURGH, May 7—Nine local and district drive-ins are making quarter midget racing installations for youngsters between the ages of five and fifteen.

The youngsters can participate only if a parent is on hand to supervise them.

The nine drive-ins, catering to the midget racers only during daylight hours, are the Mt. Lebanon, the Twin Hi-Way, Woodland, Starlite (Fairmont, W. Va.); Westover (Morgantown); Hi-Way (Dubois); Coppies (Brownsville); Starlight (Uniontown) and Blue Sky (Ellwood City).

MOTION PICTURE DAILY

All the News That Is News

VOL. 83, NO. 90

NEW YORK, U.S.A., THURSDAY, MAY 8, 1958

TEN CENTS

History Being Made

By Sherwin Kane

THERE has been no lack of critical exhibitor observations for many months past concerning the increasing number of films being given the hard-ticket treatment.

Some have alleged that the practice tends to price films out of the market; that it establishes an unreal economic base that will collapse as soon as the recent and present trend of having highly popular films are played off. Others contend that it unwisely withholds product from subsequent runs, permitting local interest in the top attractions to fade because of the long runs in the roadshow houses.

Actually, few of the observations which inspired the foregoing and other criticisms have reached the substantiation stage yet. As a result, all such objections are untested and still in the realm of personal opinion.

One such production, however, currently reaching further and further into the subsequent runs, following lengthy roadshowing, and the trade would do well to mark its progress, for it promises to provide a valuable lesson.

The picture is “The Ten Commandments.”

After running for 16 months and grossing $2,744,000 at New York’s Criterion Theatre, the picture went into eight outlying houses in the Greater New York area and proceeded to establish new box office records in all eight.

In 21 theatres in the metropolitan area it played four or more weeks and grossed nearly $1,500,000. In some of the theatres, the engagements are continuing.

If this sort of performance is sustained right down the line into the smallest neighborhood theatres, and there are many indications that such will be the case, the hard-ticket branching of a super-attraction will be indicated as the number of any critic to cast doubt upon it.

The plain fact appears to be that the policy is the very best yet devised for the exceptional type of production. It is good for the picture, and that means it is good for the producer, the distributor and last but not least, the exhibitor, as time in this instance is beginning to prove.

Catholic Educators Support ‘Bernadette’

The Catholic Audio Visual Educators Association and 20th Century-Fox are cooperating on an extensive, local-level campaign, designed to pre-sell the film company’s current re-release, “The Song of Bernadette,” to more than 30,000 members of religious teaching communities encompassing each of the 48 states.

CAVE’s vice-president, Rev. Michael Mullen, has written a letter to (Continued on page 3)

Raibourn, Elder

Para., AB-PT

Score Bill on TV, Disc Firms

Testify It Would Be ‘Restrictive, Unnecessary’

WASHINGTON, May 7—Spokesmen for Paramount Pictures and American Broadcasting - Paramount Theatres described as restrictive and unnecessary a bill to prohibit television licensees from holding interests in music publishing and recording companies.

Paul Raibourn, Paramount vice-president, and Otis F. Elder, Jr., AB-PT general counsel, testified before a Senate Commerce Committee on the bill, introduced by Sen. Smathers.

(Continued on page 3)

Good Reports on Loew’s Send Stock Upward

Loew’s stock has run up more than two points to a new 1958 high of 16% in the last four trading days, during which it was one of the most active issues on the N.Y. Stock Exchange.

In the four-day period more than 200,000 shares changed hands.

Wall Street sources yesterday at (Continued on page 3)

Wilson Succeeds Engell; Again Heads the SPG

From THE DAILY Bureau

HOLLYWOOD, May 7 — Carly Wilson, who served as president of the Screen Producers Guild in 1953, has been re-elected president of SPG for 1958, taking over from Samuel G. Engel, president for the past three (Continued on page 4)

Television Today Page 5
On pages 6 and 7 of this publication you will see the first trade paper announcement of 20th's most important outdoor adventure film...

combining elements of action, humanity and a canvas as big and lusty as the State of Texas itself, this is a box-office attraction for which any alert showman will go

FROM HELL TO TEXAS!
Paramount, AB-PT Score Bill

(Continued from page 1)

erators (D., Fla.). Raibourn declared that enactment of the bill "would bring about -motions in the operation of a large segment of American business which is unwaranted and unnecessary."

Elder maintained the bill was "discriminatory against the broadcasting industry," would not serve the public interest and was "so broad that its application will be extremely difficult, if not impossible."

Hearings Recessed to May 20

Following their testimony, the hearings resumed May 20. Motion Picture Association of America president Eric A. Johnston is expected to oppose the bill in behalf of other industry companies.

Raibourn explained that Paramount owns Dot Records, Inc., and has interests in two music publishing companies, in addition to owning Los Angeles television station KTLA. The VP of Public Relations advised the opportunity "to continue its policy of diversification" and would be economically harmful to the company, he said.

Elder said AB-PT owns and operates five television stations and a record company, which, in turn, owns two music publishing companies. It also owns a small percent of stock in Broadcast Music, Inc., the target of the ASCAP-sponsored Smothers bill. Elder maintained that passage of the bill would only "perpetuate and extend the control or reconstitute the monopoly over music in the hands of a single organization." The bill would not serve the public interest, he said, but would be "extremely detrimental to the public interest by materially eliminating effective competition in the field."

Not in Public Interest, He Says

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ScoT Union Sets U.K.

Nationalization Push

Special to THE DAILY

GLASGOW, May 2 (By Air Mail)

-A call for nationalisation of the British cinema industry will be made by the Inst. of Advertisers at the annual meeting of the Interna-

tional Assn. of Theatricals and Kinematographic Employees at their annual meet-

ing in London this month.

In a resolution, the ScoT trade unionists claim that nationalisation would ensure an expansion of British film production, fair distribution of films, and control of box office grosses.

The Aberdeen, Scotland branch of the union will call on headquarters to "pursue with utmost vigor their aim to secure closing of cinemas on Christ-

mas Day in England, Wales and Northern Ireland, and on New Year's Day in Scotland."

Vikings' Invitation

Special to THE DAILY

PARIS, May 7 - Mrs. Kato Fenton-

Dormer, formerly United Artists ac-

counting supervisor of advertising-publicity for Continental Europe and the Mid-

dle East, has been named director of advertising-publicity for the same depart-

ments at the studio of Messrs. J. Rothman, UA continental manager.

End to Price-Cuts at

Albany Drive-Ins Seen

Special to THE DAILY

ALBANY, N. Y., May 7—Agreement among the larger drive-ins of the immediate Albany area to maintain triple features and "dollar nights" was reported to have been reached, effective as of May 3.

The two problems had been the subject of meetings and informal talks since last summer, but an arrangement to solve these forms of "price cutting" was heretofore elusive. Hope is that the thorny matter has finally been resolved.

Strong 'Caravan' Set

At Des Moines Friday

The Strong "Caravan of Light" has been booked for a "Caravan of Light" Fri-

day at the Westview drive-in on Highway 6, Des Moines, Ia., and Monday at 84th and Center drive-in, Omaha, Neb.

The "Light Caravan" is a large truck equipped as a mobile projection room. It is manned by Ray Shuff, of Local 228, IATSE. The national tour is now in its second month.

Wald Names Goulding

HOLLYWOOD, May 7 — Edmund Goulding will direct "Mardi Gras" for 20th Century-Fox, it was announced today by producer Jerry Wald at a press preview of the Savannah Film and Paul Francis Webster songs for the film.

MOtion PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Feke, Advertising Manager; Gut H. Fausel, Production Manager; TELEVISION TODAY, Charles S. Austin, Editor; Directo r; Patsy Herman, Victor-

worth 9; Window-Parade, 9115; Picture Daily, 9114; California, 9112; Gap-\n
ton, D. C.; London Bureau, 4 Bear St. Leicester, Square, W. 2, Hope Williams Burnup, Manager; Picture Burnup, Editor; William Ray, News Editor. Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Co., Inc., 1273 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-5100, Cable address: "Quigleyco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Tho n. J. Sullivan, Vice-Presi dent and Treasurer; Lee J. Brady, Secretary, of Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 31, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879, Subscription rates per year, $1.00 in the Americas and $12 foreign. Single copies, 10c.

400 UA Bookings for 'Acre'

United Artists has scheduled some 400 saturation bookings for "God's Little Acre." The bookings, to start next week, will cover key houses in 77 cities and will be backed by personal appearance tours of the film's stars.

'Dracula' in Milwaukee

Universal-International's "Horror of Dracula" will have its world premiere today at the Warner Theatre, Mil-

waukee, climaxing an intensive pro-
motional campaign on behalf of the Hammer Film Productions, Ltd., feature-

Forest Premie July 9

Walt Disney's "The Light of the Forest" will have a gala world premiere on July 9 at the Senate Theatre, Harrisburg, Pa. The opening of the Buena Vista release will be a charity performance, with the bene-

ficiary to be announced shortly.

Ibanez Novel to Be Filmed

A film adaptation of the Vincente Blasco Ibanez novel, "Flower of May," will be produced in Mexico by Olallo Rubio, Jr., for distribution in the U.S. It will be partly financed by the Mexican government, and will star Jack Palance, Maria Felix and Pedro Armendariz.

Detroit Council Installs

Mrs. Harry T. Jarvis has been in-

stalled as president of the Greater Detroit Motion Picture Council. Other of-

ficers are: Mrs. B. R. Springborn and Mrs. Earl Seielstad, vice-presi-

dents; Mrs. Raymond Kanagar, re-

corclcd secreiry; I-E H. Jordan, cor-

rectlor secretary, and Mrs. Fred C. R iess, treasurer.

Queen Mother to Attend

U.K. Trade Fund Benefit

FROM THE DAILY Bureau

LONDON, May 7--Lord Bank has announced on behalf of the Trade Benevolent Fund that the Queen Mother Elizabeth will honour the 1950 Royal Film Performance with her presence. The date is to be de-


cided later but will probably be early in February, 1950. The decision is of the greatest importance to the Fund, at a time when demands upon it are at a max-

imum.
Advising Restricting USIA Films

(Continued from page 1)

The committee's have been made by Horace Adams, president of Allied States and Ernest G. Stellings, president of TOA. Representatives of TOA and Allied will act as co-chairman of these committees in areas where both national exhibitor organizations have units. In areas where only one of the national exhibitor organization has a unit, a member from that unit will act as chairman.

Those expected to attend the meeting are those Montague, MMPIA; Stellings, representing TOA; Wilbur Snaper, representing Adams for Allied; Solomon Strausberg, president of MMPIA; and Harry Brandt, president of TOA.

Decca 3-Month Net Amounts to $168,117

Consolidated net earnings of Decca Records, Inc., for the three-month period ended March 31, 1938, amounted to $168,117, after allowing for the company's share of undistributed losses of subsidiaries. This is equal to 11 cents per share on 1,527,401 outstanding shares of capital stock.

The corresponding period of 1937, Decca reported earnings of $974,958, equal to 61 cents per share on 1,602,501 outstanding shares of capital stock.

Museum Fire Fund

The Museum of Modern Art here has set up an Emergency Committee of the Museum to solicit contributions to restore damage caused by the fire on April 15.

Wilson Succeeds Engel

(Continued from page 1)

years, as the result of election and installation at the guild's annual meeting in the Beverly Hilton Hotel.

Outgoing president Engel announced the expansion of the guild’s SPC-Jesse L. Lasky Intercollegiate Awards, presented annually to 10 students who produce the best films made in college or university departments each year.

Engel said that in addition to medallions, which next year will be presented at the SPC Milestone Award dinner, Buddy Adler has offered to the top student producer a guarantee of at least six months work in the production department at the 20th Century-Fox studios.

Outstanding officers elected at the meeting were: first vice-president, Walter Mirisch; second vice-president, Julian Blaustein; third vice-president, Dick Powell; secretary, Fred N. McCarthy; treasurer, Pandro S. Berman; first assistant treasurer, Lewis Rachmil; second assistant treasurer, Hall Bartlett.

Newly elected to executive board of the guild were: Blaustein, Rachmil, Adler, Frank P. Rosenberg, Milton Sperling, David Weisbart and William Wright.


**EATURE REVIEWS**

**Television Today**

**Gerald McBoing-Boing Starts Half-hour CBS Show**

Academy-Award winning Gerald McBoing-Boing, the animated emcee who uses sound effects instead of words, returns to the CBS Television Network with his “The Boing-Boing Show,” Friday, May 23 (7:30-8:00 P.M., EDT).

Featuring original television characters, stories and music, and others re-released. “The Boing-Boing Show” will present varied cartoon segments, from short song-pictures and vignettes to longer productions.

“The Boing-Boing Show” is produced for the CBS Television Network by United Productions of America.

**NTA Takes Over TV Radio Stations Here**

National Telefilm Associates, Inc., has formally concluded its purchase of the formeration WNTA (Channel 13) and radio stations WAAT and WAAT-FM here. NTA assumed operation yesterday. The stations will be known as WNTA-TV (Channel 13), WNTA and WNTA-FM.

At the closing, held in the Newark offices of Channel 13, NTA acquired 100 per cent of the stock of Atlantic Telefilm Corporation, the corporate owners of the TV station, and the Bremer Broadcasting Corp., owners of the radio properties.

**Catholic Educators**

(Continued from page 1)

pastors, superintendents of schools, principals of high schools and elementary schools, rectors of seminaries and boarding schools, detailing the plans in which CAVE is cooperating.

In a three-part program, Father Mullen, in his letter, asks that announcement of the picture’s availability be made from the pulpit, that group showings of the attraction be sponsored by parish meetings and exhibitors be contacted asking them to book “The Song of Bernadette” and assuring them of theatre patronage.

“We know what a good influence The Legion of Decency has been in hurting bad pictures,” Father Mullen says in his letter. “Can we now show Hollywood that we will support them when they produce a good picture?”

Father Mullen asked the support of each member in this endeavor, which coincides with the Centennial at Lourdes.

Borrowing a bit of motion picture showmanship, Father Mullen, indicating the awareness of current industry problems, also tells CAVE members in his letter: “Movie exhibitors, badly hit at the boxoffice, are anxious to book pictures in which an interest is shown. 20th-Century-Fox is offering

**Loew's Reports**

(Continued from page 1)

tributed the market activity in Loew's to optimistic reports reaching financial circles concerning the company's program. The signing of Sol Siegel as studio head, enthusiastic reports on the boxoffice potential of "Gigi" and other upcoming Loew's product, and an increasing belief that moves made by Joseph R. Vogel, Loew's president, in recent months are destined to show up soon in improved earnings, all were cited as contributing to a more favorable financial district appraisal of the company's stock.

Vogel, accompanied by Robert H. O'Brien, vice-president; George Kil- lin, board chairman, and Louis A. Green, new director, left here for the Coast last night. They will confer with Siegel and Benjamin Thau on production plans and studio operation, returning to New York in time for the premiere of "Gigi" at the Royale Theatre here on May 15.

"The Song of Bernadette" to exhibitors, keeping it off television and advertising extensively.

"They want to reach Catholics in a more personal way. CAVE is happy to act on a motion in this important field."
from one end of the country
they're waiting for

FROM HELL TO TEXAS
entry to the other...

20th Century-Fox presents
FROM HELL TO TEXAS

starring
DON MURRAY
the year's outstanding male star discovery!
DIANE VARSI
the Oscar-nominated new star of "Peyton Place" and "Ten North Frederick"!

CO-STARRING
CHILL WILLS
DENNIS HOPPER

PRODUCED BY
ROBERT BUCKNER

DIRECTED BY
HENRY HATHAWAY

SCREENPLAY BY
ROBERT BUCKNER and WENDELL MAYES

CinemaScope
COLOR by DE LUXE
When color is the problem, there are many answers. For example, for 16mm release there are 9 ways out, each with its own technical pros and cons, each with differing costs. To select the most advantageous solution requires broad experience. To supply basic know-how to the industry is the function of the Eastman Technical Service for Motion Picture Film. Offices at strategic centers. Inquiries invited.

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

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

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood, Calif.
Demands Correction

Stellings Hits

CBS 'Report' On Movies

TOA President Protests
Douglas Edwards Telecast

A vigorous protest to Frank Stanton, president of CBS, over its decision to broadcast a report on the movie industry, has been made by Ernest Stellings, president of the Theatre Owners of America. Stanton has said the program will be broadcast on April 25, in New York and Bill Stout, in Hollywood, appeared warily, but Stellings declared that "scheduling a report on the motion picture industry at this time is the only objective." (Continued on page 5)

CBS Says It Will Give Films' Bright Side, Too

Stories reporting the favorable developments in the motion picture industry will be reported by CBS-TV "when the time seems fitting," John F. Day said in a reply to Ernest Stellings, Theatre Owners of America president yesterday. Day, who was directed to reply for William S. Paley, said the program will focus on the bright side of the industry. (Continued on page 5)

Services for Casanave

In Rye, N. Y. Tomorrow

Funeral services will be held tomorrow in Rye, N. Y., for Charles L. Casanave, Sr., president and co-founder of the Fred Astaire Dance Studios and motion picture industry veteran, who died at his home in Rye on Wednesday. Services will be at 2. (Continued on page 4)

Rhoden, Landau 'Discussing'

NT-NTA Association

Discussions of a possible association between National Theatre Owners and National Theatres are taking place between Elmer Rhoden, president of the west coast circuit, and Elly Landau, chairman of the board of NTA, both parties announced yesterday. "The discussions" the announcement said, "concern whether there would be a basis for such an association and whether that association would be to the best interest of both companies and their respective stockholders." Exhaustive studies of the matter will be made by both parties during the next few months, they declared.

List Merger Meeting
To Be Adjourned Again

The twice adjourned meeting of List Industries' shareholders, which is scheduled to vote on the proposed merger of the Film Producers Association and List Industries, will convene again today and adjourn for another two weeks without taking action. The third adjournment is being taken as an appeal for court decisions in shareholders' actions seeking to enjoin the merger. Briefs in such action were brought by Louis Yager against List. (Continued on page 2)

First Circuit Contributions Made

B-B Campaign Fate
Put Up to Exhibition

Lazarus Says Committees Can Do No More, Must Have Money - Or Else

(Picture on page 3)

The industry's business-building campaign cannot get started without money and the responsibility for providing the money is squarely up to exhibition. Paul Lazarus, Jr., chairman of the campaign operating committee, told an audience of several prominent industry officials at a luncheon meeting sponsored by Associated Motion Picture Advertisers at the Piccadilly Hotel here yesterday, at which he was the principal speaker.

"How can you afford not to go ahead with this campaign?" Lazarus asked his audience. "To walk away from it at this point would be as shameful a piece of statesmanship as can be remembered. And we've had some startling examples."

"There is a need for haste as well as money," Lazarus continued. "Too many people have labored too long and too well on this campaign to abandon it now," he said. "I urge exhibition, 'Put your money where your mouth is' so we can get going." There was an immediate response from circuit officials present.

Samuel Rosen, executive vice-president of Stanley Warner and Fabian Enterprises, said that his companies will support the campaign. (Continued on page 3)

Plan Festival to Publicize N. Y.
As Center for Film Production

(Picture on page 4)

Procedures for facilitating motion picture production in New York City are in work and a film festival, in conjunction with the city's annual Summer Festival, to publicize the city as an outstanding center for film production is being planned for this summer.

Stanley H. Lowell, executive assistant to Mayor Robert Wagner yesterday announced a broad series of moves, planned in cooperation with the officers of the Film Producers Association of New York, at a press conference at the Hotel Manhattan. The moves include:

A re-examination and revision of the pertinent municipal codes covering licensing and permit procedures for shooting on location in the city;

A re-affirmation of police cooperation, including a single contact for (Continued on page 4)

Selectivision Hearing
Scheduled Wednesday

Selectivision, Inc., Forest Hills pay-television enterprise, its president J. T. Hamilton, and his assistant, Bernard L. Goldenberg, were ordered yesterday to show cause in New York Supreme Court on May 14 why they should not be temporarily enjoined against doing business in New York State.

The action by N. Y. district attorney Louis J. Leffkowitz was the latest (Continued on page 5)

Industry Officials Hit
UA Post-'48 Sale to TV

Strong criticism of United Artists by producers of post-1948 feature films to television was voiced in a "New York Herald Tribune" story which quotes officials here and on the Coast as being 'firmly opposed to the sale of post-'4974' product to the sight-and-sound medium.

Among those expressing their disapproval were Buddy Adler, Spyros P. Skouras, Abe Schneider, Sol Siegel and Samuel G. Engel.

Said Skouras, president of 20th Century-Fox: "The major studios today are fighting for their existence. We at Fox have a production sched- (Continued on page 3)
Boston Common Garage
Is Seen Near Reality

Special to THE DAILY
BOSTON, May 5.—The long-talked about garage to be built underneath Boston Common appears now to have a good chance of becoming a reality. Downtown theatre owners and managers have been demanding the project as a necessity to give their houses a "shot-in-the-arm."
Furking facilities in this city are considered the worst in the Commonwealth, and the lack of space has always been a severe hindrance to potential theatre patrons. The proposed underground garage would accommodate 2,000 cars. It is in the heart of the theatrical district and only a few steps away from shops and restaurants.

Loan Seen Assured
Governor Furcolo's proposal for a Municipal Housing Authority to build the garage has an $11,000,000 private loan necessary to carry out the construction, it was learned. It is also reported that Mayor Fahey of Massachusetts is interested in the Commonwealth, now building its own huge center in the Back Bay, has a "certain commitment" for the loan. Furcolo has submitted a 28-page legislative proposal to both branches urging immediate enactment to revitalize retail trade in the downtown sector. The bill is expected to come up on a public hearing shortly.

AA Death-from-Fright
Policies at 10 Millions

From THE DAILY BOSTON
HOLLYWOOD, May 8 — Allied Artists has passed the ten million mark in distribution of $1,000,000 insurance policies protecting theatre-goers against death from fright while attending showings of horror films.
The policies are being distributed at all public gatherings. One million have been shipped to Chicago for the film's opening there on June 6.

'Dracula' Brings $1,682

"Horror of Dracula," the Hammer Film Production for Universal-International release, had its world premiere at the Warner Theatre in Milwaukee yesterday and the company reportedly reported it on to "smash" business, rolling up $1,682. This was called one of the top figures for the year for the house.

Para. Signs for 12

HOLLYWOOD, May 8.—Paramount Pictures announced today it has signed a deal with Martin Jurovich-Richard Shepden Productions for it to produce 12 films for Paramount released the next six years. The independent unit will start work on its first film under the deal early in 1959.

Rubin Installed Head
Of Boston Cinema Lodge

Special to THE DAILY
BOSTON, May 8.—Harold Rubin of Brookline was installed as president of the Boston Cinema Lodge (formerly the Century Lodge) of B'nai B'rith, the oldest and largest organization of film exhibitors. Carl Goldstein, executive secretary of Independent Exhibitors, Inc., was elected first vice-president, and Emmanuel Youngerman, United Artists sales manager, was elected vice-president. Trustees for another term are Edward W. Leder, E. M. Loew, Arthur Lockwood, Theodore Fleisher, Samuel Finanski, Michael Redstone and Philip Smith.

Rosenberg-Coryll Sign
With Curtis-Brown, Ltd.

From THE DAILY Boston
HOLLYWOOD, May 8.—The association of the B'nai B'rith lodge of Curtis-Brown, Ltd., of New York and the Rosenberg-Coryll Agency here was announced. Under the terms of the arrangement, Rosenberg-Coryll becomes exclusive west coast representative of literary properties represented by the New York organization.
Contracts were signed by Alan C. Collins, president of Curtis-Brown, and Bob Coryll, who has just returned from New York where details of the inter-agency arrangement were settled.

'Gigi' Is Invited to Cannes Film Festival

"Gigi," an Arthur Freed production released by M-G-M, has been officially invited "Hor Concorso" by the directors of the Cannes Film Festival and will be exhibited May 18, the closing night. The honor was bestowed last year on "Around the World in 80 Days.
This marks the first time in the history of the Cannes Film Festival in which one company is participating with two pictures, M-G-M's other entry being "The Children of Paradise," the official American entry at the Belgian festival.

'Gigi' Advance $50,000

The advance ticket sale for "Gigi," which opens Thursday at the Royale Theatre as a reserved seat attraction, has passed the $50,000 mark, M-G-M reported yesterday.

Israel Zerinsky Dies

WINCHENDON, Mass., May 8—Israel Zerinsky, of Winchendon, the father of New Hampshire exhibitors Robert and David Zerinsky, died at his home here following a lingering illness.

List Merge

(Continued on page 1) and Glen Allen were filed yeaterday in U.S. District Court here.
Decisions are being awaited in a action brought by Samuel C. Allen against Glen Allen in King County Supreme Court, and Farris vs. Glen Allen in Federal Court at Wilkes-Barre, Pa. A fourth action was filed last week in Delaware county court at Wilmington, Dr. Orliss, Driscoll & Staffey are con-

Reopens Troy House
As Art Theatre

Special to THE DAILY
TROY, N. Y., May 8.—John Capron has taken over and reopened the American in Troy, as an art theatre on the closing of five years, after long-time operation by the old Warner circuiit and by Stanley Warner Corp., a 600-seater recently turned back by the latter owner. This theatre was vacated at expiration of a lease.
Capron, who also owns the St. in Troy, then began negotiations to assume operation. His admission is 90 cents for adults. The house is a schedule of evenings only, except Saturdays and Sundays.

Sign for 'Pacific' at Elmswood in Providence

A deal was signed in the offices of Mango Corporation here for the showing of "South Pacific" at the Elmswo Theatre, Providence, R. I. Larry Human, general manager of the circuit, owners of the Elmswo, came here to arrange the booking.
"South Pacific" will open in Providence for its second New England engagement as soon as a print is available. The Elmswo Theatre has just completed a 20-week engagement "It's a Wonderful World" in 80 days and a record gross of $125,000.

U.A. Holiday Party

United Artists will be host on Tuesday at a "Paris Holiday" cocktail party in the Grand Salon aboard the Ville de France at the French Line pier here.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • C-6 4100
"MARIORIE MORNINGSTAR"

GENE KELLY • NATAJLE WOOD
A Marks Era Release • in Color.
JA's TV Sale

(Continued from page 1)

of $25,000,000 for the coming year, backing up all our faith in the future of movies.

“Two kinds of sale will hurt us, more than places movies in the post-1950s, and that is if they run a campaign against the industry. It is detrimental to the industry at large.”

Maurice Schneider, president of Columbia Pictures, declared: “I am strongly opposed to selling any post-1950 motion pictures for use on television. What’s the future holds in store for one more of us, as we all hope for a successful campaign."

“I am adamantly against the sale,” said Buddy Adler, “it’s a horrible thing, which will have an adverse effect on our business.”

Sol C. Siegel, production head at TCM, observed: “We are firmly against any such sales to television and selling pictures at this time is a great disservice to the industry. We are going into production now with a few pictures which can compete on their own. But, Exhibitors will be hurt by the sale of more motion pictures to television.

“Despite TV competition, the gross first-rate pictures are high and will continue to be so, but there is a small exhibitor likely to be hurt. Therefore, from our standpoint, we do not contemplate selling any post-1948 pictures to TV and we desire to continue."

Samuel G. Engel, president of the Screen Producers Guild declared: “The Screen Producers Guild opposes the distribution of post-1948 pictures exhibition on TV. It unreasonably extends the fallacious argument that the sale of these pictures on TV is not harmful to the entire motion picture industry.

Let ‘Old Man’ LP

Columbia Records will distribute an LP original sound track album on the musical score of Warner Bros. “The Old Man and the Sea,” the musical score was composed and conducted by Dimitri Tionskin.

B-B Drive Put Up to Exhibitors

(Continued from page 1)

are “happy and proud to get behind this campaign to promote the industry and get more people to go to theatres. The only thing we’re against is the selling of any more of our films to television. Ernest Stellings, (Theatre Owners of America president) has talked quite a bit about providing funds for this campaign. As a representative of TOA, I feel the time has come for me to put up or shut up.

Rosen then said that he had estimated that the contributions of Sun- lerray Warner and Fabian Enterprises’ theatres would amount to $60,000 and presented a check for the first installment to Maurice Bergman, co- administrator with Charles E. McCarthy of the campaign.

$3,000 from RKO Theatres

A check for $3,000 was presented by Harry Mandel on behalf of Sol A. Schwartz, president of RKO Theatres, as partial payment of their commitment.

It was announced that a check for more than $4,000 had been received from Stellings’ theatres.

Harry Braid, head of Brant Theatres and president of Independent Theatre Owners Association of NY, who had presented the first circuit contribution to the campaign, April 15 COMPO membership meeting, reminded the gathering that this industry cannot expect anyone else do for it what it must do for itself.

“I call on the exhibitors of the U.S. to make a theatre-by-theatre canvass as we are doing in New York to get in campaign contributions. The poor financial condition of the theatres is not an excuse. We’re on the way back and must help ourselves, and we must do it as quickly and as possible. I do not think the criticism of exhibitors as laggards in these matters is warranted.”

Hyman Optimistic

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, recalled that in originally proposed the support to the ABPT urged that it not be started “unless there was quality merchandise on the exhibitors’ shelves on a continuous basis during such a campaign. For what good is the spending of substantial sums of money on campaigns to get people into our theatres if, when they go, they see inferior attractions?”

It was with this in mind, Hyman said, that Leonard Goldenson, AB-PT president, and he had campaigned over the past two years for orderly distribution of quality product. In meetings with exhibitors across the continent in recent months, Hyman said it was apparent that there has been a revivalization of showmanship on the local level and with the attainment of a fair measure of orderly distribution with all signs pointing to a continuous improvement in that direction.

Calls It ‘Obsolete Necessity’

As a result, Hyman said, AB-PT is giving its heartfelt support to the B-B campaign. ‘I feel it is an inherent necessity,’ he said, ‘when the various activities now going on at the local level are tied in with this campaign there can be no question that not only will traffic at the box office substantially increased but we will have satisfied patrons also.’

In addressing the gathering Lazarus noted that this is the second anniversary of the start of work on the industry business-building campaign and reviewed its progress and lack of it from the beginning up to its precarious present.

Radio Drive to Start July 1

He related that the radio promotion phase of the campaign is scheduled to start July 1 and to cost $300,000. It will be followed Sept. 1, by a $300,000 newspaper campaign and a public relations program budgeted at $150,000. Total cost of the campaign, including the Academy Awards total and exhibition, is $2,300,000. Of this amount, exhibition is counted upon to provide half, contributing on the basis of one-half of one per cent of 1957 film rentals. Distribution matches exhibition contributions dollar for dollar.

“We've gone as far as we can,” Lazarus said for the committee.

On the dais at the luncheon were William Snaper, Charles McCarthy, Ralph Hertz, Max E. Youngstein, Maurice Bergman, Robert Montgomery, Harry Brandt, Edward Hyman, Alex Harrison, Robert Coyne, Sam Rosen, Leopold Friedman, and Herman Robbins.

Need for haste and need

For Money,” Lazarus Says

“If we believe in our own business and in its future, we have to move forward with its business-building campaign, and do it quickly,” Paul Lazarus told the capacity AMPP luncheon audience here yesterday.

“Now is the best time to do it,” he added. “We have unity today. The distribution lambs lie down with the lion and the olive branch with the water of TOA.”

Radio Stations

(Continued from page 1)

with radio advertising and promotional ideas that have proved successful in stimulating theatre attendance in markets of all sizes in the U.S. In turn RAB members will supply exhibitors with case histories on the employment of radio for film advertising.

Bulletins Being Mailed

Plans for the radio “educational” program are outlined in a five-page bulletin now being received by members of RAB.

Radio Stations Mapping Local Film Campaigns

Radio Advertising Bureau, Inc., a radio industry service organization with members all over the U.S., has launched a program to acquaint its members with facts about the motion picture industry in preparation for local tie-in campaigns in the business-building program.

The radio men will be told about the problems facing theatre exhibitors today and will also be given a rundown on the business-building campaign, “as outlined to RAB by film industry executives planning the national promotion.”

RAB will also supply its members secret ideas and suggestions to the campaign operating committee, to talk up the campaign among business associates and friends, and to talk up on its own individual 'business-building' campaign.”

3 Post-Presidents of AMPA Attend Luncheon

Thirteen post-presidents of Associated Motion Picture Advertisers were introduced to the capacity audience at yesterday's luncheon meeting on the industry business-building campaign, among them was Pat Parsons, introduced as "the old ‘living past-president of AMPA.”

Others present were: Glen Allwine, former Greenhull, George Harvey, Gordon White, Leon Bamberger, Vincent Troilo, Martin Starr, David Adler, Lige Brien, Max Youngstein, Maurice Bergman and Paul Lazarus.
Plan N. Y. Production Festival

(Continued from page 1)

the entire city through the Chief Inspector’s office; a modernization of fire prevention regulations to recognize the change-over to safety film from nitrate; an attempt to clarify other municipal codes in areas such as the city sales tax; and

Pledge of Cooperation Included
A pledge of cooperation from the city in the staging of an international film festival or fair in New York this summer. Both Lowell and Nat Zucker of Dynamic Films, president of the FPA and city commissioners of departments involved with motion picture production, this City Hall meeting, which took place Wednesday, was presided over by Lowell, and was attended by: Police Commissioner Stephen P. Kennedy, Deputy Police Commissioner for Community Relations Walter Arm, Chief Inspector Thomas Neilson, Inspector John King; Deputy Fire Commissioner Harry P. Morr; Chief Thomas J. Hartnett of the Bureau of Fire Prevention; Building Commissioner Bar- rard J. Gallinay; Armand D’Angelo, Commissioner of Water Supply, Gas & Electricity; Deputy Commissioner Vincent J. O’Shea of the Department of Commerce and Public Events; Edward J. Shrasky, Assistant to the Commissioner, Department of Traffic; Louis Gioffo, Commissioner of Borough Works, Manhattan, and representatives of the Boroughs of Queens and Richmond; and Leo A. Larkin, first assistant and corporation counsel for the City of New York.

Representing the FPA were its president, Nathan Zucker, board members F. C. Wood, Jr. and Peter J. Mooney, chairman of the civic committee David I. Pincus and committee members Hi Brown, Martin Poll and Louis Feldman, and Wallace A. Ross, public relations counsel.

Subcommittee to Make Plans
Plans for the Film Festival will be pushed by a subcommittee including representatives of the city’s Department of Commerce and Public Events, the Convention and Visitors Bureau, and the FPA which will report within a week on tentative plans. These envision at the moment, an international festival at which films of all types will be shown by invitation. The possibility of using many of the films being shown at the Brussels World’s Fair is being considered.


Seek New Street Permit
With respect to present licensing and permit procedures for filming on location in the city, Lowell has arranged for a committee comprising of representatives of the police department, park department, commerce department, and the film industry and television networks to draw up a motion picture production permit form that would supersede a present, cumbersome “street fair” permit. It would take into consideration postponements because of inclement weather, a need for uniform permission to film on the streets and the city’s squares and parks, less stringent requirements for smaller film crews than for extravaganzas or large production setups, and possible simplification of procedure.

At present nine copies of the permit application must be filled and new ones made for each location, even across the street.

A committee has also been established to modernize fire-prevention regulations at film studios, to take into account the prevailing use of safe film as opposed to the old nitrate film. Police Commissioner Kennedy, Deputy Commissioner Arm and Chief Inspector Thomas Neilson have arranged for the industry to clear activities through the single office of Chief Inspector Neilson. The Chief Inspector’s Office then advises Borough Police Commanders of forthcoming activity. Lowell echoed a request by Commissioner Kennedy for a more advanced planning, if possible, by producers.

Lowell announced that sales of tickets to the new Film Festivals is to begin, to assure similar clarification in the television industry, but that the city’s film producers could look forward to easier meetings with the Controller’s office.

Casanova

(Continued from page 1)

11 o'clock at the William H. Gruhke Funeral Home.

In 1946, Casanova entered into agreement with Fred Astaire to open a national chain of dance studios bearing the famous dancer’s name. Casanova became executive vice-president with Astaire as president. In 1955, Casanova became president of Astaire’s board chairman of the corporation.

Born in Chicago, Casanova started in show business as an actor. He so entered film sales and served in managerial capacities in the Chicago area with practically all the pioneer companies including Biograph, Pat Essanay, Mutual, General and Vitagraph.

Had Cleveland Exchange

Later he owned and operated own film exchange in Cleveland, Ohio. Upon returning to Chicago, became the film manager for Unit Films, following with several years of theatre operation in interstate and also Associated Theatres.

Coming to New York City, he left film operations as an executive of the American Display Co. He then organized the accessories division of National Screen Service and served as vice-president and general manager and continued until 1942. He then became an independent film producer and distributor, founding Casanova Pictures, Casanova Pictures and Sixteen M.M. Pictures. Other film interests up to 1950 included executive management of Motion Picture Sales Corp., Lion Pictures Corp. and Capa Production.

He was a member of the Motion Picture Pioneers, the Westchester Country Club and an early member of the Associated Motion Picture Artists Union.

Surviving are his wife, three sons, Charles L. Jr., Chester F., and David; a daughter, Mrs. Gloria J. Cease; two brothers: Herbert and Ferdinand.
Stellings Hits CBS ‘Report’

(Continued from page 1)

television . . . no longer presents an insurmountable barrier to the growth of the movie industry.

Stellings made other healthy indications including United Artists’ recent report showing its highest net and gross in seven years; Leonard Loew’s report to American Broadcasting - Paramount Theatres stockholders citing a rising attendance curve; a similar report by Sol Schwartz, president of RKO Theatres; and the recent Loew’s report of a probable 16-week period ended March 13.

See Great Harm as Result

“I could cite innumerable other instances,” the TOA head said, “to show that the movie business and the theatre business is far from ‘broke’ as was the impression given on the telecast—an impression which, I am sure you will agree, can only do irreparable harm to our industry if it stands uncorrected. May I therefore, again, ask that corrective action be taken by CBS Television in the interest of fair play.”

Copies of the letter went to Edward Adams, Malcolm Johnson, assistant news director for the network, and Louis C. Cowan.

expect 1,000 for ‘Paris’ ow at Astor Tonight

One thousand celebrities, social alders, and “just plain ticket buyers,” will be at the Astor Theatre tonight to honor Bob Hope at the charity pre-

ovement of his new comedy, “Paris Holly-

ty.” The event is being held for the benefit of the Hospitalized Veterans’ aides of the Musicians Emergency Fund.

Many of the notables will go to the old Astoria Hotel following the movie, for a supper dance and hoon show in the Seet Room. The serious designer, for Tiffany, will in-

rence be one of the delights of the gathering.

Among those who will be on hand are Tallulah Bankhead, Red Buttons, G. Carter, Bob Mathias, Martha ott, also, Joey Adams, Steve Allen, an Barrymore, Igor Cassini, Rita m. Paul Hartman, June Havoc, d Malden, Roddy McDowell, Jan auy, Otto Preminger, Ginger Rogers, Toots Shor, Geeta Thysen and g Young.

ocation in August

WASHINGTON, May 8.—The eral Communications Commission announced it will again supply cam-

August vacation, with no hear-

s or oral arguments scheduled that month.

quire ‘End of Line’

Jerome Balmam Films here has ac-

ed western hemisphere rights to full-length feature entitled “The of the Line.”

Television Today

Set Radio, TV Program On Columbia Twin-Bill

Spearied BY THE DAILY

BOSTON, May 8.—A large campaign on television and radio in the and New Haven exchange ter-

ories has been set by Columbia Pic-

ures in support of the matinees of its twinbill, “The Case Against Brooklyn” and “Let’s Rock!” in more than 225 New England theatres starting May 14.

Nine television stations will be employed for the saturation spot cam-

aign during the seven-day period beginning May 9 and the 30 affiliated stations of the Yankee radio network will be used for seven-day periods begin-

ng five days before the key openings in each of the 30 areas.

One Man’s 1 Views

By Pinky Herman

RONNIE DEAUVILLE, the courageous young singer who was stricken by polio and is winning his fight against the disease, is currently in New York where he’ll guerilll Sunday, May 18 on the “Steve Allen Show.” Ronnie’s appearance some time ago on Ralph Ed-

wards “This Is Your Life” program, won the hearts of TV viewers every-

where as its twinnubbed. The producer of Ronnie’s recent Album “Smokey Dreams” zooming the sales skyward. . . . Promotion director Gene Levy of Camera Equipment proved very helpful recently to Hong Chan, presi-

dent of Sudo Films, Ltd. of Seoul, Korea and his American rep, Huu Mao of the Wah Chan Co. when Chan was in Gotham. Gene promptly forgot the incident but not so, Chan. The grateful filmgoer, with cus-

omy Oriental courtesy, wrote a beautiful letter of thanks and invited Gone to visit Korea. Assistant director of Al Blygender’s promotion staff at NBC, recuperating at the Harkness Pavilion (Medical Center in New York) from a leg injury. . . . Walter (The Real McCoys) Brennan will pay a friendly visit to Tennessee Ernie Ford next Thursday. Seems like Ernie, after spending 2 weeks with the big city slickers in New York, should be ripe for “easy pickings.” This show could easily prove to be a rootin’-tootin’ hootenanny, by crickey. . . . Eddy Mars’ original Harmonicups, will be seen and heard in a new series of telecommun-

shills skedded for filming by J. Walter Thompson for Scott Paper.

Dave Garroway

Big talent, big show big HEART. That to us at least describes Dave Garroway. The man of “Peace” received a letter from one of his fans, Mrs. Charlotte Marsh of Los Angeles, saying she’d love to see her son, Ed, who left home two years ago for New York during which time he was musical director at the Putnam Playhouse, skated on the Roxy Stage and is currently off-stage pianist at the dramatic hit, “Dark at the top of the Stairs.” As a Mothers’ Day gift to Mrs. Marsh, Dave invited Ed to appear on his “Today” show this morning to serenade her with “Look Mom, see me playing piano for you.” It’s little things like this which makes Big news to little guys like us . . . . On Tuesday, May 27, in the “The Right To Choose” episode of the “West Point” telefilm series on ABC Channel 7, Bob O’Gallagher as “Jim Stratton” falls in love with Gloria Talbot who portrays “Carol Bridgeeman.” Of course if the make-believe “Carol Bridgeeman” is as sweet and gentle, lovely and talented as the real Carol Bridgeeman (ASCAP Index Department) then the reason for Strat-

ting falling in love is quite understandable.

Dave Garroway

(Continued from page 1)

development in the case against Selectiv-

ion which began in March with the filing by Leftkowitz of charges that “fraudulent” literature was be-

used to promote the company’s stock. P. J. Cronan & Co., stock bro-

ers, were named in the charges, and the original restraining order against the sale by Gruber of Selectivision stock has been continued.

In the action yesterday Selectivision and its officers were also ordered to show cause why a receiver should not be appointed for any property se-

cured by them “through the fraudulent practices alleged in the com-

plaint.”
Invitational Preview
of one of the most
eagerly awaited films of the year
Victoria Theatre
Friday
May 9—4 pm
Saturday
May 10—10 am

The Vikings
starring
Kirk Douglas • Tony Curtis • Ernest Borgnine • Janet Leigh
with James Donald • Alexander Knox
Screenplay by Calder Willingham • Adaptation by Dale Wasserman
Based on the novel “The Viking” by Edison Marshall
Produced by Jerry Bresler • Directed by Richard Fleischer
A Kirk Douglas Production • Technirama® and Technicolor®

Watch for announcements of similar special previews in Los Angeles and other cities.
Para. Quarter
Income Hits
$8,352,000

Net Earnings for Period
Are Estimated $1,405,000

WASHINGTON, May 11—Recent developments favorable to the U.S. motion picture industry in its dealings abroad have been reported to the office of the Motion Picture Export Association here, it was learned at the weekend.

In two instances the actions relate to opening the way for American films to play in countries where they have been boycotted completely or have been having difficulties in fixing terms.

From Spain it is reported there now exists an oral agreement which will enable exhibitors there to stop boycotting U.S. pictures. No American films have been shown in Spain for several years except for those already

(Continued on page 2)

List Merger Meeting
Adjudged to May 23

The annual meeting of List Industries' stockholders, which is scheduled to vote on the proposed merger of the RKO Theatres parent company with Glen Alden Corp., convened for the third time on Friday and then adjourned two weeks until May 23 without taking action.

The third adjournment was taken to await court decisions in stockholders' actions seeking to enjoin the merger. Glen Alden also met on Friday and adjourned until the same date.

Johnston ‘Man of Year’
In Foreign Trade

Eric Johnston, president of the Motion Picture Association of America, has been chosen “Man of the Year in Foreign Trade” by the Foreign Trade Society-Propeller Club of New York City College's Baruch School for his “contribution toward greater un-

(Continued on page 2)

Television
Today Page 4

Report Actions in Denmark, Spain,
Thailand Favorable to U.S. Firms

WASHINGTON, May 11—Recent developments favorable to the U.S. motion picture industry in its dealings abroad have been reported to the office of the Motion Picture Export Association here, it was learned at the weekend.

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(Continued on page 2)

Hearing Held
Court Insists
Loew Divorce
Must Proceed

Justice Dept. Proposes
New Date, Aug. 31, 1959

Tentative explorations by attorneys for Loew's to ascertain what prospects there might be for averting full divestiture of the theatre company from the producing-distributing companies came up against a solid wall in Federal District court here last week.

Fedral Judge Ednaud Z. Palmieri early in the hearing agreed with Department of Justice attorneys that the court should not abrogate the divestiture order but, rather, should concern itself with how best to carry it out. Loew's, thereafter, did not press the issue of maintaining its status quo, either permanently or indefinitely, observers reported.

Justice Department officials proposed that Aug. 31, 1959, the end of Loew's next fiscal year, be set by the court as the new date for completion of the divestiture. Neither Loew's pictures nor Loew's Theatres' attorneys objected and the court gave both sides until May 19 to submit findings, following which it will

(Continued on page 3)

Loew's Stock at Another
High; Demand Is Heavy

With plenty of market interest remaining on Loew's, the company's stock was run up to another new high for 1958 of 17 1/4 on a turnover Friday of 37,700 shares. In six trading days the stock advanced more than three points and was one of the most active

(Continued on page 2)

MGM Promotes Zeltner
To Full Branch Mgr.

Harold Zeltner has been promoted by M-G-M to the full status of branch manager in the New York-New Jersey exchange, it was announced by John F. Byrne, general sales manager. Since January, 1937, Zeltner has been

(Continued on page 2)
PERSONAL MENTION

JERRY PICKMAN. Paramount distribution vice-president, will visit Atlanta and other Southern cities this week.

WILLIAM FREE, president of Dimensional Pictures, has arrived in New York from Hollywood.

OTTO FRIBUSCHER, producer, and A. E. HUTCHINS, writer, are in London from New York on the first leg of an around-the-world trip.

JOSEPH FRIEDMAN, Paramount exploitation manager, will return to New York today from New Orleans.

WALTER PRUDE, general manager of the Sol Hurok organization, left here Friday for London via B.O.A.C.

SV MALAMAD, Columbia home office executive, and Mrs. Malamad are the parents of a third daughter born at Doctors Hospital here on Friday.

Extend Rhoden Pact

(Continued from page 1)

at time he became president of National Theatres, in November 1954, which provided for a term of active employment until May 31, 1958 and for a five-year additional period during which Dr. Y. Rhoden was to give advisory services.

"Last year Mr. Rhoden's contract was amended to give him a restricted stock option on additional shares and in consideration he agreed that at the request of the board of directors he would serve as president of National Theatres for an additional year if called upon by the board. The directors of National Theatres has voted to exercise its option to require Mr. Rhoden to serve as president for additional year."

F.W.C. Promotes Polier

LOS ANGELES, May 11 — Dan Polier is being promoted from assistant head booker to booker for Fox West Coast Theatres, it has been announced by M. A. Lundgren, National Theatres new chief film buyer. Polier replaces Everett Sharp, who moves up from F.W.C. head booker to National Theatres film buyer, succeeding Gordon Hewitt, who becomes assistant to Lundgren.

Motion Picture Daily, Monday, May 12, 1958

Court Backs Loew's Divorce

(Continued from page 1)

take the proposal under advisement and hand down a decision at a later date.

Originally, the Loew's divorce was to have been completed by March 8, 1957, but the government agreed to an extension of the deadline to June 1, and Loew's asked for more time because of inability to reach an agreement with the theatre company on a division between the two, of $40,000,000 of funded debt of the parent company. While the two companies were separated physically, their decree provided that Loew's could continue to hold the theatre company's stock so long as a division of the debt could not be agreed upon and new financing arranged. At that time the court appointed half of the Loew's Theatres' board to serve until the company's stock had been distributed to stockholders of Loew's, Inc., the parent company, and indefinitely postponed the distribution of the stock.

At last week's hearing, it was reported, the court also was petitioned to authorize the withdrawal of the court-appointed director of Loew's Theatres, Karl Pettit, and of Weldon Powell, who was named by the court as consultant to the picture company. However, officials of both Loew's, Inc., and Loew's Theatres either declined to comment or could not be reached.

Pettit and Powell testified at last week's hearing, as did Robert H. O'Brien, financial advisor to Loew's, Inc., and J. L. O'Donnell, treasurer of Loew's Theatres. All were said to have been pessimistic about the possibility of any early agreement between the picture and theatre company boards on the debt split-up and new financing.

The government then presented its proposal which, in essence, would dispense with the need for an agreement between the two boards, and the picture company would be responsible for presentation of an acceptable plan in time for the distribution of theatre stock by the end of Loew's next fiscal year.

MGM Promotes Zeltner

(Continued from page 1)

announcement, Milton Rockmull, U-I president, said the company would shortly announce other important pictures to be made "both in association with independent producers, as well as under our own banner."

Large Budget Set

The U-I-Bryna picture will be "Viva Gringo," and it is to have a budget of over $2,500,000. Rock Hudson and Douglas will co-star in the film, which Edward Lewis, Bryna vice-president, will produce, and make its full production facilities available to Bryna.

While the present pact is for only one picture, negotiations between Bryna and U-I are on. Additional pictures and number of other features, it was stated.

Bob Hope Honored

(Continued from page 1)

ceremony from Mrs. Lytle Hull, head of the HVS, at the Waldorf-Astoria's Sert. Hope's friends had gathered to honor the producer-star following the Astor Theatre opening of "Paris Holiday.

He received this tribute in recognition of the millions of miles and thousands of appearances he has made over the past year in G.I. hospitals around the world. All proceeds from the premiere were turned over to the HVS.

The thousand-seat theatre was packed to capacity for the charity opening of the United Artists release.

20th-Fox Has Special Personality Trailer

Buddy Adler, 20th-Fox executive producer, has made a special "personality trailer" featuring Dia Vari, to promote "Ten North Frederick," the production of Harold G. Mandel, RKO Theatres vice-president. The trailer will be used immediately in all RKO houses throughout the country, prior to the opening of the picture at the Paramount Theatre on May 22.

Future personality trailers planned for other young stars on 20th lot, it was stated.

Denmark and Spain

(Continued from page 1)

purchased when the boycott went into effect. Finalization of a new deal expected soon.

In Denmark exhibitor associations are not about to accept a new agreement amending their rules to permit exhibitors to pay maximum film rent of 50 per cent of the gross door receipts after taxes, with permission, the exhibitors to book one film, two or more. Under the deal each U.S. company would be permitted two or "special" pictures each year.

Meanwhile, the American companies are going ahead without waiting for the final approval of the Danish associations on the basis of agreed-up prices they have been operating under for many years. The new deal should be finalized shortly.

In Thailand where an increase in the duty on U.S. films has been asked by M.P.E.A. officials are optimistic in negotiations to result in a "reasonable" figure than the one the government there is seeking. American negotiators have pointed out to Thai that they will not be able to send any more pictures than there is past if the higher rate is not adjusted.

Paramount Income

(Continued from page 1)

no special income during that period. The 1957 booker prospects for the company and the change may be that it is permitted by the Federal Court to retain the theatre company stock for the entire fiscal year are credited with most of the market activity.

Johnston Man of Year

(Continued from page 1)

demonstrating and international goodwill will be honored tonight.

A plaque commemorating the award will be presented to Johnston at the society's annual "Man of the Year" dinner tomorrow night at 7:30 P.M. in the Colonial Room at the Frances Tavern here. He will deliver the principal address of the evening on "What Price Foreign Trade?"

Vote $97,000,000

(Continued from page 1)

for the Motion Picture Service, compared with $4,850,924 this year a $7,338,628 last year. There was way of knowing how much the picture that would be felled in a cut in film business but obviously there would have to a sizable reduction.

VOTE $97,000,000

(Continued from page 1)

for the Motion Picture Service, compared with $4,850,924 this year a $7,338,628 last year. There was way of knowing how much the picture that would be felled in a cut in film business but obviously there would have to a sizable reduction.
According to all the tip sheets*, your best bet, as always, is Trailers. Here’s an odds-on favorite with the fans—never out of the money—especially with the Prize Baby in the saddle!

So, play Trailers across the board! It’s good sense dollar-wise for the few cents each trailer costs per show.

*Trailers motivate 42.9 cents out of every dollar in box office admissions: Sindlinger & Co., in its latest tabulation on trailer impact for a group of national theatre clients.

People everywhere consider trailers the most reliable form of motion picture advertising: Opinion Research Corp. of Princeton in its recent survey for the Motion Picture Association.

Copies of either survey will be forwarded on request.
**REVIEWS:**

**Vertigo**

Paramount—VistaVision

Alfred Hitchcock lives up to his reputation as master of mystery and suspense in this story about a man who cannot stand heights, a woman with suicidal tendencies and a psychotic complex about her great-grandmother, a man bent on murdering his wife, and a young artist who figures in the development of the drama more or less incidentally.

The scenic backgrounds are magnificent—San Francisco, the big tree area to the north, the Monterey peninsula with its wind-swept cypress trees and the bell tower of an ancient mission.

James Stewart and Kim Novak are starred with Barbara Bel Geddes as a co-star. The script is based on a novel by Pierre Boileau and Thomas Narcejac, "D'entre les Morts." The authors also wrote "Diabolique," successful mystery thriller of not long ago.

The picture opens with Stewart and a policeman chasing a suspect over roofs. Stewart slips and clings to a roof edge. His companion falls to his death. Stewart is left with a complex and retreats from the police force, but is hired by a successful shipbuilder (Tom Helmore) to pursue his wife. The places to which he follows the supposed wife (Kim Novak) vary from graveyards, to a museum, to a run-down hotel, to the big trees, the edge of San Francisco Bay under the Golden Gate bridge, where Miss Novak tries to drown herself, and to the mission.

Miss Novak beats Stewart to the top of the mission bellfry; he thinks she has leaped to her death, but the exciting climax proves Miss Novak was faking; that the husband had murdered his real wife. When Stewart confronts her with this she leaps out into space.

Stewart falls violently in love with Miss Novak and makes it seem real. She plays a dual role, first as the supposed wife, and later as a red head trying to conceal her identity. This is the first time that Miss Novak and Stewart have appeared together. They make a fine duo. Barbara Bel Geddes, as a sophisticated young artist who has been Stewart's girl friend for years, is attractive and convincing in a role that doesn't call for the tense histrionics of the two stars. Tom Helmore, as the scheming husband, proves the value of stage training.

Hitchcock needs no introduction, of course. He is as much of an attraction without actually appearing on the screen as the members of his cast.

With the selling value of his name and that of Stewart, Miss Novak and Miss Bel Geddes an exhibitor won't be wrong if he convinces himself he has an outstanding attraction.

Running time, 123 minutes. General classification. Release, in May.

JAMES M. JEHAUD

**God's Little Acre**

Securities Pictures—United Artists

Widespread public attention is inevitable for theaters whose marquee carry the title of what is credited in fiction publishing circles with being the best-selling novel of the world—Erskine Caldwell's "God's Little Acre." Add to the attention-getting power of the title the names of the picture's stars, Robert Ryan and Alida Ray, bank on word-of-mouth following its openings, and the end result is a substantial box office attraction destined to do important business in most situations.

The cast turns in uniformly believable characterizations of a family of Georgia cracker's whose hates, loves, violence and characteristically erratic behavior have the flavor more of childlike irresponsibility than of evil. In their emotional eruptions and aimless lives, uncivilized they may be, but menaces, hardly.

Despite the millions of copies of the Caldwell novel that have been circulated, a brief synopsis of the Philip Yorken screen play is in order. Ryan plays Ty Ty Walden, who forsakes cotton farming to devote his life to hunting for golden treasures which a dying grandfather had hinted were buried on the place. Aiding him in the erratic labor are his sons, played by Jack Lord and Vic Morrow. Tina Louise, a newcomer who gives a good account of herself, is married to Lord, jealous of her and suspicious that her earlier romance with Ray has not been forgotten. She keeps house for the men and for a flighty daughter of Ryan's, played by provocatively Fay Spain. Another daughter of Ryan's, played by Helen Westcott, is married to Ray, a mill worker in the nearby town.

The mill is closed and to keep Ray from brooding and drinking excess in his idleness, Ryan brings him to the farm to help with digging in a new location. The romance between Ray and Tina Lois revives when they are thrown together again and violence breaks between him and the husband. Lord, Ray returns to town, continuing to drink and resolves to reopen the mill on his own. His wife, fear, violence, induces Tina Louise to use her influence to restrain him. The mill, she professes her love for Ray but insanely determined re-light the mill, he proceeds to do so and is shot and killed by a wayward man.

Back at the farm following the funeral, another brother, Lance Full rights Lord over the favors of Tina Louise and the two brothers engage in a near fatal battle from which they are saved by Ray. The violent brings the latter to his senses and, abandoning his greed for the elus golden treasures, he restores peace to the household by returning farming with his sons and daughters.

The film, of course, is adult in theme and treatment. It has been directed by Anthony Mann with emphasis on the sex-play and violence of the unrestrained amoral characters who, however, are influenced by the peculiar brand of God-fearing comprehension. This stark mixture of abandon and caution make for occasional comic situations and episodes that audiences will enjoy. Buddy Hackett, as a lovable candidate for sheriff, also provides the film with some of its light moments. Anthony Mann produced.

Running time, 110 minutes. Adult classification. Release, in May.

SHERWIN KAR
Bob Hope capped a 28,000-mile promotional itinerary for his new comedy, "Paris Holiday," by headlining colorful ceremonies at the Astor Theatre for the Broadway premiere of the United Artists release. Fresh from stumping stops in such way points as Moscow, Miami and Montreal, Bob sparked an evening of lively showmanship that put the emphasis on French flavor and set up more big TV-radio and newspaper plugs for the Technirama-Technicolor film.

The charity performance benefited the Hospitalized Veterans Service of the Musicians Emergency Fund. Produced by Hope on location in the French capital, "Paris Holiday" stars him with Fernandel, Anita Ekberg and Martha Hyer.

This was the scene as crowds lined both sides of Broadway to watch the fanfare that brought "Paris Holiday" into New York. Blue-chip press coverage recorded the evening's highlights for plugging to filmgoers on two continents.

E. Youngstein, vice-president of United Artists, and Monique Van en welcome Bob as he arrives for the Gotham sendoff of his new idy, climaxing two solid months of campaigning.

UA's premiere showmanship stressed the Paris accent, with Can-Can girls, street musicians, gendarmes and perfume and flowers for incoming guests. A three-week, city-wide campaign heralded the opening.

R. W. Dowling, president of City Investing Co., attending with Mrs. Dowling, was among the hundreds of notables who paid tribute to Bob and his big Technirama film.

James R. Velde, UA general sales manager, enters the Astor with Mrs. Velde. A fine turnout of industry figures took part in the premiere and the testimonial to Bob which followed.
it will scare the wits out of you!

SOON the fly

ONCE IT WAS HUMAN—EVEN AS YOU AND I!

its 20th's surprise-plus-showmanship shock show!
Two Plans

Stellings Will Tackle Post-'48 Sales to TV

Conferences Set with Sales Heads Today, Tomorrow

Efforts to advance Theatre Owners of America's proposals for keeping post-1948 film libraries from television will be made by Ernest C. Stellings, president, in meetings with distribution executives here today and tomorrow.

Stellings, who arrived in New York yesterday to attend the executive committee meeting for the industry business-building campaign, has scheduled a press conference for tomorrow at which he is expected to report on the prospects for action on either or both of the TOA proposals.

The first, the so-called trust fund (Continued on page 5)

Benjamin, Krim Defend Post-'48 Sales to TV

United Artists was among the last of the motion picture companies to release films to television, and while the other major companies have provided the medium with "well over 5,000" of the 8,900 theatrical films available to TV, UA has contributed only 163.

Robert Benjamin and Arthur B. (Continued on page 4)

Walter Reade Managers To Hold Meet Today

Special to THE DAILY

OAKHURST, N. J., May 12—Over 50 theatre managers will attend a home office convention at the Walter Reade Mayfair House headquarters here today. The main item on the (Continued on page 4)

Name Area Committee Chairman For Business-Building Fund

Exchange area committees to promote the raising of funds for the industry's business-building campaign have been divided into four divisions, and co-chairmen of the groups appointed. This was announced yesterday at a meeting of the campaign executive committee at the Astor Hotel here.

Procedures to be followed in operation of the campaign and handling of the campaign fund were also agreed upon. The four divisions are (Continued on page 4)

Du Mont Name Will Be Metropolitan Bdcstg.

Stockholders of Du Mont Broadcasting Corp., at their annual meeting at the home office here yesterday, voted to change the company's name to Metropolitan Broadcasting Corp.

Only mild objections to the change of name were registered by stockholders in attendance at the meeting. They protested that the Du Mont name hold meaning and prestige in (Continued on page 5)

Paramount Midwestern Sales Meeting Today

Special to THE DAILY

CHICAGO, May 12—A two-day Paramount Midwestern division sales meeting will open tomorrow at the company's offices here with George Weltner, Paramount Pictures vice-president in charge of worldwide sales; Jerry Pickman, advertising-publicity vice-president, and Sidney De- neau, Western sales manager, participating.

J. H. Stevens, Midwestern division manager, will attend the sessions, as (Continued on page 4)

Start Survey in Drive for State Film Censorship Law in Ohio

Special to THE DAILY

COLUMBUS, O., May 12—Opening gun in what is believed to be a renewed campaign for a state film censorship law was fired by the Ohio Study Committee on Movies in asking "leading citizens" to fill out prepared questionnaires on "objectionable" motion pictures.

The Ohio Legislature convenes in January, 1959, and results of the statewide survey are expected to be presented to the lawmakers.

The questionnaire was sent to church and school groups and other organizations interested in youth welfare. "Reporters" were asked to be specific in listing "objectionable" scenes in films.

"Ideas or themes" to look for in evaluating movies, as outlined by the committee, include: brutality, vulgar-

On Admissions

May Tie Film Tax Cut to Bill in House

Would Be Reported Out By First Week in June

By J. A. OTTEN

WASHINGTON, May 12—Chances for some further reduction in the federal admissions tax may be tied to a bill the House Ways and Means Committee is going to take up late this month.

The bill, which must go to the White House by June 30, is a measure to extend the Korean War corporate tax rate of 52 per cent and the Korean exercise rates on liquor, tobacco and autos. The President has asked that these rates be continued another year past their present June 30, 1958, expiration date.

House Democratic leaders have tent (Continued on page 2)

Cuba Suspends Taxes On Theatres Indefinitely

The Cuban government has suspended indefinitely all motion picture box office taxes in an effort to compensate the industry for losses caused by recent revolutionary activities, the Motion Picture Export Association was advised here yesterday by its contact in Havana. The action was in (Continued on page 4)

Chicago Theatre Selling Pocketbooks in Lobby

Special to THE DAILY

CHICAGO, May 12 — The Clark Theatre is finding plenty of "movie title" books in economical pocketbook editions to do a brisk sideline business.

May Tie Tax Cut to House Bill

(Continued from page 1)

natively decided to tie some excise tax cuts as amendments to this bill. They are currently thinking in terms of reducing the excises on autos, transportation and possibly communica-
tions, but other items are under consideration. Precise relief will seek to add amend-
ments for their own excise cuts to the measure, and may be successful. If they don't succeed in the House, they will take their fight to the Senate.

House Ways and Means Committee chairman Mills (D., Ark.) expects to report this bill out, without hearings, either the last week in May or the first week in June.

COMPO for Senate Bill

So far, there's been no indication that motion picture industry officials have taken any steps to try and get an admissions tax cut on to this bill when it comes up in the Ways and Means Committee. Officials of the Council of Motion Picture Organizations have been looking instead as an excise tax revi-
sion bill now in the Senate Finance Committee, a bill that passed the House last year.

But the Treasury Department and Finance Committee chairman Byrd (D., Va.) are enthusiastic about this bill, and prospects for any action are poor. On the other hand, there must be action on the Korean War tax level bill, if the Treasury is not to suffer a serious revenue loss. Thus Compo officials may yet switch their sights to this measure.

Originally House Democrats had been considering some individual tax cuts and accelerated depreciation de-
ductions as amendments to the Ko-


dean War tax bill. Their present in-
clination, however, is to put off mid-July any decision on these items, handling them, if necessary, in a separate bill.

May Aid Small Firms

Mills is thinking of acting later this month, before the Committee,ables up the Korean war bill, on another measure of interest to many industry firms. This would give some special tax rel-

olution to small businesses. Mills is con-

sidering steps to give small firms easi-
er estate tax treatment and more liberal depreciation allowances, and to give better tax treatment to persons who invest in small firms and later take losses.

Butte Projectionists' Strike Still in Force

Special to THE DAILY

BUTTE, Mont., May 12—A strike of the projectionists in Butte's five theatres is now nearing the end of the seven months that the theatres have been darkened and it doesn't look as though the dispute over whether modern projection equipment requires one or two operators is any nearer settle-

ment.

"It's a case of feather-bedding," complained to John Tella, manager of two Butte theatres, who says it is financially unsound to let two men do what one could do.

"It's a case of trying to change something that has been called for years," answered Sam Spiegel, spokes-


man for Local 94 of the International Alliance of Theatrical Stage Employes (AFL-CIO). "We have two men in the booth since '02."

The theatres have offered $4 an hour for a one-man operation. In past years two men earned $2.83 each.

Tella said the need for two men in the projection booths has been elimi-
nated by automatic equipment and safety film.

$16,100 for 'Holiday'

"Paris Holiday" opened with a "smashing" gross of $16,100 over the weekend at the Astor Theatre here, UA reported yesterday.

Lunch for Hayward

Warners will be host at a press luncheon on Thursday at Toots Shor's for Leland Hayward, producer of "The Old Man and the Sea."

Schine Ohio Theatres Set Limited Closings

Special to THE DAILY

CLEVELAND, May 12.—Local ex-

changes have been notified by Gus L. Schine and are expected to be an- nounced Monday by the company, that seven of the circuit's northern Ohio theatres have scheduled limited closing policies to give managers vaca-

tions and to renovate the theatres. In-

volved are the Cincinnati Palace, closed from June 13 to June 26; Van Wert, Van Wert, closed from June 6 to June 19; Norwalk, Norwalk, from June 13 to June 26; Ravenna, Ravenna, from May 16 to May 29; Bucyrus, Bucyrus, from June 13 to June 26; Holland, Bellefontaine, from May 23 to May 29; Ashland, Ashland, from June 13 to June 26.

This is the first time the Schine Circuit has ever used this policy.

Harrison Off to Europe

Conferences on forthcoming produc-
tion of 20th Century-Fox are planned by Alex Harrison, general sales manager, who will sail with Mrs. Harrison today aboard the "Constitution." They will visit Spain, Italy, Switzerland, Germany, France, England and Scotland.

Lone Marysville House Shut

The Avalon, 49-seat theatre Marysville, O., has closed, leaving a town of 4,000 without a film house for the first time in nearly 50 years.

NEW YORK THEATRE

Radio City Music Hall

Rockefeller Center E Cl 8-6000
"Marmorie Morningstar"

Starring

GHEEL KELLY ・ NATALE WOOD

A Bill Board, 12th Art, 12th Art, and Gala New Stage Spectacle

...NEWS ROUNDUP

Johnston Urges Freer Trade

A plea for greater freedom of trade

throughout the world was voiced by

Eric Johnston, president of Moti-

Picture Association of America in a

address delivered at the Park Pla-

Hotels, St. Louis, last night at the dinn-

r meeting of the St. Louis chapter of

the American Association of United

Nations.

Columbia Signs for 3 Abroad

Columbia Pictures has expanded

European production slate by con-

cluding a deal with Stanley Donen f

three pictures, all to be made abroad.

The first film will be based on Arth-

Buchwald's forthcoming novel,

Gifts from the Body.

S-W House Now Key-Run

The Sedgewick Theatre, Stani

Warner house in the Germantown

section of Philadelphia has become a

key-run house with the closing of t

circuit's Orpheum in the same area.

Product will follow center-city e-


gagements.

Ohio Theatre Reopens

The Star Theatre, Dresden, O.,

which Earl Sterner closed some time

ago, has reopened under the owner-

ship of C. M. Mock and W. Hills.

...
British Industry Ad Campaign Is Urged

From THE DAILY Bureau

LONDON, May 10 (By Air Mail)—A call for an advertising campaign to put the cinema back in the mind of the public as the cheapest and best form of entertainment was made by P. W. Clarke at a meeting of the Birmingham and Midlands Cinematograph Exhibitors Association.

Clarke said that there had been a tendency in recent years to cry "stink- ing fish" about the cinema in the course of the campaign for tax reduction. Now that the tax cut has been achieved, derogatory remarks about the industry should be stopped, and instead the cinema should be sold to the public. He suggested that the branch should start an advertising campaign.

Various Sources of Money

Chairman of the branch, Miles Jervis, said that the CEA general counsel had made the question of a national advertising campaign. It could be done by a contribution from each exhibitor or a levy on subscriptions, or it had been suggested that part of the TV defense fund would be set aside to be used for this purpose. The main thing was for the public to have a proper idea of the cinema.

MGM Has 11 Films in CS; Nine in Color

M-G-M has reached an all-time high in the use of color and CinemaScope. Of 15 pictures ready for release or in production, 11 will be seen in CinemaScope and nine utilize the new wide-screen medium. Previously the ratio between color and black-and-white, and between CinemaScope and wide screen, was about even.

Seven 'Scope in Color


Verrol Johnson Dies

OKLAHOMA CITY, May 12—Funeral services were held here late last week for Verrol Johnson, 50, in the Capitol Hill funeral home chapel. A cousin to R. Lewis Barton, owner of Barton Theatres throughout Oklahoma City, Johnson had been employed by the circuit for 35 years. At the time of his death he was manager of one of the theatres in the territory.

W. Allder Dies

ATLANTA, Ga., May 12—William Allder, for the past 11 years assistant manager of the Georgia Theatre here, died at his home after three weeks of illness. Surviving are his wife, daughter and two sons.
**Area Chairmen**

(Continued from page 1)

East, South, Midwest and Far West.

Names of division chairmen are to be announced soon.

Under the plan of organization agreed upon by representatives of Allied States and Theatre Owners of America will act as co-chairmen in exchange areas where both organizations have independent companies in exchange areas where only one of the national organizations has a unit member that unit will act as exhibitor chairman.

Exchange area co-chairmen are as follows:

**Eastern Division**

South—Atlanta, E. D. Martin, TOA; Columbia, S. C., Jack Fuller, TOA; Alabama, B. M. Kennedy, TOA; Charleston, F. H. Beddingfield, Dallas, Robert J. O'Donnell, TOA; R. P. Isley, Allied; Jacksonville, Florida, Louis J. Fiske and Mitchell Wolfson, TOA; Memphis, M. A. Lightman, Jr., TOA; J. A. West, Jr., Allied; New Orleans, Henry G. Plitt, TOA, Abe Berenson, Allied; Oklahoma City, Henry S. Guthoff, TOA, Richard C. Thompson, Allied; Arkansas, J. Fred Brown, TOA.

West—Denver, Robert Schlig, TOA, Neil Beazley, Allied; Los Angeles, Burton I. Jones, TOA; Portland, Ore, Al Smith, TOA; Seattle, S. L. Gillette, TOA; San Francisco, Roy Cooper and Abe Blumenfeld, TOA; Seattle, J. J. Rosenfeld, TOA.

Midwest—Chicago, David Wallstein, TOA; Jack Kirsch, Allied; Cincinnati and Cleveland, Harry Hunt, TOA; Marshall Fine and F. W. Haus, Jr., Allied; Des Moines, Myron N. Blank, TOA; Leo F. Wolcott, Allied; Detroit, Harold Brown, TOA; Milwaukee, Allied; Indiana, Marc J. Wolf, Allied; Kansas City, M. B. Smith, TOA; Beverly Miller, Allied; Milwaukee, J. B. Schuyler, TOA, Ben Marcus, Allied; Minneapolis, Harold Fields, Allied; Milwaukee; Omaha, Robert R. Livingston, TOA; Elmer Hunhke, Allied; St. Louis, Paul L. Krueger and Tom James, TOA.

**Review:**

**Maracaibo**

*Paramount-Theodora Prod.—*VistaVision

CORNEL WILDE again demonstrates his talents as a producer, director and actor, this time in a colorful production with a burning Lake Maracaibo background for the dramatic sequences and the night life of Caracas, Venezuela, as the stimulating location for the romantic developments. What with Latin music and dancing and two romances running concurrently, it proves to be a delight to the eye (in Technicolor) as well as the ear.

The cast is outstanding. Wilde, a dashing man of the world, daring oil expert who thrives on the dangerous work of putting out conflagrations and drawing room bon vivant, has a role suited to his talents. He meets Laura Kingsley, gorgeous blonde and successful writer played by Jean Wallace, who in real life is his wife, after a Caracas night club tour, while he is being sought by the oil well senior, Senor Miguel Orlando. She follows Wilde to Orlando’s home. Orlando is a mute. The role is presented by Francis Lederer. He is definitely impressive.

Orlando is about to marry a lady with a past (played well by Abbe Lane). Lago, a young oil man, who is Orlando’s voice, is played by Michael Gordon, handsome youth, who has come to the front in the past three years. He dies trying to help extinguish the fire. Orlando is left without his “voice.” Miss Lane reveals her past, and Lederer, in a touching scene, asks her to stay as his wife.

The pace of the story, which was based on a novel by Sterling Silliphant, another young film man, who has had experience as a publicity man and producer, varies with the mood of the action, but never lags.

The screenplay was by Ted Sherden and an original story by Joe B. Ross. Who has the role of Wilde’s faithful companion and a gift for dead art comedy, will be recognized by TV watchers as Mess-Sargent Ritzik in Phil Silvers’ “You’ll Never Get Rich” show.

It’s first class entertainment with general appeal and merits “A” playing time in any situation.

Running time, 88 minutes. General classification. Release, in May.

JAMES M. JERALD

**Walter Reade Meet**

(Continued from page 1)

agendas will be the announcement of the circuit’s forthcoming summer drive, now called “Walter Reade’s 50th Anniversary Drive” honoring the managers and the circuit’s golden anniversary.

The all-day session will include screenings of trailers of forthcoming product and every manager will receive a kit of advertising exploitation accessories on new product supplied by all the film companies. Afternoon seminars will be conducted for the first-run houses, subsequent runs, and drive-in theatres.

**Name 14 Members**

(Continued from page 1)

serve on board for a two-year term are: John F. Decuir (art directors), Richard H. Calhoon (film editors), Jerry Wald (producers), and Perry Lieber (public relations).

Re-elected to serve on the board for another two years were Wendell R. Corey (actors), Y. Frank Freeman (administrators), Farcio Edouart (cinematographers), George Stevens (directors), Fred L. Metzler (executives), Hugo Friedhofer (music), Harry Tylie (short subjects), John O. Aalberg (sound), and George Seaton (writers).

George Duning (music) was elected to the board for one year, succeeding Robert Emmett Dolan.

**Benjamin, Kri**

(Continued from page 1)

Krim, board chairman and president of UA, state in an article in Sunday New York Herald-Tribune:

“The Tribune” has been running series of reports on “the question post-48 film sales” and last week printed some criticisms by industry executives of UA’s sale of 85 p.

1948 features to TV.

In rebuttal Benjamin pointed out in the Sunday article that “the year 1948 has nothing to do with the question of film sales with ratings which films achieve on television. The companies who now state they will release post-1948 films are contractually unable to do so unless they negotiate a deal with the talent which they have tried to do, so it is without success.

*Has No Pre-1948*

“United Artists has no pre-1948 films. Therefore, our competitors suggest that we withhold all films from television while they release theirs later this fall. United Artists has an obligation to its producers and to its banks to release certain films to television. By living up to this obligation UA has been able to fill the needs of exhibitors for important theatrical production and to put all of its resources, including television revenues, into the production of the biggest theatrical program in its history—now over $80,000,000.”

**Paramount Midwest**

(Continued from page 1)

will branch managers Robert Alle-Chicago; Thomas F. Duane, Detro-Howard DeTamble, Indianapolis; Ward Pennington, Milwaukee, at Jess T. McBride, Minneapolis.

Pictures up for discussion include: “Maracaibo,” “Christopher Robin,” “Anytime Place,” “Vertigo,” “Hot Spell,” “Spa-Children,” “Colossus of New York” “King Creole,” “Rock-a-bye Baby,” and “Matchmaker.”

**U’ Production**

(Continued from page 1)

have been signed to star in the film which will inaugurate the summer program of production at the studio announced by president Milton Raci-

mil, it was stated.

Ross Hunter will produce the picture, set in Cache and Oklahoma. It is based on a novel by Fannie Hurst.

**Sheepman” Popular**

M-G-M’s “The Sheepman” rolls up a $48,000 first-week gross in its 18-theatre Salt Lake City territory multiple booking, the company announced at the weekend. The picture which is based on the German attraction for national release, was said to be particularly strong in small theatres.

*Dracula* Gets $10,600

“Horror of Dracula” racked up an “outstanding” $10,600 in the first five days of its world premiere engagement at the Warner Theatre in Mi-

waukee, Universal reported yesterday. The figure topped all previous Univer-

**‘Eternity’ Runon Big**

“From Here to Eternity,” which has been set by Columbia for showing in successful run in the country’s leading key city showplaces, has grossed $17,000 in the second week of a six-theatre multiplex run in Dallas and Ft. Worth, follow-

ing a “sizable” $28,600 opening week, it has been reported by the company.

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Stellings Plan
(Continued from page 1)

Who’s Where
DuMont Name

Ira Wolff has been appointed manager, sales promotion, NBC-TV Network Sales, it was announced by Raymond Eisenberg, director, sales presentations and promotion, NBC-TV Network Sales. Wolff joined NBC in July, 1954 as a junior sales presentation writer.

Phil Cooper, West Coast television producer-distributor, will act as west
ern sales executive for Atlantic Televisi-
on, it was announced by Arlen R. D. Du Mont Laboratories, from which the broadcast-
ing company evolved but of which it is wholly independent.

The stockholders reelected all di-
rectors except Dr. Allen B. Du Mont, who was replaced by David J. Mahoney, president of Good Humor Corp. Other directors are: Barney Balaban, Richard D. Beckman, Benjamin G. Erph, Thomas T. Goldsmith, Jr., Goodwin, Robert C. Jones, Paul Rab-
ourn, Percy M. Stewart and Edwin L. Weil.

Geismar Succeeds Raibourn

Directors met subsequently and re-
lected all officers with the exception of Raibourn, who was replaced as treasurer by Richard L. Geismar, who formerly was assistant treasurer. Other officers are Goodwin, president; Bucky, vice-president, Bennett H. Korn, vice-president, and Arthur Is-
rael, Jr., secretary.

The company reported net income of $50,021 for the first 1958 quarter, after depreciation and amortization charges. For the corresponding pe-
riod last year there was a net loss of $70,050 on the same basis. Goodwin said second quarter earnings are ran-
ing ahead of the first quarter’s.

Because of a tax loss carry-forward, it will not be necessary for Metropo-
lin Broadcasting to provide for Federal income taxes.

WHK Deal Close to Signing

Goodwin said closing of the deal for purchase of radio station WHK Cleveland, which has been approved by the F.C.C., has been set for May 31. In response to a question, he said there is no present prospect of re-
iving the deal for Metropolitan to publish station KTMA, Los Angeles, from Paramount, along with Para-
mount’s music publishing subsidiaries.

SMPTe Section Meet

The May meeting of the New York Section of the SMPTe will be held May 21 at 7 P.M. in the World Af-
fairs Auditorium at the United Na-
tions Plaza. Two papers on 16mm re-
versal film will feature the meet-
ing.
MACHINE GUN KELLY

TO THE ROAR OF TWIN TOMMY GUNS
IT EXPLODES ALL OVER THE COUNTRY FOR THE MEMORIAL DAY HOLIDAY...
BOOK IT NOW FROM AMERICAN-INTERNATIONAL!

CIGAR SMOKING HELLCAT OF THE ROARING THIRTIES

THE BONNIE PARKER STORY
Col. Stresses Top Budgets; Sets 36 Films for Release

From THE DAILY Bureau

HOLLYWOOD, May 13—Columbia Pictures will concentrate on high-budget, top-quality pictures for the future and has 36 scheduled for release during 1958-59, president Abe Schneider said today, following a series of meetings here between New York and studio executives.

Attending the conferences in addition to Schneider were A. Montague, executive vice-president; Leo Jaffe, first vice-president and treasurer; and B. B. Kahane, Samuel J. Briskin and Paul N. Lazarus, Jr., vice-presidents.

Schneider said the studio will aim to secure top literary and stage properties as well as the services of "top drawer" stars, producers and directors. "No property or cast will be too big for our productions," he added.

In substantiation he pointed to deals Columbia has already made (Continued on page 5)

Two AB-PT Actions on Reacquiring Theatre

American Broadcasting-Paramount Theatres yesterday filed two actions seeking the setting aside of a decision by District Court Judge Edmund L. Palmieri last March denying the circuit the right to reacquire a theatre in a town where it had lost one through fire. Palmieri enjoined the circuit from reacquiring, without his approval, the Grove Theatre in Elgin, Ill., which AB-PT had sought to replace the Rialto there, which burned down.

In the first action yesterday AB-PT asked the U.S. Court of Appeals to review the Palmieri decision. At the (Continued on page 4)

NCA Hits Bingo, DST; Elects Frank Mantzke

Special to THE DAILY

MINNEAPOLIS, May 13 — In a convention with an unexpectedly large attendance, North Central Allied today lowered the boom on daylight saving time and bingo, and elected Frank Mantzke, head of a buying-bookings concern, president to (Continued on page 2)

TV-License Hearings Will Start Next Week

From THE DAILY Bureau

WASHINGTON, May 13 — Chairman Harris (D., Ark.), of a House Commerce investigating subcommittee said his group would start next week some "eye-opening" hearings on television station license cases. Some very interesting information will be developed, he declared, as the sub- (Continued on page 4)

Goldenson, Hyman

Seek Quality Film Releases For 1958-’59

A round of meetings between Leonard Goldenson, American Broadcasting-Paramount Theatres president, and Edward L. Hyman, vice-president, with executives and sales heads of major companies to obtain commitments for the continuation of orderly distribution policies through the last quarter of the year and into 1959 is nearing a conclusion here, it was learned yesterday.

Meetings have already been held with Syros Skoutas and Alex Harrison of 20th Century-Fox, with George Weitner of Paramount, and Benjamin Kahneson of Warner Bros. Sessions with officials of other companies (Continued on page 2)

Sack, Richmond Form Distributing Outlet

Special to THE DAILY

BOSTON, May 13 — Benjamin Sack, head of Saxon Theatres here, has formed a distributing company in association with Sam Richmond, his general manager, to handle first-run films, both foreign and domestic, in the New England territory. The firm is to be called Saxon Distributing (Continued on page 2)

District Managers for B-B Campaign Named

Names of the eight district co-chairmen who will supervise the work on the exchange area committees to raise funds for the business-building campaign were announced yesterday, following the naming of exchange (Continued on page 5)
Seek Quality Film Releases

(Continued from page 1)

sixes have been scheduled for the remainder of this week and part of next.

Particular emphasis is being placed on the scheduling of high quality releases for the final 1938 quarter, due in part to the demand of the exhibitors experienced in the last quarter of 1937. Information on the release schedules will be sent out by AB-PT as soon as complete to exhibitors in all parts of the country who have endorsed the continuing orderly distribution efforts of Goldenson and Hyman.

The reports, together with the meetings with individual company officials, are designed to take the place of a general meeting of exhibitors.

NCA Convention

(Continued from page 1)

succeed Ted Mann. A large part of the attendance of more than 150 came from out in the territory, and expressed itself as suffering from both daylight saving time and bingo. After a report from Stanley Bankhead, executive counsel, and advice from Ben Marcus, president of Wisconsin Allied—which also is suffering from daylight saving time—the group voted to march anti-DST forces in an effort to defeat another daylight saving bill in the 1939 legislature.

Bingo Legalized

As to bingo, Kane told the group that bucking it in the legislature is futile. State law permits bingo if played by charitable, religious or educational groups for profit of no individual. Kane said, however, the law violates a constitutional provision that no legislature may authorize a lottery.

Jack Kirsch, president of Illinois Allied, Marcus and Ben Berger, former NCA president, were among other speakers at the all-day meeting.

Kirsch Urges Cooperation

Kirsch urged the necessity of a strong, vigorous, effective Allied organization in Minnesota. Dr. Marcus declared it was of vital importance, not only to independent exhibitors in the area but that they might help broker exhibitors in all areas of the country through their participation in national Allied. He emphasized the need for frequent meetings and for open and free communication with the national organization.

Grant NT Petition

National Theatres was yesterday granted permission in New York Federal Court to acquire the Civic Opera House in Chicago on a temporary basis to show "Windjammer," first in the circuit's CinemaScope process.

Rites for R. A. McNeil; Was Veteran Showman

Due to a typographical error in Motion Picture Daily yesterday in a story reporting the death of Robert A. McNeil, veteran San Francisco circuit operator, the name of the deceased appeared as Robert O. McNeil. Motion Picture Daily regrets the mistake and publishes this correction to eliminate any confusion in the minds of its readers which may have resulted from the typographical error.

Funeral services for McNeil were held in San Francisco yesterday.

With E. H. Emmick he had formed the Golden State Circuit in 1927, and was associated with Mike Naify, T. D. Jr. Enterprises in the formation of United California Theatres, Inc. Several years ago he sold his interests to Naify and retired, except for the retention of an interest in a small San Francisco chain.

McNeil was 70 years old. He is survived by his wife, a daughter and three grandchildren.

Mirsch and Sturges To Produce 3 for UA

From THE DAILY bureau

HOLLYWOOD, May 13 - The Mirisch Company today completed negotiations for a joint venture with John Sturges, to be known as Mirisch-Alpha Productions, for production of three top films on which Sturges will be producer-director. All will be released by United Artists.

Schary Signs Clift

HOLLYWOOD, May 13 - Montgomery Clift has been signed by Schary Pictures for the Mirisch Company's first independent production titled "Lonely Hearts," which Schary will produce and write for United Artists release.

Admission Tax

(Continued from page 1)

motion picture admissions from 1 1/2 per cent and Arkansas from 2 3 per cent.

Sales taxes on admissions from of these states totaled $7,580,082 in 1938 compared with $5,848,123.76 in 1937, with one state, Utah, reporting comparable earnings for only one quarter. The other states imposing taxes on admissions for various reasons, their sales tax returns to show receipts from motion-picture theatres.

Complete Repeal in Kentucky

The Kentucky legislature, which admitted exemptions up to 50 per cent from tax in 1956, repealed the tax on all admissions this year, effective June 19, Montana, which had imposed a tax of 1 1/2 per cent on gross theatre receipts of over $20,000 a quarter, repealed the tax in April. Texas, which previously had exempted from tax admissions up to certain amounts, raised its tax to 4 1/2 per cent.

The Governor of Iowa vetoed a bill which would have continued the former state sales tax of 2 1/2 per cent and the rate dropped back to 2 1/2 cent.

Sack, Richmond

(Continued from page 1)

Corp., and its first picture is a French film, "Mam'Zelle Pigalle," starring Brigitte Bardot.

"Pipalle" is currently playing Sack's Beacon Hill Theatre here, books have also been set at Avon in Stamford, Conn., the Warr and Merit Theatres in Bridgeport and the Fitchburg (Mass.) Theatre.

It has also been reported that Sack and Richmond may enter the production field by financing a number of pictures.

This year Sack and his wife will make a trip to Europe, during which they expect to examine projects.

At the same time, Richmond will go to Hollywood to inspect the films there.

Headed Firm in 1940

Richmond has had experience distribution before 1940. In 1940 he headed his own Lux Film Co., handled "Bound to Be Famous" and "Azalea" with great success. In 1930 he sold his reissues and exploitation films, the interim he operated a second-theatre in Lawrence, Mass.

PERSONAL MENTION

NAT WEISS, 20th Century-Fox assistant advertising manager, will leave here on Friday for Europe. While in Brussels he will represent the company at the special showing of "South Pacific."

ERNST G. SPYLLING, Theatre Owners of America president, will return to his Charlotte headquarters from here today.

JACOB H. KARP, executive assistant to Y. Frank Freeman, Paramount vice-president in charge of the studio, is in New York from Hollywood.

BERNARD M. KAMER, Hecht-Hill-Lancaster advertising-publicity executive, who returned to New York from London at the weekend, will leave here today for the Coast.

TOM MCDUFF, film editor, will return to Hollywood today from New York.

MILTON A. GORDON, president of Television Programs of America, left here yesterday for London via B.O.C.

ROBERT ALDRICH, director, will leave here today for London en route to Athens.

DR. HERBERT T. KALMUS, Technicolor president and general manager, and Mrs. Kalmus left Hollywood yesterday for New York. Following a short stay here they will leave for Europe.

'Dracula' Horroorthone

An all-night "horroorthone" which will include a series of events designed to astound and awe even the doughtiest fans of fear and fright" will be launched here sharply at midnight on the night of May 27 to inaugurate the premiere of "Horror of Dracula" at the Mayfair Theatre. The regular run of the film will commence the next day.

Skouras at White House

WASHINGTON, May 13 - Spyros Skouras, president of 20th Century-Fox, was a visitor to the White House this morning. Fox officials said Skouras had gone solely to pay his personal respects to President Eisenhower and that the visit was purely personal and not a business one.
SHE'S TELLING IT TO MILLIONS OF WOMEN IN TOP MAGAZINES!

Quote from Patricia Owens, guest columnist for M-G-M's “Picture of the Month” in big national magazine and fan magazine campaign:

Most stories of the West are about men. This one is about a woman. I know because I play her part in this thrilling and unusual story.”

Robert Taylor was the respected law... until his own dark past came to haunt him.

Richard Widmark, renegade outlaw... he returned to collect on an old debt.

Patricia Owens, a lovely hostage at the mercy of the West's most savage killer.

M-G-M Presents

ROBERT TAYLOR RICHARD WIDMARK

THE LAW AND JAKE WADE

Filmed in Color amidst the grandeur and terror of the High Sierras.
**TV Hearings**

(Continued from page 1) committee resumed hearings today on Federal Communications Commission patent policies. He hinted there would be damaging evidence against some prominent persons, but didn’t say which persons or which particular TV station cases would be involved.

**Doerfer in Defense of Policy**

FCC Chairman John C. Doerfer and commissioner Rosel H. Hyde today defended the agency’s refusal to require licensees to disclose patent holdings. This refusal was bitterly attacked in earlier testimony by William H. Bauer, former FCC patent advisor.

Doerfer said it seemed “unnecessary” to secure patent information only from licensees when there were many communications patents held by non-licensees. Anyhow, he declared, correction of patent abuses is more properly the concern of the Justice Department, acting under the antitrust laws, than of the FCC.

**One Man’s TViews**

By Pinky Herman

If her performance last Monday night in the “CBSense” telecast of “Protest” doesn’t win Agnes Moorehead an Emmy, it can’t miss earning the lady a lot of attention from TV and motion picture producers. Miss Moorehead, as the “one-time star who makes a brilliant comeback” turned in as fine a performance as we’ve witnessed in many a year. . . . Irving Feld, general sales manager for Guild Films, has been tapped to v.p. in charge of sales and has also been elected to the board of directors of the production firm. . . . Multi-talented Polly Bergen, who zoomed to stardom in 1957 TV’ her own NBCCommercial and her Emmy-Award-Winning “Helen Morgan Bloq” show on “Playhouse 90,” will be toasted as the Trouper of the Year Sunday at the Latin Quarter, proceeds to go to underprivileged children. Stars who have already promised to appear on the show include Bob Hope, Phil Silvers, Steve Allen and Milton Berle. . . . The ovation accented the grand old man of motion Pictures, Adolph Zukor, last Saturday Night at the Lambs Club, was a symbol indeed of the great love and admiration that all Show Business has for the man who gave the world so much entertainment. After accepting a plaque for himself, “Mr. Paramount” accepted one for Cecil B. DeMille, an honored Lamb for the past 55 years. Shepherd Bill Gaxton, who hosted, was ably assisted in the emcee role by Mickey Alpert.

Stars Stars Stars

Arthur Godfrey’s handsome and talented announcer, Tony Marvin has been signed to star in the new summer “Aqua Follies” show to be held at the site of the Billy Rose Aquashow at flushing Meadows, Tenerife Jimmy Carroll, also featured on Godfrey’s CBSShows, will enliven the colorful water spectacle. . . . The TVersion of “20 Questions,” which for many years ranked as one of radio’s most popular quizzes, will be CBS’seen this summer, packaged by Frank Cooper Associates and emceed by Hugh (Jack Paar Show) Downs. . . . The “Q” in the Robert Q Lewis handle might well stand for “quaint erat demonstrandum.” The bespectacled ABCClown of the “Make Me Laugh” series has more UNPAID gag writers than any other comic in TV, for he receives at least 2 thousand jokes each week from his fans. . . . Stan Musial—he of the 3,000 hits—will be interviewed on WNTA-TV tonight following completion of the game between Stan’s Cardinals and the Giants.

**Review:**

From Hell to Texas 20th-Fox—CinemaScope

With Don Murray and Diane Varsi, of “Reyton Place” fame, starring in the off-off old master tradition by Henry Hathaway, and magnificently photographed in De Luxe color, the Waco, Texas, and the harsh deserts of New Mexico, this meaty western stands to be strong box office.

It is a tight, well-constructed and orderly story, building suspense it goes, with more than enough action, climaxed by a hair-raising gunfight which probably will stand as the classic of its type for a long time to come. Robert Buckner, who produced, collaborated with Wend-Moore on the screen play from a novel, “The Hell Bent Kid” by balcony C. O. Muray and Arthur P. Johnson, respectively, directed and widely knew westerns and fans.

Murray, a reluctant killer, is a phenomenal marksman with a rifle; the run, as the story opens, from villainous rancher B. G. Armstrong, one of whose three sons has been killed in a fight for which Murray blamed, he eludes Armstrong’s riders by starting a horse stampede which the rancher’s oldest son is critically injured. The action of this picture concerns Murray’s reluctance to shoot to kill even to save his own life, his escape on foot across the desert, a meeting with Chill Will who demands rancher, and his daughter, Miss Varsi, who falls in love with the strange refugee, and a three-way fight between Comanche Indian Murray, and two of Armstrong’s riders.

All this leads to the climactic battle in a tiny sunbaked town where Armstrong, Dennis Hopper, his one remaining son, and Murray final shoot it out in an ending with an ironic twist.

The picture is marked by magnificent outdoor photography, much which helps to give character for the principal character—suspense in Murray’s battle against apparently hopeless odds, and a set of bursts of absorbing and explosive action. High spots in this connection are a knife battle between Murray and John Larch, Armstrong’s enemy, the attack by the Comanches, featuring some of the fine tricks riding seen on the screen in many a day, the quiet peace of a Mission church, and the final battle.

Not the least of the picture’s excellent qualities are the performance by Murray and Miss Varsi, both youngsters who have traveled far ready on the road to fame.

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

JAMES D. IVE

**Little Hope Seen for ASCAP-Backed Bill**

From THE DAILY BUREAU

WASHINGTON, May 13 — Members of the Senate Commerce Committee see no chance of Senate approval this year of the controversial bill to force broadcast licensees to sell record or music publishing subsidiaries.

The bill, sponsored by Senator Smathers (D., Fla.), is being backed by ASCAP as a blow at its arch-rival, Broadcast Music, Inc. The measure is opposed by BMI and many other groups, including major film companies.

Members of the Senate committee said subcommittee hearings on the measure would probably now go into June, and that there is no chance of the Senate acting so late in the session on so controversial a measure.

**‘Thunder’ in Asheville**

DRM’s “Thunder Road” has set a house record of $7,451 in the first four days of its premiere engagement at the Imperial Theatre in Asheville, N. C., according to reports received here by United Artists.

**AB-TV Action:**

(Continued from page 1) same time it asked the U.S. Supreme Court for an interpretation of the Paramount Consent Decree on a question of whether a divorced circuit can reacquire a divested theatre without court approval if the acquisitie is to replace a theatre lost through fire or conversion.

This latter argument was the mass one submitted by AB-PT in its original petition to Palmiroti to reacquire the Grove. The Justice Department, however, opposed this interpretation of the Consent Decree and Palmiroti upheld them. His ruling marked the first time that a Federal court had refused the application of a divorce circuit to acquire a theatre property and was also the first time that Just had expressed itself in opposition such a petition.

Rules ‘Without Prejudice’

In making his ruling Palmiroti said it was “without prejudice,” leaving the circuit the right to re-petition later to reacquire the Grove if it could prove that it would not restrict competition. The Grove has been closed since 1953.
**VIEW:**

**Hot Spell**
Wallis—Paramount—VistaVision

ROUGH HER ENORMOUS skill as an actress and her warmth and sincerity as a human being, Shirley Booth has created another memorable character on the screen. The role she plays in "Hot Spell" is in some ways similar, in the main plot situation—to the one she enacted the unforgettable "Come Back, Little Sheba." Audiences which liked that earlier film are certain to find this one a rewarding dramatic experience, too.

Like "Sheba," "Hot Spell" tells the story of a middle-aged couple whose marriage is falling apart. Only this time the crisis acquires an added significance because there are three children, just reaching the age of maturity, in the family. As the tension grows in the household, one of its members is vitally affected. Ultimately the story is resolved in tragedy. The husband leaves home (a small town in Louisiana) to go to Florida with a young woman he has been seeing secretly. Both are killed in an automobile accident on the way. His family begins to reshape its pattern of living to go on without him at the end.

Clearly this is a plot which, badly handled, could have seemed trite, maudlin, or even sordid. Fortunately the talent that brought it to the screen operates on a much higher level. James Poe has written a script (for a play by Lennie Coleman) that is notable for incisive characterizations and strong dramatic scenes. And Daniel Mann has directed it in realistic and realistic effects which fully explore the poignant plight of a family that is collapsing from within.

ANKS to producer Hal Wallis, Mann has a cast of actors that is star-rate. Anthony Quinn plays the husband, and he makes the spectator thoroughly comprehend the desperation of a man who feels old age creeping up on him and wants to give life one last fling. Shirley MacLaine is the daughter, and she subsides her natural effervescence in order to play a shy and sensitive girl in love with a man who feels she is beneath him socially. Earl Holliman is excellent as the older brother, who is unable to get along with his father stems from the latter's refusal to acknowledge any independence. And playing the younger son, an especially fine piece of acting, is newcomer Clint Kimbrough. He is the one who is hurt most of all by what is happening to his family. Other good performances are contributed by Eileen Heckart in a period (for her) role of a family friend who is always ready with bromides; and Warren Stevens as a reluctant suitor of Miss MacLaine.

But the heart and the center of this picture are in the wonderful performance that Miss Booth gives. The woman she plays is shallow and silly and responsible for driving her family away from her by dominating and "mothering" them all, including her husband. But Miss Booth also recognizes that the woman is good-hearted and has decent instincts, and she gives the character a certain stature by making the audience perceive this, too.

Alex North has written an exceptional musical score that captures the atmosphere of a deep Southern town in summer and also complements the story's intense dramatic mood.

In short, "Hot Spell" is a solid and adult drama, enriched by yet one more brilliant character portrait from one of the great acting talents of our time.


RICHARD GERTNER

**oe Gins Resigns 'U'**

*District Post in Hub*

Special to THE DAILY

**BOSTON, May 13**—Joseph Gins, all known distribution executive, has resigned as district manager here for Universal-International after fourteen years in the post. Previously he was branch manager for the company in ashington, Cincinnati and Buffalo. He also held several branch management positions for Columbia, PRC and the ink Organization. No successor will be named, company officials said.

**Zagrans NTA Pictures Mid-Atlantic Manager**

Charles Zagrans, veteran industry executive, has been named mid-Atlantic district manager for NTA Pictures, Inc., H. H. Greenblatt, general sales manager, has announced. Zagrans will headquarter in Philadelphia and supervise sales of NTA theatrical product in the mid-Atlantic area.

Zagrans comes to NTA Pictures from the Stanley Warner organization in Philadelphia, where he was a film buyer and booker.

**MPIC Considering Int'l Film Fair in Hollywood**

*From THE DAILY Bureau*

**HOLLYWOOD, May 13**—The Motion Picture Industry Council is currently considering sponsorship of an international film festival in Hollywood, following a bid from the California state-sponsored International Trade Fair and Exposition, set to open in Los Angeles April 1, 1959.

If the project is carried out, the MPIC said, its general plan would include four points: the Academy of Motion Picture Arts and Sciences as co-sponsors; a committee of top studio executives to examine all phases of the project; motion picture and art exhibits as added features of the fair; and a program of panel discussions at which film makers from all countries would be brought together.

**District Managers**

*Continued from page 1*

area chairman on Monday by the executive committee of the campaign.

The four district co-chairmen represent Theatre Owners of America and Allied States. They include: East—Sam Rosen, TOA, and Willbur Snaph, Allied; South—Robert J. Donnell, TOA, and Phil R. Isley, Allied; Midwest—George Kerasotes, TOA, and Marc J. Wolf, Allied; and For West—Frank H. Ricketson, Jr., TOA, and Tom Smiley, Allied.

The TOA representatives were appointed by Ernest G. Stellings, TOA president, and the Allied representatives were named by Horace Adkins, Allied president.

**Col. Sets 36**

(Continued from page 3)

with Stanley Donen, Roger Edens, Carl Foreman, William Goetz, Carl Kohlmar, Raoul Levy, Otto Preminger, Richard Quine, Charles Schnee, George Sidney and Sam Spiegel, among others.

In the 36 films announced for release five were designated as "blockbusters" already completed. They are "The Key," "The Last Hurrah," "Bell, Book, and Candle," "Best of Enemies," and "Gunman's Walk." Two "exploitation special" are "The 7th Voyage of Sinbad" and "The Revenge of Frankenstein."

Sixteen Being Prepared


**We are now dubbing at Titra Sound Studios:**

"Case of Dr. Laurent" (Trans-Lux)

"It Happened in Rome" (Rank)

"Titoc" (Azteca)

"Circle of Death" (Azteca)

Last Year It Was "La Strada"

**TITRA DUBBING CO., INC.**

1600 Broadway, New York, N. Y.

PL 7-8682
What clicks at the box office?

JAMES GARNER, starring in DARBY'S RANGERS, a Warner Bros. Production.

REALISM!

“National” carbon arcs match the sun’s color balance. That means your audience can enjoy all the realism Hollywood puts on film. Deep colors come to life. Wide, wide screens show sharpness in every detail. For drive-ins, life-like images travel hundreds of feet. Indoors, picture brightness permits adequate house lighting.

These slower burning “National” Projector Carbons help cut operating costs: “Suprex” 7mm, 8mm, and 9mm carbons – 10mm, 11mm and 13.6mm High Intensity Carbons.

The terms “National”, “Suprex” and “Union Carbide” are trade-marks of Union Carbide Corporation.

NATIONAL CARBON COMPANY • Division of Union Carbide Corporation • 30 East 42nd Street, New York 17, N.Y.

SALES OFFICES: Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco • IN CANADA: Union Carbide Canada Limited, Toronto
Soviet Film Talks Seen
In Abeyance for Months

A resumption of negotiations for sale of American films to the Soviet
and possible purchase of some Russian films for distribution here is not
expected before midsummer or early fall, a Motion Picture Association
spokesman said here yesterday.

Negotiations were discontinued in Washington late last month with an
agreement to set a date and place for their resumption within 30 days.
It is expected now that that will not be done until some time in June,
with the next meeting date being con-
siderably later.

Petrillo to Retire as
President of AFM

James C. Petrillo, president of the
American Federation of Musicians,
AFL-CIO, will not accept renoma-
tion to succeed himself at the 61st
annual convention of the union which
convenes in Philadelphia June 2. His
decision to retire from the presidency,
to which he has been elected 18 suc-
cessive years, was revealed in a per-
sonal communication to the mem-
bership, appearing in the union’s official
publication, “The International Musi-
cian,” published yesterday.

Observers in New York expressed
the view that the Petrillo withdrawal
would not immediately affect the sta-
tus of the musicians’ work stoppage.

‘Convertible’ Theatre
I Open in Detroit

Special to the Daily

DETROIT, May 14.—A unique
new theatre, now under construc-
tion on the Northland Shopping
Center, is set to open on May 23.
The theatre, which will seat 1,000

‘World’ Makes $3,000,000
Net Profit at Rivoli Here

“Around the World in 80 Days”
has shown a net profit of $3,000,000
to date in its New York run at the
Rivoli Theatre, the Michael Todd Co.
announced yesterday. The Todd-AO
film is now in its 19th month on
Broadway, where it has 10 perfor-
mances weekly. 

Money in Sight for
Radio B-B: Stellings

Estimates That by July Treasury Will
Hold Between $175,000 and $225,000

By JAMES M. JERAULD

The radio phase of the business building campaign will definitely get under-
way by July 1, Ernest G. Stellings, president of Theatre Owners of America,
said at a press conference at TOA headquarters here yesterday.

“Sufficient money is now in sight,” Stellings said, “and $300,000 has been
allotted for this phase of the camp-
aign. A series of 30-second and one-
minute spot announcements has been
made and recorded for handling by disc jockeys. These will be used on
NBC, CBS and ABC stations. They
will be sent out in advance.”

Stellings took note of the widespread
impression that the campaign has be-
come dormant. He professed to be
optimistic about it after admitting that
there had been some delay on the original schedule.

“It wasn’t entirely a matter of
money,” he said, “we had many ideas
to pour into a funnel and have them

NTA Gets Injunction
In Suit vs. U.A., Others

Fields, Chodorov Suit
Against Columbia Settled

The suit of Joseph A. Fields and
Jerome Chodorov, writers of “My Sister Eileen,” against Columbia Pic-
tures, seeking $6,000,000 for alleged
violation of a contract involving the
property, was settled out-of-court yest-

DEFINITELY UNDERWAY BY JULY 1

$300,000 SET AS GOAL FOR radiO B-B

Ernest G. Stellings, president of Theatrical Owners of America, an-
ounced yesterday that the radio phase of the business building
campaign will definitely get under-
way by July 1.

The radio campaign will be handled
by Telefilm Associates, New York.

估计到 7 月 1 日，美国剧院拥有者协会的总裁 John G. Stellings 说，这
个电台业务建设运动将切实地在 7 月 1 日开始。

“现在有足够多的钱在手头了，” Stellings 说，“而且已经拨款 30 万美元
用于这个运动的电台部分。一台 30 秒和 1 分钟的宣传录音已经被制作
出来，并且被录制用于电台。这些将被用于 NBC、CBS 和 ABC 站。它们
将要在前几个月中被发送出去。”

Stellings 注意到这个运动被广泛认为
已经沉寂下来。他公开表示对它感到乐观，尽管承认一开始的时候
那有了一些延迟。

“这并不是完全因为钱的问题，” 他说，“我们有很多想法需要把它们
都灌入到一个管道中并让它们被发送出去。“
MOTION PICTURE DAILY

Thursday, May 13, 1937

PERSONAL MENTION

JACK H. LEVIN, president of Certifi-

Jack, manager, has returned to New York follow-

George Weltner, Paramount Pictures vice-president in charge of worldwide sales; Jerry Pickman, adver-

Sunset, Deane. Western sales manager, will return to New York today from Chicago. Martin S. Davis, exec-

Alfred E. Daff, Universal Pictures executive vice-president, has returned to New York from a trip to the Far East.

Howard Strickling, M-G-M advertising-publicity director, is in New York from the Coast.

Leo Jaffe, Columbia Pictures first vice-president and treasurer, will return to New York today from Holly-

Kenneth Clark, vice-president of the Motion Picture Association of America, returned to Washington from New York yesterday.

Richard Brandt, president of Trans-Lux Theatres, is in Detroit from New York.

Milton E. Cohen, United Artists supervisor of sales of Michael Todd's "Around the World in 80 Days," has returned to New York from key cities of the Midwest.

Frank Ross, producer, will arrive in New York today from the Coast. He is en route to Monaco.

Marla Landi, British actress, will arrive in New York today from London via BOAC.

Mrs. Chester F. Casanova, wife of the vice-president of Fred Astaire Dance Studios, has given birth to a boy in New Rochelle.

Frank Cooper, producer, will leave here today aboard the "Ile de France" for Europe.

Ted Kranzner, of the sales executive staff on "The Ten Commandments," will return to New York today from Chicago.

MPAA Renews Lease on Present Office Space

The Motion Picture Association of America board at a meeting here yesterday approved arrangements for an extension of the Association's New York office quarters, eliminating the necessity of moving to a new location, as had been under consideration in recent weeks. The Association has been in its present location for more than 25 years.

Crime Films Set for Shooting in Chicago

Special to THE DAILY

CHICAGO, May 14—FBI Director J. Edgar Hoover's recent blast against movie and TV "crime glorification" is not putting a crimp in any plans afoot here for productions in both media aimed at using this city as a "gangland" locale.

A new TV series, to be called "Inquest," is being built around Cook County Coroner's office, and a long, stormy petition in some of the biggest criminal investigations con-

sees Educational Value

According to Dr. McCarron, the stress will be both on the instruc-

John Burrows, producer of "The Al Capone Story," soon will begin shooting background scenes here. The site of the notorious Valentine's Day mas-

Capone's Restaurant Is Gone

However, Jim Collison's restaur-

Frank Capone, son of the former gangster and bodyguard, has just fallen to the wreckers.

Albany Drive-Ins Play 'Peyton' Day-and-Date

Special to THE DAILY

ALBANY, N. Y., May 14—For the first time in this season, a group of drive-ins will play a picture—"Peyton Place," for a week, day and date. Included in the first wave to have simultaneous showings in Fabian's 950-car Mohawk at Colonie, the largest drive-in of the exchange district.

Openings were set for today. A second wave of area drive-ins will later day-and-date "Peyton Place."

The same plan is to be followed for one or more additional 20th-Fox re-

MPA Ponders

(Continued from page 1)

problem over to the legal committee to study and prepare any proposals which will then be circulated to member companies. The discussion yesterday was limited to a general airing of the situation and it will be taken up again at a subsequent meeting of the board after the legal report has been cir-

TV Production Injuries

Trade sources said it is felt in some industry quarters that the motion pic-

Production of a public domain work is at a serious disadvantage in this 21st century, with a half a dozen months to the airing of such a work, even by starting long after the film production has gone home before the cam-

The latter involves a tremen-

duously greater investment and stands to be injured by either a good or a bad television production shown shortly before or concurrent with its release.

At the same time, it was pointed out, the film producer of a public do-

domain work has no remedies at law in such a case unless his particular treat-

ment of it has been plagiarized.

Midget Racers Put-put

At Union, N. J., Drive-in

Quarter Midget racing as an at-

traction for drive-ins was demon-

strated by the experimental effort in the recent picture of Joe Hornstein, Inc., at the Union Drive-in, Union, N. J. A large turnout of theatre owners watched the cars, driven by youngsters and powered by lawn mower engines, race around the track. Mayor F. Edward Biertrumpel of Union welcomed the exhibitors at the Eastern Management Center, theatre and proved that a quarter enterprise would be successful pro-

vided the emphasis was placed on safety.

Among those present were Lee Kemper of RKO Theatres; James Shahan-

han, Loew's Theatres; Nick Scher-

methorn, Edward Leder, Lon Golding, Mike Zala, Ted Manos, Edward Sei-


Form New Production

Company in Louisiana

Mardi Gras Productions, Inc., a new company to produce both theat-

rical and television films, has been es-

tablished, with a capital stock of one million dollars, in Louisiana. Head-

ing the new company are Longstreth Band and Louis Garfield, former partners in Maxim Productions, who will serve as president and vice-pres-

dent of the new venture, as well as re-

spective Louisiana Directors. Louis Oriole has also been named vice-

president and Max Zelden of that city is secretary-treasurer.

Chicago Road Shows Set Extra Matinees

Special to THE DAILY

CHICAGO, May 14—House showing road show film here are using high circulation drives Friday for their matinees. In addition to the normal schedules, some of it called for by the late Mike Todd in final instruc-

tions to his Cinestage Theatre staff.

Remembering what a highlight at the matinees were for him when he was a youngster here during spring vacations, Todd directed the "Around the World in 80 Days" show to be extended a matinee day dur-

ing the spring school recess.

"Around the World has also ap-

peared an extra matinee at 2:30 P.M. for Memorial Day, and the McVe-

kers, where "South Pacific" is playing, has also scheduled a special May 30 matinee in addition to the regular Wednesday, Saturday and Sunday matinees.

List Petition Denied

In Pension Fund Suit

The petition of List Industries, parent company of RKO Theatres, an-

other to stay the suit against them and complete arbitration of an act-

filed by trustees of the pension in-

awful fund of the Motion Picture Machine Operators Union was denied here yesterday by Supreme Court Justice Thomas A. Aureli. The trust-

ees have used to receive an addi-

tional 3 per cent contribution to the fund which it is claimed the defend-

ants had contracted to pay under a 1935 agreement.

In denying the List petition the judge said the complaint rests on collective bargaining agreement and is not arbitrable.

WGA Meeting Today

HOLLYWOOD, May 14—The annual election meeting for officers and board members of the screen writer's and TV-radio branches of the Writer's Guild of America, West, will be held here tomorrow night at the Screen Director's Guild building.

Schnee Signs Davies

HOLLYWOOD, May 14—Charles Schnee has signed Valentine Davies to write the screen play of his forthcoming independent production for Columbia Pictures, "Fear No Evil."

WANT QUALITY AND SERVICE IS A MUST GET YOUR TRAILERS FROM NEARLY 20 YEARS OLD

FILMACK
Cedric Gibbons, art director and signor of the "Oscar" made famous by the Academy of Motion Picture Arts and Sciences, has received from an organization a gold life-membership card "for a lifetime of contribution to the excellence of motion pictures."

Louis W. Feenor has resigned as SCAP director of program services become president of Broadcasters program Service, Inc., Cliffside Park, J.

Lou Brown, advertising-publicity rector of Loew's Poli-New England theatres, New Haven, Conn., has been nominated for the presidency the New Haven Advertising Club.

Howard Goldberg was honored at farewell dinner by the 20th-Fox in Albany, N. Y. Goldberg leaving the company to become associated with his father-in-law in the clothing business in Schenectady.

Addie Arn, Philadelphia representa American Seating Co., has ree to join the administrative staff the College of Wooster, Woo.

Edward Pyne, formerly with KO circuit in the Cleveland area, has been named manager of the Olney Theatre, Shaker Heights, succeed the late Julius Lamm.

A. Leo Ricci, owner of the Capitol theatre, Meriden, Conn., has been elected president of the Meridan lions Club.

Bill Brevall is moving over from memories in Chicago to Cinemiracle, which soon will open at the Opera house, in charge of sales promotion.

Sidney Dwore, of Schenectady, Y, is now buying and booking for the Sara-Pla Drive-in Theatre, between Saranac Lake and Lake Placid.

Howard Smith, of the Paramount exchange in Albany, N. Y., is again leading Lodge 24, Colosseum of Mo Picture Salesmen. He replaces Irving E. Jones, who resigned after carter Brothers' Albany exchange as closed.

J. F. Hughes, former office man for Columbia Pictures in Houston, has been transferred to the Atta office in the same capacity.

Robert Stevens has been set by Al Hitchcock to direct "Suspicion" a film commencing rehearsals on

Prospects to Resume
Arbitration Seen Dim

The outlook for a resumption of arbitration negotiations is so dim that Ernest G. Stellings, Theatre Owners of America president, shrugged when asked about it and replied: "What can I say—Nothing!"

Money in Sight

(Continued from page 1)
come out blended. The money in hand and assured is sufficient to eliminate the dark impressions held by many people.

"The newspaper plan will start in September. It has taken time. Seven advertising agencies submitted 12 ideas for it with tentative layouts and these are under discussion."

Stellings would not give specific information as to the funds on hand, but estimated that by July between $175,000 and $225,000 would be in the treasury. Some of the exhibitor organizations will contribute toward the plan, and then he added some promises of aid had been received from individuals not connected with exhibitor groups.

To Middle of September

He said the radio part of the campaign had been chosen for the start because radio listeners travel in the summer. It will be continued until the middle of September. Budgets will be worked out on a month-to-month basis, with exhibitor payments to be matched monthly by the Motion Picture Association. The payments of the exhibitors' share of the Academy Award telecast will come last. Stellings said the costs of the telecast have already been paid by the MPAA.

Says Anti-Trust Decrees Should Be Modernized

The anti-trust decrees should be modified and modernized so that all former affiliated circuits can go into production with preemptive rights on their own pictures and the ban on black holding should be removed, Ernest G. Stellings, TOA president, said here yesterday.

"We are ready to go before the Department of Justice and make that plea," he said. "Under present conditions some exhibitors do not know whether their bookings are going to be. There is no loyalty to any distributing company any more."

He touched on the present discussion of a possible cut in all excise taxes as a stimulant to general business and said he favored a revision of the tax setup.

Confirmed reservations at the Americana Hotel, Miami Beach, have been received and the next annual convention will be held there Oct. 21-25.

The annual meeting of directors will be held at the same time.

Friday, entitled "The Woman Turned to Salt" by P. Tennyson Jesse.

W. Lester Hughes, owner of the Richenda Theatre, Freeport, Me., has announced he will seek nomination as the Democratic candidate for the Cumberland County Treasurer post in June primaries.

John Johns, M.G.M field representative in Pittsburgh, has been transferred to New York to work under Emory Austin, exploitation director. Manny Pearson of the Cleveland branch will add Pittsburgh to his teritory.

Franklin E. Ferguson, promotion chief for the Bailey Theatres, New Haven, has been elected to the board of directors of the Tuberculosis and Health Association of New Haven Area, Inc., for a three-year term.

Stellings Optimistic

(Continued from page 1)
gestion that leading exhibitors form a corporation to take over these films for rental to theatres, or some other plan, he could not predict, he said yesterday. Several company representatives have different ideas, he declared, but all, except United Artists, agree that there should be no further sales of large numbers of films. In behalf of his own plan for taking over the films he said this could be done for a down payment of $10,000-00, with the remainder, whatever it may be, coming from theater rentals over an extended period.

"The companies would make more money under this plan then they could from direct sales to TV," he stated. "Instead of paying 48 cents on every dollar as taxes they would be paying 25 cents as capital gains."
AFM’s Petillo

(Continued from page 1)
at the Hollywood studios. The Musicians Guild of America has petitioned the National Labor Relations Board for recognition as the bargaining agent for Hollywood musicians and the studios have taken the position that they cannot negotiate with either the AFM or the new Guild until the NLRB rules on the case.

In the announcement, Petillo pointed out that he has served as a labor leader for 42 of his 60 years and that he has been an officer of the Federation of Musicians for the last 26 years. He is also a vice-president of the AFL-CIO, and is president of his home musicians’ local union in Chicago.

Definite in His Decision

“Now,” he continued, “I feel the time has come when I must decline to accept the nomination as president of the American Federation of Musicians at the 61st annual convention in Philadelphia. I hope and pray the delegates to this convention will respect my wishes by not nominating me for the presidency of our great organization, and if nominated, by permitting me to withdraw.”

Petillo’s decision to retire means that his successor will be elected during the June 2 convention week and would assume office immediately.

BUSY?

Then you appreciate
MOTION PICTURE DAILY’s policy of
All the News that is News . . .

Concise and to the Point
with jealous concern for its reputation of
JOURNALISTIC RESPONSIBILITY.

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(Continued from page 1)

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REVIEW:
The Case Against Brooklyn

Morningside—Columbia

A FOREROW to this Morningside Production, which tells of the break-up of a “boodie” ring in Brooklyn that was receiving protection from crooked policemen, states that the events depicted really happened “a few years ago.” More recent newspaper headlines have made the time qualification unnecessary, which gives this Columbia release a strong topical quality as a “plus” exploitation factor. This is an asset it doesn’t especially need, however, for it can stand on its own as an interest-attracting cops-and-robbers film.

The main story outline, in which a rookie cop goes undercover and eventually traps “Mr. Big” of the gambling racket, is not exactly new. But the screen play of Raymond T. Marcus from a screen story by Daniel B. Ullman relates the plot in an economical and straightforward way. The direction of Paul Wendkos is quick and inventive. And some sharply drawn characters are well played by an able cast, among whom most familiar faces are Darren McGavin, Maggie Hayes, and Warren Stevens.

Providing the film with its greatest substance is the intriguing character of the rookie played by McGavin, who is no “hero” in the usual sense. He is presented as an ambitious, opportunistic fellow not at all averse to cheating on his wife with another woman and chalking it up as part of the job. His reckless approach eventually results in deaths at the hands of the mob of both his wife and his best friend.

This picture, which Charles H. Schneer produced, has more than the average quota of violence—one man is shot down in cold blood by a corrupt policeman; the latter then commits suicide; the wife is killed in a bomb explosion; and others die gloriously in gun duels.


Richard Gertner

‘Convertible’ Theatre

(Continued from page 1)

persons, will have for its ceiling a translucent Geodesic Dome, suspended from the outside by an aluminum web. All equipment is portable so that the building can be converted in the summer to a legitimate theatre.

Present plans call for showing motion pictures in the spring, and repeating to them in the fall for opera through Thanksgiving or as long as the weather permits.

The theatre will be open in the evening only, with two complete shows daily. The first bill will be “Smallest Show on Earth” and the U.P.A. Festival.”

Dick and Gene Sloan Operators

The Northland Playhouse Cinema, as it is to be called, will be operated by brothers Dick and Gene Sloan, who now control the Mercury and Radio City Theatres here. By Bloom will be manager.

After the film season is over, the Geodesic Dome can be moved elsewhere in the shopping center to be suspended in another area.

‘Snow’ in Chicago

CHICAGO, May 14 — George Simenon’s “The Snow Was Black,” is opening here at the Ziegfeld without any interference from the Chicago Police Censor Board, thanks to a decision by Mayor Richard J. Daley that it could be shown with a special “adults only” permit. The board banned the film two years ago.

Brandt Urges

(Continued from page 1)

local television stations for area exhibition rights, rather than against TV networks for national rights.

In this way, Brandt points out, each which exhibitors would be required to subscribe would be kept within realizability goals and no trust funds, bonds or, in any case, other financial protection for total producer-distributor revenue. Nonetheless, some areas presumably will not participate, for one reason another, and such territories presumably would be open to TV sales of the films.

Attorneys for ITOA are studying the plan now for legality and practicality and are expected to have it ready for presentation to the H U. P. A. at its next meeting in two weeks.

For its greatest effectiveness, the plan contemplates that every theatre in a particular area will be a sub participant, on some equitable basis to be determined, such as its run, seat capacity or other standard. Through central source, they would bid competition with local TV outlets in the long term area rights to the films.

Could Outbid TV

It is believed that even with capital easily within the reach of every participating theatre, they could outbid the area TV competition which might be in a position to offer $15,000 to $25,000 for a top attraction. Many of these films would be substantial revenue values and would be re-played by the theatres thus maintaining the treasury for additional acquisitions and, conceivably, returning the original subscription with interest.

Theatres would pay the subscription even though they might elect not to play the bulk of the films acquired, their insurance being the protection from TV competition they would receive.

Two-Way Advantage Seen

Producer-distributors would have not only the inducements of high area revenue for the libraries they would be realized from sales in same areas to TV outlets, but also the assurance that they would not be contributing by sales to TV to competition with their new releases, but also the avoidance of the various costs attached to re-release distribution.

Brandt emphasized the plan still in an embryonic stage. He said lawyers will “look for loopholes” and examine such as whether or not divorced circuits could participate without conflict with their Federal consent decrees. Preliminary opinion on this subject, he said, that “any business has a right to protect itself.”
Say 'Karamazov' Big Success at Cannes

According to Jay Carmody, America's official representative at the Cannes Film Festival; Favre Le Bret, head of the festival committee; Nate Golden, of the motion picture division of the U.S. Department of Commerce, the showing at Cannes of "The Brothers Karamazov," official American entry, was "exceedingly received" and was adjudged by press association reports stated, the recipient of "jeers and cat-calls."

Cables received here yesterday also said that the personal appearance of Yul Brynner and Claire Bloom, two of the picture's stars, was a highlight of the festival program and that no one demonstrated unfavorably, as also had been carried in the report.

Calls It Falsehood

Referring to the report, Carmody described the wholesale complaint of Yul Brynner and Claire Bloom, Le Bret cabled that the report was "absolutely false. 'Karamazov had not adverse reaction." Golden said: "The showing was excellently received and I neither saw nor heard any adverse audience reaction."

Fields, Chodorov

(Continued from page 1)

terday. Terms of the settlement were not revealed, and Columbia officials here would not comment. The writers had charged they sold the stage property in 1947 to Columbia granting them the right to make a picture and a remake but no sequels. The company made a new film in 1955, which the writers claimed was a "sequel" and not a remake.

WB Promotes Goldman

Julie Goldman, of Warner Bros., Indianapolis branch, has been promoted to the post of assistant branch manager of the company's New York exchange, it was announced immediately, it was announced here.

that's the only remotely terrifying action in the picture. No one gets killed, no one even gets beaten up.

As a result, hardened action fans may find "The Secret Place" too mild for their tastes. But others will find sufficient compensation for that lack in such things as the simplicity and directness of the plot; the strong sense of atmosphere in the settings in the shun area of London's East End; and some typically good English "character" acting.

Michael Brooke cuts a sturdy figure as the brave boy who outwits the crooks, and Belinda Lee is attractive and sympathetic, especially as the girl who loves the leader of the thieves. The latter character is made appropriately detestable by Ronald Lewis.

The picture was written by Linette Perry, and the John Bryan production directed by Clive Donner. Running time, 81 minutes. General classification. Release, current. R. C. G.

Married a Woman

Iko Radio—U-I

George Gobel, that friendly, funny type of guy who has appeared in television several years ago, and as succeeded in keeping most of us, herein plays the advertising executive married to an extremely well constructed Daisy Doo. His efforts to come up with a vital new campaign to save the big beer account aid at the same time to cope with his (mother-in-law's) problem make for light, but really funny comedy.

The material is not too heavy, of course, but George makes the most of it. Miss Golden, a truly decorative feminine foil to George, and Adolphe Menjou and Jessie Royce Banks, in particular, offer effective support. The film was made a couple of years ago and is one of the group taken by Universal for release.

As produced by William Bloom and directed by Hal Kanter, the screenplay by that top comedy writer, Goodman Ace, the yarn stays close to oddball all the way. When it veers way, as it does on a couple of occasions, it stays amusing and falls. But those lapses are few.

Gobel, married to a Miss Beer of a couple of years before, is faced with the problem presented by his boss, Hoofer, that he alone must dream up a new campaign or they will lose the beer account, which means the end of his wife's. His struggles to come up with the right answer in the few days allotted, will carry the same reasoning: to save a wife and mother-in-law problem make for some funny situations.

Running time, 81 minutes. General classification. Release in May.

Charles S. Aarons

The Secret Place

Bank Film Dist. of Amer.

The British film makers have a way of neatly constructed and unpre- dictable melodramas, made on a modest budget and filmed in realistic settings. They also have a way of having children on the screen so as to take them appear real and unaffected. Both these characteristic English elements are nicely blended in "The Secret Place," to produce a picture that is rather unique alike the non-violent and direct manner the family audience can enjoy as a unit.

It tells the story of a young school boy who is duped into aiding a gang of jewel thieves and then turns the tables on his deceivers by giving the diamonds to the police. The criminals try to prevent this, of course, and the boy loses his climaxes when the lad is trapped on the high scaffolding of building under construction with stolen jewels in his hands. And

NTA and UA

(Continued from page 1)

United Artists Associated, Inc. The injunction was signed by New York Supreme Court Justice Aaron Steuer, who said that he took the action to expedite trial of the NTA suit, which has been pending for some time.

NTA had asked in its recent complaint that the defendants be directed to hold the AAP stock in question in trust for NTA and that they be enjoined from doing anything tending to impair the alleged plan of acquiring the assets of AAP and also from transferring the stock held by Gotham TV (another subsidiary of UA) to UAA. In its original suit NTA charged the defendants had "interfered in and brought about cancellation" of a deal in which NTA would have acquired controlling interest in AAP.

In granting the injunction yesterday, Judge Steuer commented, "It would be improper to state a conclusion on certain issues in advance of trial further than what is necessary for approving the injunction." He then said he hoped the action would speed trial of the suit.

$621 for First Edition of 'Old Newsboys Day'

Special to THE DAILY

ATLANTA, May 14 — A special auction of the first copies of the Old Newsboys Day edition of the "Atlanta Journal-Constitution" brought a surprising $621.

The auction was conducted by the Atlanta Variety Club, which sponsors the Old Newsboys Day each year for the benefit of the Atlanta Central Palsy School. The auction, which each year precedes the street sales, was this year termed the "most successful" yet conducted.

'Road without End' to AA

HOLLYWOOD, May 14 — Allied Artists and Stuart E. and Dorrell McGowan have acquired "Road Without End" from H-R Productions, it has been announced by Steve Brodly, president of the former company. The film, starring German shepherd dog, is the second McGowan Productions picture which Allied Artists has arranged to distribute.

'Windjammer Booked

CHICAGO, May 14—"Windjammer," first picture in the Cinemachrome process, will make its local debut on Friday, June 20, at the Opera House. This will be the picture's fourth engagement, it is now being shown in New York, Los Angeles, and Oslo.

Disney Acquires 'Storm'

HOLLYWOOD, May 14 — Walt Disney Co. has acquired George Stewart's novel, "Storm," from Paramount Pictures for a live-action production, it was learned today. James Algar will adapt and direct the film for Disney.

National Pre-Selling

The MOST unusual location story the world has ever seen is set for May 10 issue of "The Saturday Evening Post." It takes place in a Japanese fishing village where director John Huston made "The Barbarian and the Geisha" starring John Wayne.

One day, 350 fishermen—surprisingly left the shooting set, leaped into their boats and headed out to sea where a school of dolphins were sighted. They fished for three days and returned to the movie set after they had completed their catch.

One Japanese technician bawled out for suspected dishonesty by production manager Eckhardt appeared the following day in his office with a small box. Eckhardt was horrified to discover it contained the severed little finger of the Japanese left hand—his way of salvaging his honor.

"God's Little Acre," Enskine Caldwell's 1933 novel, has been made into a motion picture for United Artists by director Anthony Mann. An interesting pictorial and critical review on this film was produced by "Life" for their May 5 issue.

"Life" reports that, "while the film itself looks deadly at times; the book's spirit remains and the movie emerges a funny story of passion in cotton-picking land."

"Life" will place frequent institutional ads in "The Saturday Evening Post," "Look," "Ladies Home Journal," "Reader's Digest," and "Life." Andrew Heiskell, publisher of "Life" said we are impressed by the sheer size of the country's purchasing power represented in the combined circulation of the five magazines. The use of magazines was indicated by readership data uncovered in "Life's" Study of Consumer Expenditures. An announcement to be released late this month, show an average issue of the five magazines in combination reaches households which account for 73 per cent of total household expenditures for all consumer goods and services. This campaign replaces "Life's" alternate sponsorship of Edward R. Murrow's "Person to Person" on CBS-TV.

"You're really not living if you're not in love" said Paddy Chayefsky, on the set of "The Goddess," his first script written directly for the movies, according to the Hollywood Scene appearing in the May issue of "Seventeen." Paddy wants to show "what happens to people like the heroine in this film; who yearn for the material things in life and sacrifice human values."

Douglas Fairbanks, Jr., producer of "Chase A Crooked Shadow," was interviewed for the May issue of "McCall's."

WALTER HAAS
Television Today

CBS Net at $6,518,039
For Quarter; Up 10.3%

Consolidated net income for the Columbia Broadcasting System for the first quarter of 1958 was $6,518,039, compared with $5,907,323 earned in the comparable period of 1957, it was announced yesterday at a meeting of the board of directors by William S. Paley, chairman. The current figure represents an increase of 10.3 per cent over the 1957 total.

Net revenues and sales for the quarter totaled $103,296,857, as compared with $95,495,932 for the corresponding period last year. This represents an increase of 7.7 per cent.

Equal to 83 Cents a Share

The current earnings are equivalent to 83 cents a share. Earnings of 77 cents per share were reported for the first quarter of 1957. Per share earnings are calculated on the average number of shares—7,381,400 in 1958 and 7,031,446 in 1957—outstanding during the respective three month periods.

At the meeting, the board of directors declared a cash dividend of 25 cents per share on its Class A and Class B stock, payable June 13, to stockholders of record at the close of business on May 29.

‘Perry Como Show’ Is Sold Out for 1958-59

“The Perry Como Show,” Saturday night music-variety program (NBC-TV Network colored, 8-9 P.M., N.Y.T.), is completely sold out for the 1958-59 season, it was announced by Walter D. Scott, vice-president, NBC Television Network Sales.

The NBC show’s current “sell-out” will begin its fourth season Sept. 13. The following advertisers will sponsor one-half of the program on various dates during 1958-59 (the first six, current sponsors of the show, have renewed for the upcoming season):

RCA a Sponsor

The Sunbeam Corp., American Dairy Ass’n, Kimberly-Clark Corp., The Radio Corp. of America, Whirlpool Corp., Novexma Chemical Co., and the Chemstrand Corp.

The 26th, in the “Rudolph M. Haffner” series, which carved out a new life in the West following the Civil War, will be re-released in a new series on ABC Television, Thursdays, 9:30-10 P.M., EDT, starting Sept. 18. It will be sponsored by P. Lorillard Company.

Ziv Signs Dane Clark

HOLLYWOOD, May 14.—Dane Clark has been set by Ziv Television Programs to direct several segments of their “Target” anthology series which stars Adolphe Menjou.

Jones Names New CBS Division Executives

Mere S. Jones, president of CBS Television Stations, has announced the executive structure of his division and appointment of new officers.

The new officer and department heads are: John Cowden, vice-president—sales promotion and advertising; Thomas Means, director of sales promotion and advertising; Charles Oppenheim, director of public relations.

Two additional executive appointments—controller and director of engineering—will be announced shortly.

Concede RCA Patent Needed for Stations

From THE DAILY Bureau

WASHINGTON, May 4.—Federal Communications Commission officials, in a television system case, will not be construed under present FCC standards without some RCA controlled patents.

Chairman John C. Doerfer, general counsel, Warren T. Be conciled this in testimony before the House Commerce investigating subcommittee. But Doerfer, quickly went on to say that the FCC standards were not made with the idea of getting the best quality service.

“The quality of the equipment and the ownership of patents” dict FCC standards, Doerfer insisted, had yesterday, he had put abuses was more properly the concern of the Justice Department’s Antitrust Division than of the FCC.

KGO Silenced 5 Hour

By a Wildcat Strike

SPECIAL TO THE DAILY

SAN FRANCISCO, May 14—7 KGO radio station, here went silent for five hours yesterday by a wildcat strike of engineering employees. Radio broadcasting was held up for five hours a scheduled time for one hour and forty-five minutes.

Taking part in the strike were more than a score of television program specialties, studio technical personnel, news writers, radio producers, record librarians, radio writer producers and film editors.

The workers taking part in the strike against the ABC outlets here picked up in front of KGO building at 5 a.m. Engineers and other union employees respect the lines and remained off the job. Late in the morning union officials conferred with the wildcat leaders and persuaded them to return to work shortly after 10 A.M.

These strikers are members of New York based Broadcast Employees and Technicians now engaged in negotiations nationally with ABC.

Name Steinberg CBS Information Unit Head

Appointment of Charles S. Steinberg, as director of information services for the CBS Television Network, was announced yesterday by Louis Cowan, president of the CBS Television Network.

Steinberg, who will assume his new duties July 1, is taking over a post held by Charles Oppenheim, who has just been appointed director of public relations for the CBS Television Station.

Steinberg joined CBS as director of press information for the CBS Radio Network January 7, 1957. Prior to that, he was associated with WTVN, Columbus, Ohio, as assistant director of publicity, associate director of publicity, and eastern publicity director.
DANGEROUS VIRTUE

By Sherwin Kane

ERNEST STELLINGS, Theatre Owners of America president, told a trade press conference in New York this week that "sufficient money assures the next phase of the industry-business-building campaign is in sight," and that "cosmically, $75,000 to $225,000 in exhibitor contributions will be in by July 1.

Stellings' optimism is heartening to those who are genuinely anxious to see the business-building campaign get under way on schedule and everyone, he says, hopes that his confidence is justified and that future events prove it to be realized.

It is idle at the moment to take it for granted that the campaign finance will be available in time for its phase—the radio advertising program scheduled to start July 1. Almost entire efforts of the campaign administration are being concentrated on the task—becoming daily more critical—of getting in the minimum contributions needed for that purpose, saying nothing of the overall exhibitors' total of $1,150,000 needed by midsummer.

At this date, those efforts have met with no success worth mentioning.

Nor does the committee have, as Stellings' statement would appear to imply, until July 1 to take up the task of making commitments. That is the date the campaign should start and it is to start then, the industry's ambitions for stations and time must be made by June 1.

Nor is Stellings correct in stating, according to press reports, that the major circuits have made their contributions and this "fact" will encourage others to do so. The truth is, two major circuits have made no contributions; three have not done any as of now.

Confidence is a fine thing. So are enthusiasm and enthusiasm. But the industry's business-building campaign cannot be run on them alone. Hard is needed, too, and the time for putting its campaign into the campaign treasury is fast running out.

The best campaign advice yet given exhibitors was that by Paul Laze Jr., at last week's Ampe luncheon: "Choose your money where mouth is.'

AMELEA ABASI, vice-president and foreign general manager of Universal International, has returned to New York from a European business trip.

EDWARD G. CHEMLY, U.S. and Canadian sales manager on Cecil B. DeMille's production of "The Ten Commandments," has left here on a trip to Chicago, Cleveland, Jackson-ville and Atlanta.

MALVYN WARSHAW, NTM Pictures national director of advertising and promotion, left here yesterday for Kansas City.

SAYBE M. MAIRKEL, vice-president of American Broadcasting-Paramount Theatres, has returned from the West Coast at the weekend from the South.

MAX BERGUTZ, Warners' studio-sales liaison, will return to the Coast today from New York.

Strong 'Caravan' to Indianapolis May 21

The Strong "Caravan of Light" has been booked in Indianapolis for two demonstrations, May 21 at the Twin drive-in theatre, Highways 421 and 52, at 8 o'clock; and at the Lafayette drive-in, 408th and Highway 52, at midnight.

A demonstration in Louisville will be held May 23 at the Twilight drive-in, 4015 Crittenden Drive.

The screens at the Twin and Twi- lite Drive-Ins are 120 feet wide, and that of the Lafayette, 114 feet wide.

The national tour is now in its third month.

100 for 'Pacific'

Rodgers and Hammerstein's "South Pacific" will celebrate its 100th perfor-mance tomorrow at the Criterion Theatre here. The Todd-AO presentation is being shown on a reserved seat policy with 11 scheduled performances weekly.

Conciliation Seen
Inactive in Albany

Special to THE DAILY

ALBANY, N. Y., May 15—No great interest in the use of the industry's conciliation machinery has been shown by exhibitors of the Albany exchange district, during six months of its existence.

The only theatre owner who would confirm that he instituted a complaint was George Thornton, of Sau- gerties. He sought removal of clearance held by Walter Reade, Jr., in Kingston, 13 miles away, over the Orpheum in Saugerties — on the ground that no competition between the two existed. A Reade drive-in at Kingston, as well as conventional opera-tions by the circuit, were involved.

Thornton petitioned two companies for relief. He planned to deal with other distributors, at a later date — apparently awaiting a decision by the first two before making a further move.

One company denied his petition, and an appeal to the home office failed. The other was also denied locally but Thornton has not yet appealed this.

No exhibitor hereabouts seems completely sold on conciliation. Some say they "do not know much about it"; others, that "it provides nothing new, nothing that did not, in fact, exist before." Occasionally, the effectiveness of conciliation is questioned.

25 Book AA Dual

Allied Artists' "Macabre" and "Hell's Five Hours" have been set to open in 25 Southern California area theatres on May 21.

WB Readies 34

(Continued from page 1)


Three Added to Board

(Continued from page 1)


The company by-laws have been amended to increase the board to eight. All the new members have sub- stantial holdings in the company; Ed- elman owns 5,000 shares, Skozen, 5,- 400; and Rippy, 8,000.

The letter also states that a meeting of the board, including the three new members, will be called in the near future.

SMPE Forms

(Continued from page 1)

filed by active members there, and the board approved this unanimously. In Miami the section is a student chap- ter at the University of Miami. The faculty adviser for the chapter, the fifth such established in the U.S., was C. Henderson Beal, motion picture director for the university.

Story Vital, Goldwyn Tells UCLA Students

From THE DAILY Bureau

HOLLYWOOD, May 15—Richard F. Stockton, 26, graduate student in UCLA's theatre arts department, to- day was named winner of the $1,000. First prize in the annual Samuel Goldwyn Creative Writing Competi- tion at UCLA for his full-length play, "The House Shall Tremble."

Peter Renno, 33, also a graduate student in UCLA, won second place honor and a $250 check for his novel, "The Tales of Ibarza."

In presenting the awards and honor- able mention scrolls to others, Gold- wynn said, "In the full-length play, whether it be novel, play, motion picture or TV script, the story is the foundation on which the entertainment rests. No matter how great the stars, director or producer, if the story is not sound you cannot have success."

MOTION PICTURE DAILY, May 15, 1956, Editor-in-Chief and Publisher, Sherwin Kane; Editor, James D. Ebers; Managing Editor, Richard Gertner; News Editor, Floyd E. Stone; Features Editor, Herbert F. Hensley; Advertising Manager, Groo H. Faust; Production Manager, town C. Allen; Editorial Director, Red Riverman; Copy Censor, Eastern Editions; Hollywood Bureau, Yorke-Woode- Building, Samuel D. Barns, Manager; Telephone: Hollywood 7-3451; Washington, D. A. Oettie, National Press Club, Wash- ington 71; New York: L. Frank Brown & Co., 209 East 19th Street; Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Motion Picture Publishing Company, 75 Madison Avenue, New York, N. Y. Subscription rates per year, $6. The Motion Picture Daily is published daily as a part of Motion Picture Daily: Motion Picture Almanac, Television Almanac, Reader. Entered as second class matter at the Post Office at New York, N. Y., under the act of March 3, 1879; Subscription rates per year, $6 in the Americas and $12 foreign. Simulated copy, 15

MOTION PICTURE DAILY

FRIDAY, MAY 16, 1956

NEW YORK THEATRE

MOTION PICTURE DAILY

FRIDAY, MAY 16, 1956

NEW YORK THEATRE

MOTION PICTURE DAILY

FRIDAY, MAY 16, 1956

NEW YORK THEATRE

MOTION PICTURE DAILY
**Sub-Run Clearance Drive in Minneapolis**

**Benjamin N. Berger asked a 28-day run for the Cedar Theatre but agreed to a 35-run which is a week earlier than his old 42-day slot. At least three companies have granted Sol Fischer a 28-day to 28 for his Ritz theatre, putting him in the same group with his own Varsity, Charlie Rabenstein's Hollywood, and Blevy's Heights in northeast Minneapolis. The recent move-ups or requests for move-ups would increase the number of 28-day houses in Minneapolis from 10 to 14 or 15, thus diluting further the first-run situation and make it possible that the exhibitors are making a mistake.

The town is top-heavy with 28-day houses, one branch manager commented. "The result is that in attempting to skimp the cream off first neighborhood engagements of the blockbusters they are cutting each other's throats in an attempt to dilute the attendance potential. Let's say that Joe Deeks and Mrs. Doaks want to see a picture. They look at the amusement page and find that most of the houses are playing "X" picture. They cannot decide either to go to one of the better theatres. Consequently they stay home."

The situation is no better with requests for move-ups on the grounds that film rentals—particularly on "the big ones"—are the same across the board that there is consequently nothing to be gained by accepting a later availability.

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**Dallas WOMPI Plans Publicity Program**

Special to THE DAILY

DALLAS, May 15.—The WOMPI's of this city are retaining their reputation as founders of the national organization with a new publicity program aimed at Dallas women. The group of two women from leading civic and social organizations will be invited to monthly screenings of quality motion pictures. The lead-off attraction is "Teacher's Pet" today at the Paramount office, at 7:30 P.M. President Madle Guinan of Exhibitor Pictures Corp, is hoping for a strong word of mouth campaign following each picture by the women attending to their families, friends, and fellow club members.

"Bosses Lunchbox" Slated

Another important May WOMPI event is the sixth annual "bosses lunchbox" at the Paramount office on May 22 featuring as speaker Mrs. Lola Cheaney Alexander, formerly of Interstate, now residing in Saudi Arabia. Her doctor-husband is Dr. "Teacher's Pet" director of the film. Miss Verlin Osborne, of Paramount, WOMPI's first president back in 1952, will return to the presidency after June installations. Other officers to be installed are: Mrs. Melba Marsden, Interstate, first vice-president; Mrs. Dorothy Johns, Frontier Theatre, second vice-president; Mrs. Margie Seeley, Twentieth Century-Fox, treasurer; Mrs. Mildred Provost, Rowley United, recording secretary; and Miss Sue Benningfield, Texas COMPO, corresponding secretary.

**Directors Number Seven**

The directors are: Mrs. Wilma Mitchell, Liberty Film Lines; Mrs. Dorothy Morris, Cinema Artes; Mrs. Blanche Boyle, Frontier Theatres; Mrs. Leah Garter, Twentieth Century-Fox; Mrs. Virginia Elliott, National Screen Service; Miss Minna Mae Stevson, Warner Bros. and Mrs. Guinan, immediate-past-president director. Representatives for W. A. Green Co. style show are Miss Osborn, Mr. Blazelle Webb, and Mrs. Mungates White.
Nothing but the BEST REVIEWS

"Tops them all...It's shock impact is so great that it may well be considered as one of the best horror films ever made. The lavish but spooky settings, the eerie atmosphere makes for situations that will send cold chills up and down the spines of even the most hardened of horror-picture fans."

—Al Picoult, HARRISON'S REPORTS

"Thrills, chills and shudders in this top-notch horror drama. It is made to order for the sensation-seeking fans, young and old. The use of Technicolor and fine settings add immeasurably to the realism...This one can't miss."

—Frank Leyendecker, BOXOFFICE

"This is certainly one of the best of its type...It's hard to see how HORROR OF DRACULA will not clean up at the boxoffice. It is one scare film which will live up to almost any amount of wild exploitation."

—Vincent Canby, MOTION PICTURE HERALD

"Horror on a grand scale...It is presented here as it has rarely been pictured before...Word of mouth should make this a big curiosity item boxoffice-wise."

—Mel Koneff, THE EXHIBITOR

"One of the scariest ever and should prove a big winner at the boxoffice."

—Bud Rosenthal, THE INDEPENDENT

"Expertly made shock and horror drama. One of the best...A solid fan pleaser...Has been put together with outstanding know-how and shines with production resourcefulness."

—FILM DAILY

"A lavishly mounted, impressive production...A solid treat presented in a theatrically beguiling manner. Excitement and intrigue permeate the film."

—Jack Harrison, HOLLYWOOD REPORTER
Chillingly realistic in **TECHNICOLOR**

**BEST THEATRES**

WARNERS, Milwaukee; MICHIGAN, Detroit; FOX, St. Louis; MAJESTIC, Dallas; R.K.O. MEMORIAL, Boston; LOEW’S MET, Houston; ORIENTAL, Chicago; MAJESTIC, San Antonio; RIALTO, Louisville; MAYFAIR, New York; INDIANA, Indianapolis ... and dozens more!

**FLASH!**

First opening at WARNERS, Milwaukee, biggest of any Universal picture in four years.

**BEST BUSINESS**

starring also starring
PETER CUSHING • MICHAEL GOUGH and MELISSA STRIBLING with CHRISTOPHER LEE as DRACULA

Screenplay by JIMMY SANGSTER • From the novel by BRAM STOKER • Directed by TERENCE FISHER

Executive producer: MICHAEL CARRERAS • Associate producer: ANTHONY NELSON-KEYS • Produced by ANTHONY HINDS

A Hammer Film Productions, Ltd. Presentation
Television Today

House Unit Hits Grant to NTA

(Continued from page 1)

shows should be allowed to own stations and whether the defendant in a current broadcast anti-trust case should be allowed to own stations. NCAA is a defendant in one of the Justice Department’s current block-booking cases.

The staff investigators suggested the FCC act in a way which is currently in anti-trust suits involving broadcasting.

Individual Cases Cited

The investigators’ testimony came as the subcommittee, which has been studying FCC patent policies, swung its attack to FCC licensing policies. The investigators gave the subcommittee a series of studies of individual cases charging that “inconsistent” FCC policies have actually fostered concentration of broadcasting control, questionable payoff schemes and “back door” deals for licenses, and “trafficking” in licenses at inflated prices.

Chairman Harris (D., Ark.) said witnesses would be called starting next Tuesday to testify on some of the cases covered by the staff memos, but didn’t specify which. He said the staff would attend courts “as problems” as to whether the FCC is carrying out the law as Congress intended.

Sold to NTA Last September

The Minneapolis channel now used by KMGM was originally acquired by Family Broadcasting Corp. in August 1958. Family sold it in April 1956 to United Television, Inc., and United in turn sold to NTA in September 1957. The Commission approved this transfer in November, with Commissioner Bartley dissenting.

The subcommittee staff memo quoted at length from Bartley’s dissent, in which he argued for more detailed information about NTA’s plans for television station ownership and for consideration of the pending block-booking anti-trust suits.

The memo questioned whether the first two firms should not have been required to hold their licenses longer and whether they should have been allowed to plead other business commitments as a reason for eventual sale. Then it turned to two questions affecting NTA.

Points to Subsidiary Activity

“Should there be some restrictions on vertical integration within the industry,” it asked, noting that NTA operates a nationwide organization producing, distributing and exhibiting films and over 75 TV programs.

Finally, the memo noted, NTA is one of five TV film distributors named in a pending government anti-trust suit. This raises the question, it declared, whether “an applicant who is a defendant in an anti-trust action involving the television industry, should be approved as a permittee or licensee.”

“While it is not suggested that the filling of an anti-trust action against an applicant implies guilt,” the memo observed, “it is important that the FCC should, at least, hold in abeyance the giving of a valuable franchise to such an applicant until his innocence is established. This would be consistent with the duty and responsibility imposed upon FCC by the act to preserve competition in commerce.

St. Louis Case Considered

Another specific FCC action sharply questioned by the staff was that awarding Channel 4 in St. Louis to the FCC act in that case over sharp protests of the St. Louis Amusement Co., quoted at length in the staff memo.

Here are some criticisms made by the staff: The FCC goes through long hearings, awards the channel to one applicant, and then finds the successful applicant almost immediately ineligible. His license, stations have been sold so soon after the original grants as to question the applicant’s good faith; stations have frequently been sold repeatedly before they have done any actual broadcasting. There are numerous instances of increasing concentration of ownership of broadcast facilities in major markets, and multi-seller operations are taking over the TV field more and more.

The staff said the FCC’s responsibility to decide which applicant is most qualified for a particular channel is on a number of occasions been taken out of its hands by various ‘deals’ among competing applicants.

Asks Setting of Price Limits

The staff report suggested the FCC regulate more closely the sale of TV licenses and possibly set top sales prices. It said the demand and inflated prices for TV stations “are encouraged by knowledge that a transfer proceeding before the FCC is a mere formality." It declared that "permitting unlimited prices for stations appears to be inimical to public interest" and that people buying TV licenses now are not always the most competent operators but rather the ones who can make the largest investments.

Trafficking in licenses, the report said, has reached widespread proportion, and "raises a serious threat of block-booking and anti-trust broadcasting." It declared then was "a grave inconsistency" between elaborate standards and procedures for the original licenses and mere formal approval of subsequent transfers.

Approval for FCC

WASHINGTON, May 15. - The Senate has approved the nomination of Robert W. Sarnoff, head of the NBC Radio and NBC-5, to fill the vacancy on the Federal Communications Commission. The Senate action was taken after a record-breaking debate, which included a filibuster against the nomination by Senator Robert Taft, an opponent of the broadcast industry. The Senate voted 50 to 40 in favor of the nomination, which was then sent to the House of Representatives for its consideration.

The NBC-5 station, which covers the area north of Washington, D.C., has been a major force in the development of radio and television in the nation’s capital. The station has won numerous awards for its programming, including the Pulitzer Prize for its news coverage of the Kennedy assassination.

The Senate action was hailed by supporters of the nomination as a victory for the broadcast industry. The nomination had been opposed by a number of senators who believed that the FCC should be more independent of the broadcast industry.

The Senate action was also hailed as a victory for the President. The nomination had been opposed by many of the President’s critics who believed that the FCC should be more independent of the broadcast industry.

Despite the opposition, the Senate vote was taken quickly and decisively, with only a handful of senators voting against the nomination. The vote was seen as a major victory for the President, who had been able to break a deadlock in the Senate and get his nominee confirmed.

The Senate action was also hailed as a victory for the President. The nomination had been opposed by many of the President’s critics who believed that the FCC should be more independent of the broadcast industry.

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LAST NIGHT's gala World Premiere of "Gigi" at the Royale Theatre drew a host of celebrities from the entertainment and social worlds. The Arthur Freed musical for MGM, with the first score by Alan Jay Lerner and Frederick Loewe since "My Fair Lady," begins its reserved seat engagement with a record-breaking advance mail order and box-office sale of $65,000. Joining Producer Freed, Director Vincente Minnelli and Composer Loewe at the premiere were Maurice Chevalier and Hermione Gingold, who co-star in "Gigi" with Leslie Caron and Louis Jourdan.

DIRECTOR Vincente Minnelli, Joseph R. Vogel, president of Loew's, Inc., and producer Arthur Freed were on hand for the opening of the hit musical. Bosley Crowther, of the "New York Times," said: "Gigi, Fair Lady of Filmdom."

Vincente Minnelli, Joseph R. Vogel, and Arthur Freed were among the industry leaders who welcomed "Gigi" at the gala premiere held at the Royale Theatre.

Maurice Chevalier and Hermione Gingold, stars of the film, are happily reunited at the star-studded, celebrity-packed premiere. Walter Winchell said of "Gigi" . . . "whimsical-whimsical entertainment."

TON R. Rackmil, president of Universal Pictures, escorted Adria Koe. Said Kate Herson of the "Daily News," "The same humor, wit and melody that made 'My Fair Lady' one of the fairest musicals of all time.

Si Fabian, president of Stanley Warner Theatres, and Sam Rosen, executive vice-president, were among the industry leaders who welcomed "Gigi" at the gala premiere held at the Royale Theatre.

Fernando Lamas and his wife, Arlene Dahl. "Herald Tribune's" Paul Beckley asked himself a question and supplied the answer. Said he, "Will it run a year? No, I should think more probably three."
FRANK SINATRA as SAM LOGGINS

in "KINGS GO FORTH"

SOON... his extra-special excitement will mount to a new high! In the most challenging love story of our time... from Frank Ross, the producer who gave you "THE ROBE"

GALA WORLD PREMIERE / MONACO June 14 / Patrons: Their Serene Highnesses, the Prince and Princess of Monaco
Bergman, Stellings Appeal for B-B Contributions To 200 Exhibitors at Atlanta Meeting Tomorrow

Maurice A. Bergman, co-administrator of the industry’s business-building campaign, and Ernest G. Stellings, president of Theatre Owners of America, will tomorrow make a direct appeal for contributions to the campaign to about 200 exhibitors of Georgia and Alabama. This will be the first of a series of direct appeals to exhibitor groups, COMPO said here at the weekend.

Bergman and Stellings will address a luncheon in Atlanta on the first day of a two-day joint convention of Motion Picture Owners of Georgia and Alabama Theatres Association at the Hotel Dickler-Plaza there.

On Thursday another regional exhibitor group will consider the business-building campaign when the board of directors of the Northern California Theatres Owners Association meets in San Francisco.

Theatre Owners of America

GPEC Net Income at $471,695 for Quarter

General Precision Equipment Corp. has consolidated net sales of $431,001,024 for the first quarter of 1958 and net income of $471,695, Herman G. Place, chairman of the board, reported here at weekend. The company, consolidated net sale of $431,001,024 and net income of $471,695, has increased.

Wallace Resigns as Manager of Telemovies

BARTLESVILLE, Okla., May 18.—Wayne Wallace, manager of the telemovies project in Bartlesville for the past seven months, has resigned. He announced he had accepted a position with Freis’ Circuit, Victoria, Tex.

In his new position Wallace will be director of advertising, publicity and public relations for the Rubin S. Freis.

Marchese Joins UA; Will Assist Milton Cohen

WASHINGTON, May 18—Arnold Marchese of Loew’s, Inc., has been added to the list of witnesses who will testify Wednesday before a Senate Commerce Subcommittee in opposition to the proposed merger of Universal with Columbia.

Bryan Sets ‘Spartacus’ For Universal Release

From THE DAILY Bureau

HOLLYWOOD, May 18—Sir Laurence Olivier, Kirk Douglas and Charles Laughton will co-star in the $431,001,024 film, “Spartacus,” to be made by Douglas’ independent company, Bryan Productions, with financing and distribution by Universal.

Universal Pictures, having announced the resumption of production is moving ahead aggressively and with determination to meet the challenges of a changing business,” Milton R. Rackmil, president of the company told employees in the current issue of Progress, the company house organ.

Citing the recent announcements of arrangements with Bryan Productions to make “Viva Gringo” with Rock Hudson and Kirk Douglas, and of plans to produce “Imitation of Life” with Lara Turner at Universal’s own studio, Rackmil declared that other important properties will soon be announced. “We will not deal in fantasies and rumors, but only in statements of fact, and these facts will be forthcoming as each picture is final-

‘U’ Moving Ahead Aggressively in Meeting Industry Changes: Rackmil
WARNERS have a distinguished motion picture in Leland Hayward’s production of Ernest Hemingway’s “The Old Man and the Sea.” It is a completely different type of story on which to base a motion picture. It is in essence a narration and enactment by Spencer Tracy of the Hemingway novello, which as the millions who read it in book form and in Life magazine know, is the story of an old man’s three-day struggle to boat a giant marlin only to lose it to sharks while returning to land. It is a costly, quality production, intelligenty conceived and made. It is adult in the sense that it is a film for adults only, yet it is also the simply but graphically told story of an old man’s adventure and of the bond that lay between him and a small boy, the elder’s only friend. That is a story that universal audiences can appreciate. It is not easy to think of another picture similar to “The Old Man and the Sea.” For that reason, its business experience will be an interesting and valuable one for the industry to observe. With new audiences and new tastes in entertainment waiting to be cultivated, this well might be a picture to fill some significant demand and in doing so, to open new vistas for serious producers.

... Better watch it.

INDUSTRY TAX REPEAL campaigners bristled last week when they read quotes of TOA president Ernest Stellings’ remarks at a press conference to the effect that changes are better than ever for repeal of the remaining Federal admission tax because there is a better climate in Washington for excise tax relief. ... The industry campaigners say the fact that every other industry subject to excise taxes is in Washington now clamoring for relief makes the present “climate” more difficult than ever for the motion picture’s chances. This industry has been given some tax relief previously. That will be taken into consideration when the pleas of all the industries that haven’t been given any are weighed by Congress, it is pointed out. That means, actually, the job this time is harder than ever before, and the chances of success proportionately less.

RUMORS STIRRED about the financial district again late last week when it became known that Joan Cohn had arrived from the Coast. The rumors took the form of the previously emphatically denied reports that she was contemplating the sale of her late husband Harry Cohn’s Columbia Pictures stock, and that she had come here to discuss offers. ... Actually, she arrived by plane early Friday morning and planned out Saturday for a six weeks European trip that had been planned for some time. Friday afternoon she took time to call on the ailing Nate Spingold and then had cocktails with a number of Columbia home office executives. ... United Artists’ first report to stockholders since it became a publicly owned corporation which is being mailed out today is a handsome and impressive production which, incidentally, devotes eye-catching space to the company’s forthcoming releases, the stars and producers identified with them. ... Between its recent factual report on the modern or at least, current, Metropolitan film and theatre scene, and its corny, follow-up editorial, it’s hard to tell whether the N. Y. Times was trying to remedy some earlier misjudging impressions of the industry to which it had given circulation without appearing to have gone too far down the road of contrition, or whether it was just presenting a feature news story (albeit somewhat tardily). Whichever it was, the good reporting in the article in question did succeed in setting the record straight for whatever interested searchers may have recourse to in the Times’ files in the future.
Bryna and ‘U’

(Continued from page 1)

1-International. Olivier also will di-rect the epic which carries the high-

th budget in Universal's 40-year his-

The production, in CimenaScope acolor, will commence Sept. 15, es-

sooner if Olivier and Douglas can com-

plete their roles in "The Devil's Disciple" before the strike.

Announced by Muhl

The announcement of the new pic-

ture was made by Edward Muhl, vice- 

president in charge of production, and Edward Lewis, Bryna vice-pres-

ident, who will produce. Muhl will

serve as executive producer for U-1.

This is another major deal by Uni-

versal as heralded by president Mil-

ton Raukulli's recent statement of in-

tention to concentrate on productions of the highest magnitude.

The Howard Fast novel, a best sell-

er in Europe, where it has been ranted in five languages and run up

ed of more than three million copies, will be brought out in America as fall by Crown Publishers.

Story of a Roman Slave

"Spartacus" is a powerful dramatic

de of the life and great love story of

slave who leads a rebellion against

oman Empire. Douglas will play

role, Olivier will be seen as the

man general and Muhl will portray a wily politician. The female ad

will be announced shortly.

Bryna and Universal last week an-

ounced another film, "Viva Gringo,"-

star Rock Hudson and Douglas.

even Art-Hammer Films Expand

Distributing Deal with Universal

HOLLYWOOD, May 18 - Seven

rts Productions and Hammer Films, ltd., of England have entered into a

multiple-picture distributing deal with

Universal-International. Part of the o-production efforts, "Hammer's

Dracula" is now going into release y-U-1. Originally, the distributing

called for this one picture.

Seven Arts-Hammer Films are now

paring a "Dracula" sequel on a

same large scale.

Both Seven Arts and Hammer Films

were associated in the production of

The Curse of Frankenstein," which

as released by Warner Brothers.

The latest Seven Arts-Hammer

films production entry, "Ten

ids to Hell," starring Jeff Chandler, 

Palace and Martino Carol, has

completed shooting in Berlin and

will be released through United Art-

Says Projection optics

Charles Belscher Company of East

ango, New York, from Fred E.

affer, Projection Optics Co., manu-

urers of lenses and precision simarc equipment, will set up to

erate in the Rochester plant under

direction of Philip Berman, who

been named president.

'The National Conference of Chris-

tians and Jews has designated its New York Brotherhood Scholarship Fund as recipient of the proceeds from the 20th Century-Fox's "Ten

North Frederick," May 22, at the

Paramount Theatre here.

The scholarship fund, according to

Allyn P. Robinson, New York direc-

tor of the NCCJ, enables teachers and

other persons engaged in human rela-

tions work, to attend special colleague-Brotherhood Workshops. This year, in conjunction with the Board of Education, the

NCCJ is sending 30 New York teachers

to attend such workshops at the University of Puerto Rico.

Also Supports Summer Camp

The fund also supports the NCCJ's

annual Brotherhood Leadership Camp, which this summer will be

held at Camp Bryn Mawr, Honesdale, Pa., from Aug. 31 to Sept. 5.

Reserved Seat Policy

For 'Gigi' Set in Keys

M-G-M's "Gigi" will be launched in

other key cities in a manner sim-

lar to its New York booking, where

it is showing at the Royale Theatre on a reserved seat, 10-show-a-week policy. This was decided at a meet-

ing at the home office on Friday at-

tended by E. Howard, Tension of Loew's, Inc., and sales and pub-

licity department representatives.

The musical opened at the Royale

on Thursday to an advance mail or-

der and box office sale of about $70,000, and reviews in Friday's papers were unanimously enthusiastic.

Eliz. Rosenberg Dies;

Assistant to Leo Jaffe

Special to THE DAILY

NEWARK, N. J., May 18—Funeral

serVICES were conducted here today for Elizabeth Schwartz Rosenberg, 44,

executive assistant to Leo Jaffe, Co-

lumbia Pictures' first vice-president and treasurer. She died from a heart attack last Thursday.

"Liz" Schwartz, as she was known to her co-workers at Columbia's home office, had been employed by the company since 1929. She is survived by her husband, Edward H. Rosenberg, her mother, two sisters, and three

brothers.

Extras Guild Reelects

Officers for 1958-59

From THE DAILY Bureau

HOLLYWOOD, May 18. — The

Screen Extras Guild has re-elected its current slate of officers for the year.

Present officers are Franklyn Farnum, president; Jeffrey Sayre, Tex Brudos, and Paul Bradley, vice-presidents; Kenner G. Kemp, treasurer, and Paul Gritto, recording secretary. At au-

tumn general membership meeting of the Guild will be held June 8 in the Academy Award Theatre.

Financing Completed

For WGAW's Building

From THE DAILY Bureau

HOLLYWOOD, May 18 — Formal

acceptance by its council of a first mortgage loan from City National Bank in Beverly Hills assures the start of the Writer's Guild of Amer-

ica, West, building by the end of the year. The announcement preceded the guild's annual meeting. To cost more

than $250,000, including the value of the land, the structure will be erected on the northeast corner of Beverly Boulevard and North Alhambra Drive.

Individuals Also Aided

The loan from the City National Bank is for a 15-year period. Initial financing included loans from the guild's two branches (screen writers and TV-radio writers) and a $75,000 bond issue subscribed to by a number of individual members.

Embassy Pictures Adds

Branch in New Haven

Special to THE DAILY

BOSTON, May 18.—Embassy Pic-

tures Corp. of Boston, headed by Jo-

seph E. Levine, president, has added a New Haven branch office, with Michael Sommoa as manager.

Sommoa is a veteran of 22 years in the industry and has represented Rep-

Public Pictures in New Haven since the organization was formed. He will handle the pictures distributed by Embassy and by Republic in New Haven for the Connecticut territorial territories.

Expand 'Dracula' Premiere

Universal-International has ex-

panded its plans for the New York

premiere of "Horror of Dracula" at the Mayfair Theatre. In addition to the midnight showing on May 27, the

theatre will conduct an outright "hor-

torbon" on Thursday, May 29, and

Friday, May 30, running the film on a round-the-clock basis for those days.

n Honor for Douglas

Kirk Douglas will receive an honor-

ary degree as Doctor of Fine Arts

from his alma mater, the Lawrence

University, at the commencement ex-

ercises in Canton, N.Y., on June 8. Douglas will fly to the campus from New York City.

Distribute 'Viking' Manual

A special advance campaign man-

ual for Kirk Douglas' "The Viking,"

will be distributed by United Artists this week to 3,000 key exhibitors and circuit officials in the United States and Canada. The special pressbook contains plans and accessories for a six-week pre-opening campaign di-

rected at both adult and school-age audiences.

WARNER BROS.' TRADE SHOWS MAY 21

WARNER BROS. PICTURES PRESENTS

GEORGE MONTGOMERY

BADMAN'S COUNTRY

NEVILLE BRAND • BUSTER CRABBE • KARIN BOOTH

Directed By

MONTGOMERY

Produced By

B. P. KENNEDY

Screened By

DANNY LEE, B. THOMAS, RAYMOND W. KELLY

A WARNER BROS.-HEITNER PRODUCTION A W. S. WATSON PRESENTATION

Sponsored By

TUNGSTEN CORPORATION

WALTER BLOCK • GEORGE W. WARDLE • JAY WILBER"
<table>
<thead>
<tr>
<th>ALLIED ARTISTS</th>
<th>COLUMBIA</th>
<th>M-G-M</th>
<th>PARA.</th>
<th>20TH-FOX</th>
<th>UNITED ARTISTS</th>
<th>UNIV.-INT'L</th>
<th>WARNERS</th>
<th>OTHERS</th>
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<tbody>
<tr>
<td>NEVER LOVE A STRANGER (92)</td>
<td>John Barrymore, Lita Milan</td>
<td>THE ANGRY AGE (92)</td>
<td>(Tamblyn, actress)</td>
<td>( \frac{2}{2} ) 11 min.</td>
<td>MARACABUS (92)</td>
<td>( \frac{2}{2} ) 101 min.</td>
<td>GOD'S LITTLE ACRE (92)</td>
<td>( \frac{2}{2} ) 11 min.</td>
</tr>
<tr>
<td>HONG-KONG AF- FAIR (92)</td>
<td>Jack Kelly, Ray West</td>
<td>90 min.</td>
<td>THE SHEEPMAN (92)</td>
<td>(Cary Grant, actor)</td>
<td>( \frac{2}{2} ) 88 min.</td>
<td>MARACABUS (92)</td>
<td>( \frac{2}{2} ) 101 min.</td>
<td>MARCH ( \frac{2}{2} ) 100 min.</td>
</tr>
<tr>
<td>DATELINE TOKYO (92)</td>
<td>Shingo Nagawa, Michiko Kyo</td>
<td>THE GODMOTHER (92)</td>
<td>(Kim Stanley, actor)</td>
<td>( \frac{2}{2} ) 115 min.</td>
<td>CRY TERROR (92)</td>
<td>( \frac{2}{2} ) 90 min.</td>
<td>I MARRIED A WAG (92)</td>
<td>( \frac{2}{2} ) 11 min.</td>
</tr>
<tr>
<td>BULLWHIP (92)</td>
<td>(Los Angeles County, actor)</td>
<td>FRAULEIN (92)</td>
<td>(Cary Grant, actor)</td>
<td>( \frac{2}{2} ) 80 min.</td>
<td>THE LITTLE MANHUNT (92)</td>
<td>( \frac{2}{2} ) 11 min.</td>
<td>I CAME FROM NOWHERE (92)</td>
<td>( \frac{2}{2} ) 100 min.</td>
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<tr>
<td>THE PAGANS (92)</td>
<td>Pierre Brumley, Elmyra Rady</td>
<td>THE LAW AND JUDGE (92)</td>
<td>(Robert Taylor, actor)</td>
<td>( \frac{2}{2} ) 115 min.</td>
<td>RITA HAYWORTH (92)</td>
<td>( \frac{2}{2} ) 11 min.</td>
<td>THE LEFT HAND (92)</td>
<td>( \frac{2}{2} ) 11 min.</td>
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<td>CRY BABY KILLER (92)</td>
<td>(Los Angeles County, actor)</td>
<td>ANOTHER PLACE (92)</td>
<td>(Robert Mitchum, actor)</td>
<td>( \frac{2}{2} ) 115 min.</td>
<td>ANOTHER PLACE (92)</td>
<td>( \frac{2}{2} ) 11 min.</td>
<td>VIOLENT ROAD (92)</td>
<td>( \frac{2}{2} ) 11 min.</td>
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<td>SIX-GUN SMOKING JACK (92)</td>
<td>(Los Angeles County, actor)</td>
<td>SPACE CHILDREN (92)</td>
<td>(Jared Martin, actor)</td>
<td>( \frac{2}{2} ) 115 min.</td>
<td>SPACE CHILDREN (92)</td>
<td>( \frac{2}{2} ) 11 min.</td>
<td>STAKE OUT (92)</td>
<td>( \frac{2}{2} ) 11 min.</td>
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<tr>
<td>THE LADY AND THE PIANO (92)</td>
<td>(Los Angeles County, actor)</td>
<td>JOAN OF ARC (92)</td>
<td>(Robert Taylor, actor)</td>
<td>( \frac{2}{2} ) 115 min.</td>
<td>JOAN OF ARC (92)</td>
<td>( \frac{2}{2} ) 11 min.</td>
<td>THE CAPTAIN FROM KODENICK (92)</td>
<td>( \frac{2}{2} ) 11 min.</td>
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<tr>
<td>THE HAPPY FEELERS (92)</td>
<td>( \frac{2}{2} ) 115 min.</td>
<td>MARIA'S MILE (92)</td>
<td>(Robert Taylor, actor)</td>
<td>( \frac{2}{2} ) 115 min.</td>
<td>MARIA'S MILE (92)</td>
<td>( \frac{2}{2} ) 11 min.</td>
<td>HELL DRIVERS (92)</td>
<td>( \frac{2}{2} ) 11 min.</td>
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<tr>
<td>MOTION PICTURE DAILY'S BOOKING CHART</td>
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**KEY:** CS—CinemaScope;VV—VistaVision;N—Naturoama; (Rev.) Motion Picture Daily Review Date.
Writers Guild

Adams Backs B-B Campaign

(Continued from page 1)

Japan Studios

(Continued from page 1)

Tollchin to Testify

(Continued from page 1)

Marchese to UA

(Continued from page 1)

‘South Pacific’ Capacity

At Rank’s Dominion

GPEC Net

(Continued from page 1)

107,732 for the comparable quarter of 1957.

Income for the quarter just ended was $2,868,184; after preferred dividends, 16 cents per share as compared with 85 cents per share for the same quarter last year.

Place said there were two principal reasons for the "unusual" income in the first quarter. One was increased engineering and other expenses incident to the making of proposals on a large volume of defense contracts. The other was due to the adverse effect on sales of economic conditions.

Govenors Invited to See Films While in Miami

Special to THE DAILY

MIAMI, May 18 — The nation’s 48 governors were today invited to their annual meeting, will be, if free time permits, movie patrons and business-building campaign proponents.

Wometco Circuit has distributed gold courtesy passes to each of the governors and their first ladies, good during the executive’s stay in Miami Beach, on the invitation of the business-building campaign—"Get More Out of Life . . . Go Out to a Movie."

Mrs. Craver New Head Of Charlotte WOMPI

Special to THE DAILY

CHARLOTTE, N.C., May 18—Mrs. Alice Craver, an employee of Universal-International’s Charlotte exchange, is the new president of the Charlotte WOMPI Club.

Mrs. Craver, elected by the membership, succeeds Miss Nance Wilson. She will be installed at the annual banquet Monday, June 16, at the Delmonico’s Pearl Room.

Other new officers, all of whom will be installed at the June meeting, are Miss Betty Beatty, first vice-president; Mrs. Mildred Hooper, second vice-president; Mrs. Viola Wister, corresponding secretary; Mrs. Jo Williams, recording secretary, and Mrs. Maxine Wess, treasurer.

Injunction Bars List-Glen Alden Merger

The proposed merger of List Industries and Glen Alden Corp. has been postponed at least until June 16 when a stockholder suit, one of three filed, comes up for trial. New York State Supreme Court Judge Walter R. Hart has granted a temporary injunction against the merger to Samuel Gilbert of Brooklyn, who sued in behalf of himself and other Glen Alden stockholders.

Gilbert charged that the reorganization proposals were part of a conspiracy to hand over the assets and property of Glen Alden to List.

Judge Hart denied a request to appoint a receiver for Glen Alden and scheduled trial of the suit for June 16, pending posting of a $2,500 bond by Gilbert.

Galanter on Tour for Col ‘Super Seven’

BOSTON, May 18—Publicist Ted Galanter is on a five-week, 16-city advance program on behalf of Columbia’s “Super Seven” features here tomorrow. The principal subject of the tour will be “The Key” with “Best of Enemies,” “Chesnutt Walk,” “The 7th Voyage of Sinbad” and “Revenge of Frankenstein” also involved.
THE Federal Communications Commission is on the run again, and this time its harshest critics are the House Commerce subcommittee investigating commission licensing policies and practices. One of the chief troubles would seem to be, at this writing, that the FCC has no fixed, firm and inviolate policy in this and other matters and, its practices, partly as a result, vary altogether too easily.

One of the points made by the House unit last late week was that the FCC perhaps should not have given the Minneapolis-Twin Cities Television Associates for its purchase of Station WMMG in Minneapolis because the company is a producer and distributor of TV films. Furthermore, the committee unit questioned whether the defendant in a broadcast anti-trust case should be allowed to own stations. NTA is a defendant in one of the Justice Department’s current broadcast anti-trust cases.

With reference to the first contention above, there seems little or no justification for such a premise on the part of the House investigators. The effect of that kind of thinking on the part of licensing authority would seem to be to stifle the initiative to develop on the part of an organization, and seem to be directly contrary to the basic American policy of free enterprise and free competition. The Government already, through FCC’s regulations, forbids too existence of station holding on the part of any one company. Why, then, should a company be prevented from entering into another or secondary phase of communications operation, so long as it, by law, stays within the station-owner limits prescribed by law?

Likewise, it seems to be without good reason that a company should be debarred from pursuing a normal competitive course, when it happens to be a defendant in an anti-trust action brought by the Government. In the first place, such actions can and often do drag on for years, thus placing an unfair handicap against the company in that it is stymied in normal activity while the case is pending. Also, to prevent such operational procedure by the company is to present an assumption of guilt before trial. That certain. cannot be considered to American way, under any circumstances.

Perhaps we are making too much of this idea of “the American way,” but if there is anything more important, or to be more jealously guarded before the world, we know not what it may be.

There are no doubt many “very glaring problems,” to quote Chairman Harris of the House committee, in the operation of the FCC. It is well and good that they be studied, considered and if possible, rectified. But the actions taken should be within the bounds of reasonable care to preserve the right of all American business to equal competitive opportunity at all times.

—Charles S. Aaronson

TV in Britain

(Continued from page 1)

scheme here than in the United States. Explaining to newsmen TOA’s one plan to protect the interest of post-war product to TV, he expressed the hope that all the legal pitfalls would be avoided around the conference table. He intended to make an extended examination of the British TV plan. Seeks Cooperation with CEA

Primarily, Levy is here to seek the establishment of the arrangement of members of TOA and CEA. "We already have a close working arrangement with the CEA," he said, "but we now would like our concrete lines." He admitted that it would be very expensive business but he would like regular get-togethers, say once a year.

He also intends to study the effects of commercial TV and the American product shortage on British cinema. Attendances coupled with an investigation as to whether the two-disk show is likely to become a permanent feature of the war against any further sale of films to TV and pointed out that "what happens in America eventually happens in Britain. It is just a matter of time." Will Visit Paris

Following a visit to BrusseFair, Levy is scheduled to attend meetings of the Union International de l’Exploitation Cinemat ographe in Paris next week with CEA president E. J. Hinge.

Firestone Renews ABC Program for 1958-59

The Firestone Tire & Rubber Co. has renewed its sponsorship of ABC TV’s “The Voice of Firestone” for the 1958-59 season. Raymond C. Firestone, president of the Firestone Co., and Oliver Treyz, ABC Television- president, have announced the program will continue to be televised on Mondays from 9 to 9:30 P.M. On Dec. 3, “The Voice of Firestone” will complete its 30th year of continuous broadcasting.

Wallace Resigns

(Continued from page 1)

Theatres, operating in several south-central Texas towns.

Formerly, Wallace was territory representative for Victor Correlli Advertising Co. and prior to that affiliated for more than 19 years with the Griffith Theatre Enterprises and Frontier Theatres.

Set ‘Music Bingo’

“Music Bingo," a new weekly series combining Bingo with the game of identifying popular tunes, will make its debut on ABC-TV, Friday, June 6, 8:30-9 P.M., EDT. The series, originated by Harry Salter, is sponsored by Associated Products.
Theatre Attendance Upswing Due to Good Product: Kalmus

By JAMES M. JERAULD

During the first three months of this year the tide has turned in the motion picture business, Dr. Herbert T. Kalmus, president and general manager of Technicolor, Inc., and Technicolor Corp., told stockholders at their annual meeting here yesterday.

Movie attendance began increasing some six weeks ago, he said, and March showed, for the first time in nine months, an increase over the corresponding month a year earlier.

"Many executives in the industry believe that this upturn marks the end of a prolonged falling off in theatre attendance which, it is reported, brought the nation's average weekly attendance down to about (Continued on page 3)

High Court Will Hear Beacon-FWC Arguments

From THE DAILY Bureau

WASHINGTON, May 19.—The Supreme Court agreed to decide whether Beacon Theatres, operator of the Belair Drive-In near San Bernardo, Calif., had been improperly deprived of a jury trial in its anti-trust suit against Fox West Coast Theatres.

Beacon contends that District Court Judge Harry C. Westover did deprive it of a jury trial on key issues of its suit. The Ninth Circuit Court of Appeals didn't agree, and Beacon appealed to the Supreme Court. The court said today it would hear argument on the case in the fall.

Beacon originally objected to the fact that Fox's California Theatre, 11 (Continued on page 4)

Review:

The Vikings

Brynä—United Artists

This big, lusty, brawling, swashbuckling production would seem to be headed for a box office career as explosive as its action. It is filled to bursting with all the ingredients of a smash action picture. There are fights by sea and land; savage cruelty; a kidnapped princess; the siege of a castle; bawdy, brawling Viking feasts; bloody sword fights; tender romance; a slave who is really a king, and a king who is a bloody tyrant. All these spilling off the wide screen in magnificent color by Technicolor against a background of the awesome Norwegian fjords photographed in sun and shadow, rain and fog, make for what exhibitors—and gamblers—call a natural.

Matching the size of the production in all departments are the performances by top names Tony Curtis, Ernest Borgnine and Janet Leigh, but most of all by the star and producer, Kirk Douglas who roars, fights, (Continued on page 4)

U.A. 'Holders Told

Benefits From Public Finance

"Still to Come"

Benjamin, Krim Say

Prospects Encouraging

Prospects for the future of United Artists are "most encouraging," and the company has "not even begun to realize the benefits of the public financing of last year," Robert S. Benjamin and Arthur B. Krim, chairman of the board and president, told stockholders in the company's annual report released yesterday. The 18-page report on the company's 1957 activities is the first since it became (Continued on page 2)

Disney Six-Month Net Amounts to $1,633,250

BURBANK, Calif., May 19 — Net profit and gross revenue of Walt Disney Productions and domestic subsidiaries for the six months ended March 29, first half of the current (Continued on page 5)

Urge No Film Bidding

Prior to Trade Reviews

Special to THE DAILY

CHARLOTTE, N. C., May 19 — Theatre Owners of North and South Carolina has endorsed a resolution urging the distributors, insofar as possible, not to offer individual pictures to the exhibitor prior to publication of trade paper reviews.

Harold Armistead, president of the exhibitor group, has written to trade publications asking what restrictions, if any, are placed upon them by the distributors as to publication date for trade reviews.
Sees Public Financing Paying

(Continued from page 1)

a publicly-owned corporation last spring.

Through the public financing the company was enabled in 1957 to produce "a far stronger program of important pictures than we could have parpared in the past," the UA executives state. "The impact of this program will first be felt in volume and profits in 1958 and 1959 when pictures go into distribution," they add.

Independent Production Favoured

Benjamin and Krim further express confidence in UA's pattern of financing and distributing pictures made by top independent producers as "basically sound" and as not yet having nearly reached their full potential.

"Today," they went on, "our family of top creative artists includes more than 60 independent producing organizations, each built around a star, a director, a writer, or a combination of these talents. Our projects currently in work under these relationships assure us of an ever-increasing flow of Double A produc ts throughout.

The letter goes on to summarize UA's expansion into the record, music publishing and television fields with the organization of three wholly-owned subsidiaries.

"We think," the letter concludes, "that our future is well equipped to face the future since we are free of oppressive commitments and can adapt quickly to new conditions."

The UA report contains the financial statement for 1957, figures for which were previously reported in the

1957 gross revenues established a new company record of $70,371,170 and net earnings also reached a new high at $3,262,466.

126 Foreign Exchanges

In a section on international distribution it is reported that UA now has 126 foreign exchanges in Andover and the Philippines in addition to its domestic network.

Distribution now is effected chiefly through wholly-owned subsidiaries but in a few central cases, through licensed agencies. Foreign distribution has shown a steady annual growth and in 1957 accounted for $528,540,850 as compared to $4,738,270 in 1951.

Ross, UA Enlisting Women as Agents

By FLOYD STONE

An idea which he said was most influential for him as a young executive, United Artists' promotion experts, has been embraced by producer Frank Ross of "King Go Forth" with surprise, and now that it is a success, with gusto. It is a plan to have Motion Pictures, the largest of the 151 cities which have more than 100,000 inhabitants, as "advance agents."

He and the company and a willing disc jockey 10 days ago in Hartford has netted hundreds of women who wrote for tickets, and the result, he said yesterday, was "quite wonderful" and proof this is what one needs to excite the public and get it talking; and they proceeded then, and now are convinced of its validity, on the thesis women are the opinion makers, certainly the ones who decide to go to the movies, and were flattered at the attention and the privilege of a preview, and each should influence a dozen more.

United Artists' promotion executive Youngblood, Bob Lewis and Fred Goldberg sat in at the press conference, and afterwards, and processing and printing on a volume basis. Charles (Chuck) Nerpel, photo art editor in the studio's publicity department, will function closely with the operations of Ross.

More ‘Kew’ Shows Here

"The Bridge on the River Kwai" will have a matinee showing every day during the summer months at the Kew Gardens on Fourth Street, beginning March 30, and continuing through Labor Day. There will be two shows every day, a matinee at 2:30 and evening performance at 8:30.

U.A. Has TV Rights in Over 250 Releases

United Artists has acquired a grant of television rights for all 250 of its films in situations, agreements with feature film producers in more than 250 films in the past six years, according to the UA annual financial report. The company has been insisting on such grants since 1931. "wherever possible."

U.K. Feature Films Registration Is Up

From THE DAILY BUREAUS

LONDON, May 17 (By Air Mail)

More feature films for showing on the screens of cinema were registered last here in 1955-6, reports the Board of Trade.

There were 334 "foreign" films, 6,500 feet or more in length, again 300 in the preceding year. The number of British films of the same length registered was 105 against 81 in 1955.

In the same period, the 12 month ended March 31, 1958, registration of feature films, was 6,693. The number was also increased, 33 British and 99 "fo reign" compared to 26 and 81. Of 10 "foreign" feature film registrations, American films totalled 235, followed by France with 42, Italy 14, and Russia 7.

‘Vertigo’ Party Set

Over 300 acceptances have been received to date for the Alfred Hitchcock "Vertigo" press party on the 29th floor of a partially constructed building in mid-town Manhattan on Thursday. Many out-of-town newsmen will join New York newspaper representatives, critics, magazine syndicate writers, TV and radio commentators and others at the affair.
**Wobber Subpoenaed In Embassy Case**

**Special to THE DAILY**

SAN FRANCISCO, May 19—HerMan Wobber's part in the reopening of the Embassy Theatre in 1937 today promises to loom large in future testimony in the eight-million-dollar monopoly suit against the major studios, distributors and exhibitor circuits as the trial finally got under way again before U.S. Judge Edward P. Murphy. Wobber has been subpoenaed as a witness.

He OWNed 'Ten-O-Win' Previously it had been established that Wobber, then general sales manager for 20th Century-Fox, was a "silent" partner with Leland C. Dibble and Daniel O. McLean when they took over the Embassy. It is also in the record that Wobber owned the Ten-O-Win game which was and is a big attraction in the sub-run Embassy, and that Dibble was his man in charge of the game in theatres all over the country. Later, Wobber relinquished his 55 per cent interest in the Embassy.

The trial of the defense claim has been that the Embassy had no right to first-run product because it resorted to giveaways. McLean and Dibble have contended they had to Ten-O-Win as a daily rather than occasional attraction because they were conspired against by the various defendants in their futile efforts to get first, second and even as much as seventh runs.

**Dibble Still on Stand**

On the stand today, which he has already occupied for more than a month on cross examination by various defense attorneys, Dibble revealed how Wobber had insisted his name was not put out of partnership but finally had to sign his name to the lease at the insistence of the theatre's landlord, E. B. Degolia. When Dibble and McLean negotiated the lease, no mention was made to Degolia that Wobber was a partner. Just before signing the lease, however, Degolia learned Wobber was in on the deal and also would have a 55 per cent interest. Expecting Dibble and McLean were operating on small capital Degolia held up the deal for "security" reasons until Wobber signed.

**Alabama, Georgia Meet Gets Underway Today**

**Special to THE DAILY**

ATLANTA, May 19—The annual convention of the Theatre Owners of Alabama and Georgia will get underway here tomorrow at 12:30 A.M., with a luncheon at which Ernest Stellings, president of the Theatre Owners of America, and Maurice Bergman, co-ordinator of the business-building campaign will speak. Bergman will make a plea for contributions to the industry promotional program.

**Good Product Hikes Attendance: Kalmus**

(Continued from page 1)

43,000,000 last year as compared with 75,000,000 ten years ago.

"It tends to long range feelings," he said, "that motion picture producers are making pictures more in keeping with public demand to attract television audiences away from their sets with the general rule that the biggest and best pictures are doing very well at the boxoffice. Another reason to which it is attributed is showmanship. The theatre man must be offering more in the way of physical improvement in their theatres to make them attractive and have made a great variety of merchandising efforts."

**Session Was Stormy**

The reading of his statement by Dr. Kalmus was the only quiet interlude during two hours and three-quarters of stormy discussion which began at 3 o'clock.

The only business scheduled to become before the session in advance was the reelection of four directors for three-year terms.

Eventually they were recoiled as follows: John H. Clark, Jr., Kay Harrison, Charles L. Macdonald and Harrison K. McKanue.

**Questioned by Gilbert**

Immediately after the meeting was called to order with about 75 persons present and 1,352,124 shares represented by proxy (over 67 per cent), John Gilbert demanded to know who were the inspectors of votes. Later he wanted to know how many shares each of the nominees for directorships owned, and the parliamentary situation became involved.

**Complaints of 'Arrogance'**

Gilbert shouted that he wanted the "displays of arrogance" by company officials inserted in the record.

"Gilbert would not permit a vote until the nominees had been "discussed."" Finally he nominated James Janney of Philadelphia, who said he was a stockbroker.

When he was called upon for remarks he described Technicolor as a "sucker operation."

At that point Dr. Kalmus asked permission to read a statement while the votes were being tallied.

**New Pact with Warners**

During the course of the reading Dr. Kalmus said the company probably would do substantially the same volume of business with Paramount, Columbia and Walt Disney Productions as last year, with an increase expected from Warner Bros. Much of the future, he said, will depend on the volume of business attracted from independent producers. He said he could not reveal the details of a new contract now being discussed with Warner Bros.

Dr. Kalmus pointed out that he expected a rapid growth in the recently opened plant at Rome; that the London plant was doing very well, but that the French plant was not satisfactory. Since 1933, he said, the foreign affiliates had turned in $9,885,000, most of it from the British plant.

**Competition Described**

Attempts to diversify the company output by adding an amateur department have not been immediately successful. Later Leo Passeau, director of the Consumer Photographic Products Division, discussed some of the problems of entering into competition on a national scale with Kodak.

The consolidated profit for all Technicolor companies for the first four periods of the year was $210,774, taxes $131,803 and a net of $78,701, or four cents a share.

The new Technicolor process can handle prints from 16mm to 70mm, Dr. Kalmus stated.

**Tells of New Process**

He also mentioned a new process for transmitting color pictures electronically for television. This is supposed to reduce the band width. He would not go into details, because a patent application is pending.

About that time the tellers reported on the vote for directors. The management nominees received 1,337,249 votes each. Janney received 6,635.

**Ronald Colman Dies On the Coast at 67**

**From THE DAILY Bureau**

SANTA BARBARA, Cal., May 19.—Ronald Colman, veteran star of stage, screen and radio and a featured player in both silent and sound films since 1917, died here today of a lung infection at the age of 67. Funeral services will be held Wednesday at All Saints Episcopal Church by the Scenette actress is survived by his wife, Benita Hone, to whom he was married in 1938, and a daughter, Juliet.

Born in Surrey, England, in 1891, Colman made his stage debut in London in 1914, after which he served with distinction in the British Army in World War I. He made his Hollywood screen debut in 1923 in "The White Sister," following which he was active in both films and radio until 1934. He won an Academy Award in 1948 for his role as a Shakespearean actor in "A Double Life."

Among Colman's best known pictures were "Lady Windermere's Fan," "Beau Geste," "Stella Dallas," "Bulldog Drummond," "The Passing of the Two Cities," "The Prisoner of ZENDA." "The Late George Apley."

**Hemelraad Joins U-I**

W. Hemelraad has been appointed manager for Universal International Films in Holland, Americo Abec, foreign general manager and vice-president, has announced.
No Bidders

(Continued from page 1)
that it should not be held in contempt for failing to carry out the decree because it had tried but could not find a market for the theatres. In spite of this contention the circuit court convicted and the company and four of its executives were fined a total of $7,000. It has appealed the fines to the Circuit Court where a hearing has been scheduled for June 24.

The Joseph P. Day Company of New York was the auctioneer at today's sale, with Stephen A. McDonald of the Day company presiding.

In N.Y., Ohio, Maryland

The following theatres were being sold under the terms of the decree entered by the U.S. District Court June 24, 1949, and must be disposed of to persons who will use them as motion picture theatres, subject to the approval of the Court: Liberty, Madison, Riviera, and Monroe, Rochester; Temple, Cortland, N.Y.; Temple, Geneva, N.Y.; Rialto, Lockport, N.Y.; Ohio, Ravenna, Ohio; Liberty, Cumberland, Maryland.

The following properties which were up for bid can be used for commercial purposes: West End, State, Lake, and Cameo, Rochester; Temple, Fairport, N.Y.

The following three theatres will be auctioned Saturday, May 24, at the Queensbury Hotel, Glens Falls, N.Y.: Ritz, Grandville, N.Y., Strand, Hudson Falls, N.Y., and Regent, Amsterdam, N.Y. This auction will also be conducted by Joseph P. Day, Inc.

One-Show-a-Night Policy Wins Approval

Special to THE DAILY
CLEVELAND, May 19.—Fred Holzworth, manager of the neighborhood Beach Cliff Theatre, says he has introduced a one-show-a-night policy for the long, deluxe pictures to the great approval of the patrons. He starts the feature at 8:30 P.M., giving patrons time for a leisure dinner hour, and allowing them to see the picture from the beginning. For those who want to attend the theatre earlier, he runs a half hour of short subjects. Standard admission scale is maintained under the policy.

Russian Film, Newman Win Awards at Cannes

Special to THE DAILY
CANNES, France, May 19.—“The Flying Granes,” a Russian war film, yesterday was selected for the Grand Prix of the Cannes Film Festival after seven hours of deliberation by the jury. The only American award was to Paul Newman as best actor for his role in 20th Century-Fox’s “The Long, Hot Summer.”

The second prize went to Jacques Tat’s French production, “My Uncle.” Awards are in the form of gold-en

The Vikings

(CONTINUED FROM PAGE 1)

Tony Curtis and Kirk Douglas shown in a scene from “The Vikings.”

drinks and slashes his way through the two hour Norse saga in a rush of physical vigor which carries the role and the picture by its sheer power.

The story, from a novel of the same name by Edison Marshall, is historical in the sense that it could have happened, less spectacularly, perhaps, in the ninth century when the pagan, semi-savage Norsemen were pillaging the coasts of Britain. Douglas is the son of a Viking chieftain, Borgnine, inheriting his lust for living and his habit of leadership. Curtis is their slave, captured when he was a boy, and, unknown to himself and to them, also the son of the Queen of Northumbria by Borgnine who ravaged the Queen on a raid 20 years earlier.

Miss Leigh's role as a Welsh princess kidnapped by Douglas and supporting roles by James Donald, a Northumbrian who guides the Viking raids in the hope of unseating the cruel and vicious tyrant who has succeeded to the throne of his native land; Ellen Way as a Norse seer and reader of the runes, and Frank Thring as the Northumbrian tyrant, are competent, but quiet in the torrent of physical action unleashed by Douglas, Borgnine and Curtis.

The action revolves around the escape of Curtis, after he has been condemned to death; his love for Miss Leigh; his capture and delivery to the Britons of Borgnine, the Viking chieftain; the final raid, led by Douglas, to revenge the chieftain's death; and of Douglas' own death at the hands of Curtis in a breathtaking duel on the battlements of the castle that outshines and outjumps any screen duel with swords, fists or bludgeons in recent history.

The picture is as rich in exploitation possibilities as it is in other qualities. It is not for the squeamish nor the very young, the blood and gore running as freely as they do. But for physical power and lustiness it matches, or surpasses anything done for the picture in motion by any recent or past master of the art.

Direction, at a pace which leaves the viewer breathless, was by Richard Fleischer and Jerry Bresler gets producer credit for the Kirk Douglas production.


JAMES D. IVER

Atlanta V.C., WOMPI Aid ‘Old Newsboys Day’

Special to THE DAILY
ATLANTA, May 19—The Atlanta Variety Club and Women of the Motion Picture Industry were among the organizations most active this month in the successful celebration of “Old Newsboys Day.” Hundreds of volunteer “newsboys” left executive ranks to sell papers for the benefit of the Cerebral Palsy Fund.

A colorful two-mile parade formed a fitting climax to the day’s celebration.

Para. Southeaster Sales Meet Wednesday

Special to THE DAILY
ATLANTA, May 19.—A two-day Paramount Southeastern division sales meeting will start Wednesday at division headquarters here. George Welter, Paramount Pictures vice-president in charge of worldwide sales; Jerry Pickman, advertising-publicity vice-president, and Hugh Owen, vice-president of Paramount Film Distributing Corp., will address the sessions.

W. Gordon Bradley, division manager, will preside.

Appeal Ruling Barring Glen Alden-List Deal

Special to THE DAILY
PHILADELPHIA, May 19.—Attorneys for Glen Alden Corp. have appealed to the Pennsylvania Supreme Court a ruling made late last week by four Luzerne County judges in the Wilkes-Barre, Pa., that the proposed acquisition of List Industries by Glen Alden is actually a merger. A permanent injunction was issued against the transaction.

Glen Alden attorneys have asked that the case be heard during the week of June 2.

The Luzerne County court had upheld the suit of Stephen A. Farris, a Wilkes-Barre shareholder of Glen Alden, who charged shareholder approval was never notified that they could have earned. All shareholders were ordered to sell and dispose of them, if they wished, before the transaction was completed. This must be done under Pennsylvania law.

Actually a Merger, Says Farris

Farris claimed that the Glen Alden-List deal was actually a merger. Earnings were assumed and the liabilities of List. In an outright purchase, he added, Glen Alden would only assume List’s assets.

Glen Alden attorneys claimed the transaction was not a merger, but rather an outright purchase of List and shareholders therefore had no right of assessment on the value of their shares.

Condition of the Glen Alden-List deal is awaiting disposal of the Wilkes-Barre suit as well as others in New York State. In one of the latter Samuel Gilbert, of Brooklyn, who held a share of List, has been granted a temporary injunction in New York State Supreme Court against the acquisition, pending trial of the suit. The trial is slated to start June 16.

High Court to Hear

(Continued from page 1)
miles away from the Belair, was given first-run clearance over the Belair and threatened to sue. Fox jumped first and asked the court for a declaratory judgment against Beacon, and then Beacon brought its damage-count-cross.

The district court said it would try the Fox suit first without a jury, before trying Beacon’s counterclaim before a jury. Beacon contended this would deprive it of ultimately a jury trial on its suit against both cases. It asked the Ninth Circuit Court to overturn Judge Westover but the appeals court said Westover had acted within his discretion. For appealing the Ninth Circuit Court will decide whether Beacon’s full protected Beacon’s rights to a jury trial on all important issues in its damage suit.

‘Froulein’ in Brooklyn

Twentieth Century-Fox’s “Froulein” will begin its New York engagement tomorrow at the Fabian Fox Theatre in Brooklyn.
**Disney's Net**

(Continued from page 1)

year, were higher than in the corresponding months of last year, president Roy O. Disney said today in an interim report to shareholders.

For the six months ended March 31, consolidated net profit, after provision for taxes of $1,442,000, amounted to $1,633,000, equal to 1.06 a share on the 1,537,654 common shares outstanding. This compares with $1,532,391 or $1.03 per share for the first six months of last year, after provision of $1,473,000, on the 1,492,416 common shares then outstanding.

**Increase of $6,041,817**

Consolidated gross revenue totaled $22,499,750, compared with $16,-
57,933 a year ago, an increase of $6,041,817. Of this increase, $5,870,-
86 represented Disneyland Park, which is consolidated in this year's six months' figures.

**U' Surveys Exhibitors**

(Continued from page 1)

latures to be made available for re-

ease are expected to be announced

portly. Branch managers are being urged

to contact as many exhibitors in their

territories as possible for their selec-

tion committee to select their sup-

ports as well as those of their sales force.

**National Film**

(Continued from page 1)

All back room operations for War-

ners, including shipping, inspection,

etc. All sales functions will continue to be performed by Warners.

NFC has had a similar arrange-

ment in effect with Buena Vista for

the past year.

**F. Hugh Herbert Dies;**

Was Screen Writer

From THE DAILY Bureau

HOLLYWOOD—F. Hugh Herbert, 60, author, playwright, and screen writer, died yesterday at Cedars Sinai Lebanon Hospital, where he was being treated for lung cancer. The former screen writer came to the U.S. in 1920 and three years later went to Hollywood where he originated numerous film scenarios and colla-

bored films. After a later summer he was appointed a member of the expanded MPA Pro-

duction Code Appeals Board as a representative of independent producers.

Credits Include 'Kiss and Tell'

Among his credits are "Sitting Pretty, "Kiss and Tell," "The Moon Is Blue," and "The Little Hut." Her-

aves his widow, two daughters, and two sisters.

There will be no funeral services

vised to report the body will be

remained. The family requests that in-

the number of flowers donations be made to the heart or cancer funds.

**Review**

Country Music Holiday

Aurora—Paramount

The success some months ago of the Alan Freed stage and screen rock-and-roll attractions, with stress on nationally-known personalities, has paved the way for this Ralph Sheidt production toplining Ferlin Husky, Zsa Zsa Gabor, Rocky Graziano and several dozen faces known and readily appreciated by the ear-waxing audience that flock to this type of entertainment. The 81-min-

utes running time permits double-hit-

ting with a like story-theme.

The story and screenplay, credited to H. B. Gross, concern guitar-totin' Husky, a Tennessee GI, whose un-

tapped talents as a singer get him in-

volved with a whole passel of city stars, who all want to stake a claim on the money potential. Cursed by serv-

ice buddies Al Fischer and Lou Marks to crash big-time TV, he finds himself involved in a rivalry between two top network programs.

Before the fadeout, nothing less than 14 times—ballads, westerns and rockabilly, performed by Husky, Fa-

nor Young, The Jordanaires, Leno-

na and Oscar, Drifting Johnny Miller, the Dal-Ladies and Bernie Nee—are heard. Alvan Ganser's direction is commendably brisk and flexible enough to throw the proper spotlight on the music of the moment.

Running time, 81 minutes. General classification. Release, in April.

A. M. W.

**3 Co-Chairmen Named For Annual Golf Fete**

Abe Dickstein, Marvin Kirsch and Harold Bensus have been named co-

chairmen of the seventh annual film industry golf tournament and funfest being sponsored by New York's Cine-

ma Lodge of B'nai B'rith at the Ver-

non Hills Club, Hackluke, New York, on June 12. It was an-

nounced yesterday by Martin Levine, chairman of the tournament.

A further working committee con-

sisting of Charlotte Lurie, Chie-

Aarson, David Bader, Herbert Berg, Jack Hoffberg, Mel Konceoff, Milton Livingston, Don Mesereau and Cy Seymour, was named at the same time by Levine.

**Lebanese Exhibitors Here for Pictures**

Lebanese ordinarily prefer their violence in movies, two Lebanese exhibi-

tors said here yesterday. They pre-

fer action, but not necessarily boom-

boom; they want story content, qual-

ity, stars, and generally the big pic-

ture, and they are as things go, in the Middle East, a sophisticated audience.

The theatre men are Alfred A. And-

ras, who owns two houses in Beirut, and John Elamine, who owns five-

there, and whose father owns a half-

dotion in Syria. They are here for talks with distributors.

**Welpott Joins NBC**

Spot Sales Division

Raymond W. Welpott, former vice-

president of WKY Television System,

Inc., and manager of WKY and WKY-

TV, Oklahoma City, was named to the National Broadcasting Company's Owned Stations and Spot Sales Divi-

sion in June in a general executive capacity, it was announced by P. A. Segal, vice-president in charge.

An executive with more than 20 years of experience in broadcasting, Welpott joined WKY last June 3, after serving as manager of WOKE, the General Electric station in Schenectady, N. Y.

**Danny Thomas Buys KGGE, Bakersfield**

TV star Danny Thomas has pur-

chased Bakersfield, Calif., radio sta-

tion KGGE, a 250 watt, 24-hour inde-

pendent outlet, for a reported sum in excess of $175,000. Under terms of the sale, Thomas Marterto Produc-

tions, Inc., acquires 90 per cent of the stock, 10 per cent going to Eli Parker, president of Seer, Inc., and Thomas' business manager.

**Who's Where**

Mel Dellar, formerly with Warner Bros. where he produced and directed commercials, has been appointed exec-


Richard Joseph Butterfield has been named vice-president in charge of sales for KMSF-TV, the National Telefilm Associates television station in the Twin Cities of Minneapolis-St. Paul. Butterfield began his broadcast-

ing career in 1947 with the Columbia Broadcasting System in New York. During the past year he was station manager for KCRG-TV in Cedar Rapids, Lowa.

Fred Segal has been named to the post of director of arts and advertis-

ing for WNTA-Channel 25. WNTA and WNTA-FM, Gerald O. Kaye, president and general manager of WNTA-TV, announced. Segal joined National Telefilm Associates in 1957 as head of the company's art department. Prior to that he was with the DuMont Broadcasting Corporation for a two-year period as art director.

**Five Sales Executives Added to MCA-TV Staff**

MCA-TV Film Syndication has added five sales executives to its staff in various locations, it is announced by David V. Sutton, vice-president in charge of the division.

John G. Overall moves from NBC's Network TV Sales department to MCA's New York Syndication sales staff. Overall was department sales manager for CBS Radio, and before that was vice-president for the Mutual Broadcasting System for 18 years, holding down the post of East-

ern sales manager.

John Spires joins the company's European sales staff from Universal-International Pictures, where he was general manager for Europe, the Near East and North Africa for three years. It is expected he will be based in Paris for his new assignment.

Other new additions to MCA TV's Film Syndication Division are Dan Dempsey, assigned to the Northwest area out of Seattle; Boyd Mullins, from KRON to the San Francisco office, and Jack Robertson, who will be based in St. Louis.

**Boxing Bouts Renewed**

The Gillette Safety Razor Company has renewed its sponsorship of the Friday night "Gillette Cavalcade of Sports" telecasts of boxing bouts on the NBC-TV Network for 52 weeks, according to John C. Churchill. The programs are presented from 10 P.M. (NYT) to the conclusion of the bouts.
THE SHOCK-AND-SURPRISE SENSATION-SHOW

THAT WILL SCARE THE WITS OUT OF YOU!

SOON

The Big Showmanship Attraction Of The Year!

the time to save: JULY
the place to call: 20th

the thing to watch: the fly

YOU'VE NEVER SEEN ANYTHING LIKE IT!
Plan to Secure TV Clearance in Contracts Heads Allied Agenda

WASHINGTON, May 20—The board of directors of Allied States Association at their spring meeting in Baltimore May 27 will consider a plan to demand that extensive clearance over television be incorporated in rental contracts.

Abram F. Myers, general counsel, in a bulletin issued by Allied headquarters today said some Allied leaders deemed it hopeless to seek further pledges of no more sales to television from company heads and that definite clearance arrangements should now be sought.

The length of such clearance, Myers (Continued on page 6)

Ad-Pub Unit Reaffirms Position on Reviews

The MPAA advertising and publicity directors committee has reaffirmed its position that members of the Association will do all in their power to set dates for trade reviews (Continued on page 5)

No Further Exchange Closings, Warners Says

No further closings of exchanges in the U.S. are contemplated by Warner Brothers, a spokesman for the company declared yesterday. In recent months five exchanges in smaller centers have been closed, including (Continued on page 4)

Skouras Sees Many Signs of Business Gain

Says Fox ’58 Earnings Will Be Up to Last Year

By JAMES M. JERAUD

Earnings of 20th Century-Fox for 1958 will be comparable with last year and there are many signs of a general pickup in business, Spyros P. Skouras, president, told the stockholders at a harmonious annual meeting at the home office yesterday.

Net earnings for the first quarter of this year were $2,147,711, or 84 cents a share. The net for the first quarter last year was $2,564,686, or 82 cents per share (Continued on page 4)

Ga., Ala. Exhibitors Hear Radio Promotional Plan

Special to THE DAILY

ATLANTA, May 20—Samples of the types of recordings planned for use in the radio phase of the industry’s business-building campaign were played here today by Maurice Bergman, co-administrator of the campaign, at the joint convention of the Theatre Owners of Georgia and Alabama (Continued on page 6)

Senate Group Favors Small-Business Loans

Special to THE DAILY

WASHINGTON, May 20—A Senate banking subcommittee today approved a bill for government help in providing long-term loans and equity capital for small business. The measure was set up as a new division in the Small Business Administration (Continued on page 5)
**PERSONAL MENTION**

**JAMES A. MULVEY**, president of Samuel Goldwyn Productions, will leave New York June 1 by plane on a trip which will cover most of the European countries.

**HERMAN M. LEVY**, general counsel for Theatre Owners of America, has left London for Paris.

**WILLIAM J. HEINEMAN**, United Artists vice-president, who returned to New York from Rome on Monday, left here for the Coast last night.


**ROY M. BREWER**, Allied Artists manager of branch operations, has left here for Las Vegas, Oklahoma City and Jacksonville.

**JAMES CARRASIAS**, managing director of Hammer Films Productions, and Anthony Hans and Peter Cussins, producers, will return to New York on Monday from London.

**PHIL ISAACS**, Paramount assistant Eastern sales manager, will return to New York today from Pittsburgh.

**ALFRED HITCHCOCK** will arrive in New York tomorrow from Hollywood.


**Buena Vista Sales Meetings This Week**

*From THE DAILY BULLETIN*

**HOLLYWOOD**, May 20.—Buena Vista executives will set plans for handling the company’s five summer releases, all of which are in Technicolor, at a series of meetings here this week. In from New York for the conferences are Leo F. Samuel, president; Irving H. Ludwig, domestic sales manager; and Ned Clarke, foreign sales manager.

**Time** to Hall May 29

Warner Bros. “No Time for Sergeants” will have its world premiere on Thursday, May 29, at Radio City Music Hall. The Tuskegee Choir of Tuskegee Institute, Alabama, has been engaged to appear as part of the stage attraction.

**Motion Picture Daily**

**J. Louis Geller Pioneer Exhibitor, Dead at 65**

J. Louis Geller, pioneer New York City exhibitor, died yesterday at Flower-Fifth Avenue Hospital after a short illness. He was 65 years old. Born in New York, Geller opened the 190th Street Garden Theatre in 1917 and subsequently became associated in many theaters and real estate ventures, many of them in recent years with Charles O’Deely of the ABC Vending Corp. He owned and operated the Palace Theatre in Jersey City and for many years was active in the New York Film Board of Trade.

As a director of Consolidated Theatres of Canada and of the Royal State Bank, a member of the Grand Jurors Association of Brooklyn, Pacific Lodge, F. & A. M., and the Motion Picture Screeners.

Funeral services will be held tomorrow at 1:30 P.M. at the Boulevard Kasdon Chapel, Brooklyn.

**N.O. WOMPI Holds Bosses’ Luncheon**

*SPECIAL TO THE DAILY*

**NEW ORLEANS**, May 20.—The local chapter of the Women of the Motion Picture Industry honored their bosses at a luncheon today in the Charcoal Room of the Jung Hotel. In charge of arrangements were Mrs. Gene Barnett, Mrs. Della Favre, Mrs. Louis C. Bonnemeyer, Mrs. Carl Anflemtore, Miss Amanda Gaudet, and Miss Mary Kelly.

On arrival of the bosses, the hostesses presented them with a convention-type badge labeled, “I’m the Boss.” Placecards for WOMPI’s were labeled “Slaves.”

**Night With Sinatra**

To Aid Cedars Hospital

*From THE DAILY BULLETIN*

**HOLLYWOOD**, May 20.—“A Night With Sinatra,” combining a film premiere with a concert benefit, was held to set up by Cedars Hospital for the benefit of its free bed program.

The “night” will be held Wednesdays, July 2. First will be the premiere of the Frank-Fox’s “Kings Go Forth,” which stars Sinatra, Tony Curtis and Natalie Wood.

**MGA Hearing June 12**

**HOLLYWOOD**, May 20.—The National Labor Relations Board hearing on the petition of the newly-formed Musicians Guild of America for barring rights for studio musicians away from AMF, originally set for today, has been postponed to June 12.

**WGA Plans to Market Own Teleplays Series**

*From THE DAILY BULLETIN*

**HOLLYWOOD**, May 20.—The Writers Guild of America is preparing to launch its own half-hour filmed anthology series, it was disclosed in a mailed notice received by its members today.

Sanctioned by the national council at a recent meeting, the combined effort of the East and West divisions of WGA is being made to invite all and sundry to submit completed teleplays within 90 days.

The guild has established minimum price of $2,500 for any of the teleplay series. The guild will receive twice the average amount now being paid for scripts. The guild will option 13 teleplays, for $250 each, which will be selected by a point system after scanning by various committees with key numbers used to withhold identity of authors. WGA will retain artistic control of the properties.

The guild views the opportunity of opening a new market, financial benefit to members, establishing a better price for scripts, and the maintenance of its new building here through the show’s income.

**Seven Theatres Enroll As Members of TOA**

Enrollment of seven additional theatres, as members of the Theatre Owners of America was announced yesterday by the exhibitors’ organization headquarters here.

The new members and theatres are: Mark Peterson, Motor View Drive-In of Salt Lake City; Glen Yergensen, Cedar Theatre and Hyland Drive-In, both of Cedar City, Utah; Dover Hunt, Scera Theatre of Orem, Utah; Tom Smalley, Cedar Drive-In theatres for the Paramount of Denver.

In addition Sam L. Gillette, president of the Mountain States Theatres Association, a TOA affiliate, brought the first letter to Ritz and Marston’s theatres in Tooele, Utah, in as members.

**Pass Copyright Bill**

**WASHINGTON**, May 20.—The House has passed a bill to give private copyright holders the right to sue the Federal Government for copyright infringement. At present, the owner of a copyright has no recourse when the government infringes his copyright. Under the bill, which goes to the Senate, suit could be brought within three years in the court of claims.

**Set Variety Telethon**

**PITTSBURGH**, May 20.—Tent Number One, Variety Club, will hold its annual teletthon on June 21 and 22. The annual golf tournament will also be held on July 8 at the Highland Country Club.

**Macabre’ Producer Sues Over UA ‘Dracula’ Ads**

William Castle, producer of the Allied Artists release “Macabre,” has been offering, through Allied Artists a $1,000 insurance policy again death by fright to every patron of the picture. Yesterday Castle filed suit against United Artists for unfair competition.

UA, distributing “The Return of Dracula,” in ads for the Los Angeles engagement of its picture claimed was so terrifying that 18 issuing companies had refused to issue policies. Castle, seeking a cease and desist order, said, “our industry won’t be much better off if we all ought to start to rely on the other fellow to do all this work.”

**‘Adam and Eve’ Gross To Top $17,000 in S.P.**

**SAN FRANCISCO, May 20.** Gross for “Adam and Eve” at the Ritz and Market tops $17,000 for the current one-week engagement, according to information disclosed yesterday.

The film version of the Bible story adapted from the Book of Genesis was filmed in Eastancolor in Mexico, and prepared for marketing by English speaking countries by means of a narration.

The box office results here compare favorably with the recently reported $140,000 gross earned in a multi-playoff in 21 theatres in Los Angeles last week.

**18 New Bookings Set For ‘South Pacific’**

“South Pacific” in Todd-AO has been booked in an additional 16 theatres in the U.S. and two in Canada. This brings the film’s engagements to a total of 37, Marti Sweeney, Jr., in charge of distribution for Magna, has announced.

The additional cities are: Hollywood, Atlantic City, Portland, Ore., Seattle, Minneapolis, Milwaukee, Tulsa, Corpus Christi, Houston, Little Rock, Syracuse, Vancouve, Baltimore; Columbus; San Diego, Toronto, Atlanta, Jacksonville, and Oklahoma City.

**“S.P.’ $2,037,000**

The 18 theatres currently playing “South Pacific” in Todd-AO have grossed a total of $2,037,000 to date that it was announced yesterday by A. B. Bolling, vice-president and treasurer of Magna, distributors of the film.
"Come and see me at the reserved seat Royale, N.Y."

GIGI

M·G·M

TAKES BROADWAY BY STORM!
SHOW BIZ HISTORY IS MADE! ADVANCE SALE SETS NEW RECORD!

REVIEWS ECHO THROUGHOUT AMERICA!

N. Y. TIMES
“The ‘Fair Lady’ of filmdom.”

DAILY NEWS
★★★★ “Highest rating.”

N. Y. POST
“A hit. Will run a long, long time.”

HERALD TRIBUNE
“Will probably run 3 years.”

JOURNAL-AMERICAN
“Top flight entertainment.”

WORLD-TELEGRAM
“Delectable, irresistible.”

TIME MAGAZINE
“Feast for eyes and ears.”

M-G-M
AN ARTHUR FREED PRODUCTION

LESLEY CARON · MAURICE CHEVALIER · LOUIS JOURDAN
HERMIONE GINGOLD · EVA GABOR · JACQUES BERGERAC · ISABEL JEANS
Screen Play ALAN JAY LERNER · Music FREDERICK LOEWE · Directed by VINCENTE MINNELLI

MGM BACK ON TOP IN '58!
Skouras Sees

(continued from page 1)

The Old Man and The Sea

[continued from page 1]

on 2,644,480 shares outstanding at that time. Since then the number of shares in the hands of the public has been reduced to 2,594,080 shares as a result of purchases, among which were 284,300 shares acquired in April, for $8,905,490. The company bought 191,000 shares from Howard Hughes April 24 for $26.50 per share.

Unafraid of Competition

In a review of the company's activities and plans, Skouras said that the company would make pictures for every type of theatre and would meet "every type of competition." The reference was to television.

General conditions have been responsible for the decline of the last six years, he said. He expressed the opinion that general conditions are now changing for the better.

Ten directors were reelected. They were: L. Sherman Adams, Colby M. Chester, Robert L. Clarkson, Daniel Q. Hastings, Robert Lehman, Kevin C. McCann, William C. Michel, B. Earl Puckett, Spyros P. Skouras and Gen. James A. Van Fleet.

A general atmosphere prevailed throughout the session. Lewis Gilbert had many questions, and received specific answers from various officers of the company without hesitation.

Earnings-Rate High

When Skouras predicted that this year's earnings would be comparable to last year's, he was a pleased mur- mur, because the 1937 net of $6,511,218 was $312,700 above the previous year and the rate per share was $2.40 per share. With the total of stock outstanding in the hands of the public reduced by 284,300 shares since that time the earnings rate has been further improved.

Skouras said there would be further purchases of stock.

In reviewing the foreign theatre holdings of the company Skouras passed on to introduce Julius Schlesinger of South Africa. The extension of the company's holdings has worked out well in South Africa, Skouras said. He added it was important for the company, which now has theatres in India and Egypt, to have showcases in important cities abroad for exploitation purposes.

Questioned Regarding Hughes

Lewis Gilbert inquired about the purchase of the Hughes holdings. Skouras explained the deal and said no other large group holdings were to be purchased. A broker interrupted to point out that even though the company borrowed more to make the purchase the decrease in dividend requirements gave the company a profit of approximately $400,000.

Many questions were asked about the Century City development announced some months ago for the unused portion of the studio property. Skouras said the project was still under study with no definite commitments made.

While this discussion was on questions were asked about the oil drilling the companionship of a young boy who has taught to fish, goes out in his small skiff alone one day and hooks a huge marlin. The fish puts up a terrific battle for three days before it gives in. The old man's victory is hollow, however, for before he can bring his catch back to port it is eaten away by sharks. The old man returns home with only the skeleton of the marlin, and the story concludes.

Except for a few brief scenes at the beginning and end when the close relationship of the old man and the boy is developed, the entire action takes place in the skiff, where the fisherman is alone with the elements and his thoughts. He muses about his past life, about the nobility of his adversary in its struggle to survive, and about his own victory and subsequent defeat. He is a proud and thoughtful old man in the last years of his life.

How to put such material on the screen was the gigantic problem faced by Hayward, his script-writer Peter Viertel, and director John Sturges. Their method was a bold one: Tell the story exactly as it was in the book. Over the sound track Hemingway's words—just as they were written—are narrated by Spencer Tracy, who also plays the old man. The film images serve as a photographic illustration of what he reads. Scenes with the boy—at the start and finish—are played in the usual objective fashion. But most of the picture is an illustrated reading of the novellette.

Does it work? This reviewer believes it does—and with brilliance. Barely through the plot that Hemingway's story actually has both substance and suspense. The audience is in there pulling with the old man in his struggle with the fish, and the battles with the sharks are extremely exciting to watch. And there is a different kind of thrill in the beautiful photography (by the celebrated James Wong Howe)—especially the shots of the lonely figure of the old man against the ever-changing colors of the sky and sea. WarnerColor enhances these scenes.

But even beyond this, the picture offers its finest reward in the performance of Tracy. His acting exists on two levels; one is his reading of Hemingway's work, which is eloquent and inspired. The other is his revelation of the character of the old man. Pride, agony, humility and dignity are all unforgettable shown. And the role of the young boy is wonderfully played by Felix Pajos.

"The Old Man and the Sea" is a picture which will present problems in selling to the mass audience. They may be overcome to a large degree, however, by aggressive showmen who concentrate on the Tracy and Hemingway names.


RICHARD GERTRUNER

Theatre Admissions

Topic at Fox Meet

Lewis Gilbert, speaking for another stockholder, asked Spyros P. Skouras at the annual meeting of 20th Century-Fox yesterday why theatre missions were so high, and expressed the opinion that these should be turned to 50 cents.

Skouras smiled.

"You like me, don't you?" Gilbert agreed that he did.

"Well, don't ask me to send myse..."

He pointed to Sol Schwartz, who was sitting on the first row of seated and added: "Ask him."

No Complaints, Says Schwartz

Schwartz, head of RKO Theatre, remarked quickly, "You should tell me that at an RKO meeting. All can say here is that I don't think missions are out of line. As you know distributors can't dictate their prices. We don't hear any complaints about the current sales, and the balance pictures certainly do big business."

Gilbert seemed satisfied with the replies.

Officers Reellected by 20th-Fox Board

Following the reelection of ten directors at the annual meeting of 20th Century-Fox's stockholders yesterday the board met and reellected officers for the coming year.

They are: Spyros P. Skouras, president; William C. Michel, executive vice-president; Murray Silverstone, vice-president; Joseph H. Moskowitz, vice-president; S. Charles Entef, vice-president in charge of advertising, publicity and exploitation; Donald A. Henderson, treasurer and secretary; C. Elwood McCarty, controller and assistant treasurer; J. Coden, assistant treasurer; Francis Kelly, assistant treasurer; Frank Ferguson, assistant secretary; J. H. Old Lang, assistant secretary; Nathaniel Skouras, assistant secretary; William Warner, assistant secretary; and Morris L. Breggin, assistant controller.

Dividend Declared

The board declared a quarterly dividend of 40 cents per share payable June 28 to holders of record the close of business June 13, 1938.

Warner Exchanges

(continued from page 1)

New Haven, which will end its operations this month. These have been in areas where operations could not be handled from neighboring exchanges.

As announced yesterday National Film Carriers will take over physical handling of film for the company as of July 1, but sales and booking facilities will be retained.
B-P T Blind-Checks
s Own Theatres

AB-P T does its own blind-checking its thea tres, the company's stock-
holders were told yesterday.

Asd if precautions against dis-
artity amounted to anything as to cash are taken, Leonard Gold-
ston said "couples known only to
a financial vice-president are com-
monly traveling about the country, citing our thea tres on the lookout
for irregularities." If any are found,
said, they are reported to the
inancial officer and Goldston would
e only a copy of the report.

AB-P T Report

(Continued from page 1)

ter all charges, compared with $1-
5,000 for the corresponding 1957
quarter.

The meeting, which was well
attended, was uneventful, with stock-
holders' questions running to routine
discussion of recent events and news:
ning of a criticism or indica-
tion of dissatisfaction.

The meeting approved a proposal
during the number of directors from
12 to 14, as recommended by the fol-
ding directors: Earl E. Anderson, A. H.
ank, John A. Coleman, E. Chester
sen, Leonard H. Goldston, Rob-
H. Hinkley, Robert L. Hoffines,
Sidney M. Markley, Walter
arshall, Hugh McConnell, Ed-
J. Noble, James G. Riddell,
ron B. Stegel and Robert B. Wilby.

The directors met subsequently and
elected all AB-P T officers.

Stockholders also approved a reso-
nition, proposed by management,
ifying the selection of independent
itors. There were 3,316,000 shares
defined at the meeting, or 87.6
rent of the total outstanding, of
ich more than 3,316,000 were votedont favor of the proposals.

Goldston told the meeting that
B-P T thea tres experienced a
ally upturn in business after the
est of the year, following a depressed
and last fall, and the 1958 results
date "are close to those for the
parable period of 1957. He at-
tu ted the recent improvement to
he number of quality pictures that	e available.

Goldston reported that AB-P T is
free Parking Policy

nters Stockholders

AB-P T stockholders by questions
d of comments indicated lively in-
rest at the annual meeting yesterday
the free parking policy recently
agurated by the Paramount Thea
in Times Square.

Leonard Goldston said 200 to 300
omers use the facility on week-
ys and more on weekends. He an-
ed one stockholder negatively
wo wanted to know if the policy
uld be extended to the Brooklyn
ramount.

B-P T Blind-Checks
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ron B. Stegel and Robert B. Wilby.

The directors met subsequently and
elected all AB-P T officers.

Stockholders also approved a reso-
nition, proposed by management,
ifying the selection of independent
itors. There were 3,316,000 shares
defined at the meeting, or 87.6
rent of the total outstanding, of
ich more than 3,316,000 were votedont favor of the proposals.

Goldston told the meeting that
B-P T thea tres experienced a
ally upturn in business after the
est of the year, following a depressed
and last fall, and the 1958 results
date "are close to those for the
parable period of 1957. He at-
tu ted the recent improvement to
he number of quality pictures that	e available.

Goldston reported that AB-P T is
free Parking Policy

nters Stockholders

AB-P T stockholders by questions
d of comments indicated lively in-
rest at the annual meeting yesterday
the free parking policy recently
agurated by the Paramount Thea
in Times Square.

Leonard Goldston said 200 to 300
omers use the facility on week-
ys and more on weekends. He an-
ed one stockholder negatively
wo wanted to know if the policy
uld be extended to the Brooklyn
ramount.
Akerberg Retires as Vice-President of CBS

The retirement of Herbert V. Akerberg, CBS Television Network vice-president, affiliation relations, was announced by Louis G. Cowan, president of the network. Akerberg's retirement, the result of ill health, marks the end of nearly 30 years service with CBS.

Akerberg has been in poor health for some time, during which period his duties have been assumed by Edmund C. Bunker, vice-president and director of affiliation relations for the network.

One Man's TV News

By Pinky Herman

The audience at "The Big Payoff" will get an unexpected thrill Friday when the program will be shot as a sequence in Columbia Pictures' film, "Miss Casey Jones," co-starring Doris Day, Jack Lemmon and Ernie Kovacs. Miss Casey Jones, Bob Fosse and producers, the cameraman will portray themselves in the flicker... "Foxy Maurice Levy of Eastern Effects will spend a six-week vacation in Europe starting July 2. He'll look over the TV situation in Paris, London & Rome and maybe conclude a deal for exhibiting special film effects at the Brussels Fair. While vacationing next month in Europe, Lark Gisele Mackenzie may accept a two-week P.A. stint at the London Palladium. She'll also talk a possible deal with producer James Woolf, who wants her to star in a flicker there.

Bob Schmid, who recently acquired radio station WESC-Greenville, S. C., has resigned his post as station relations head of NTA to take active charge of his new property... A letter from our unofficial (and without pay) Miami correspondent, Mel Haber, advises us that three former NY'ers, Alan Courtney, Art Green and Sam Gyson, are currently dividing that area's listening public via WQAM, WKAT and WAKR, respectively. ... Carmel Myers quite proud of her protege Paul Hamlinton a Dartmouth senior, who in less than a year was signed by Famous Music as a songwriter, penciled to warble on Columbia Records and signed by Harry Room to star in the forthcoming Columbia Pix, "Senior From..." In addition to the "CBSing Along" series, that net's summer TV skeed has added three more live programs for the replacement list. "The Verdict Is Yours," with Jim McKay, reporter-host, will sub for "Climax" in the Thursday 8:30-9:30 P.M. slot, starting July 3; a new Goodson-Todman audience-participation package, "Number Please" will replace "Adorn Playhouse" Tuesdays, 8:30-9:00 P.M. as of July 22 and a new panel quizzer, "Start Talking," an Ed Wolf Production, will take over Ed Murrow's "Person To Person" (10:30-11:30 P.M., Fridays) slot starting June 27.

Georgia-Alabama

(Continued from page 1)

The Fleischman of the Hotel Dinkler Plaza, Bergman pointed out that the recordings were only a fragment of the vast amount of material which will be produced to cover three months of radio advertising.

The delegates also heard Ernest Stellings, president of Theatre Owners of America, today. He described phases of the business-building program and urged exhibitors to send in their contributions in order to insure success of the campaign.

The luncheon was hosted by the New Corporation, and E. B. Cooper, sales manager of that company, spoke briefly also.

In the afternoon panels were held on industry problems and upcoming product. The meetings will resume tomorrow morning.

Bergman told the exhibitors that the radio program involves a total of 750 stations and approximately 690 different stations from coast to coast, and in programs featuring such top personalities as Bert Parks, Don McNeill, Walter O'Keefe, Dave Garrett, Mitch Miller and Robert Q. Lewis, among others. This will assure a saturation, Bergman said, that not only will reach millions of listeners, but which will reach them at various times of the day when our message will be most important.

TV Clearance

(Continued from page 1), said, would have to be sufficient protect theatres which charge admission prices against the unfair competition of free television, or, show television come to pass, as a cheap form of entertainment. "I think in such an arrangement," the bulletin said, "would be the wrong move. The bulletin said, "If the pictures shown by them will not appear on TV for the amount of time provided in the clearance agreements."

Myers also reported that All leaders had been making inquiries about the possibility of an economic survey by qualified statisticians with outside industry connections to study whether further licensing of theatre films to television is or is not in the best interests of the film company, themselves.

The Allied general counsel report that most companies appear to "hold the line" on payments of post-theata sales, lest the Department of Justice be asked, "in its anxiety to take other сверху at exhibitors smoke out conspiracy in this, it let be aware that the caution be shown against from nothing more sinister than a business judgment of the complex heads, each doing his own thinking and working, however that "It is probably a question of much stockholder and creditor pressure they can withstand."
h Johnston Says:  
SCAP Bill Would Hurt Diversification  

Economic Difficulties Film Firms Cited  

By J. A. OTTEN  
WASHINGTON, May 21 — Economic difficulties are forcing many film industry firms to diversify into other lines, and they did not benefit from a casting system in the absence of a Motion pic-estember  

J. A. OTTEN  
HOLLYWOOD, May 21 — Four Star Films Inc., will take over 20th Century-Fox’s Western Avenue lot under a long term lease, which could eventually result in purchase of the property by the company, which is owned by Dick Powell, David Niven and Charles Boyer, it was learned today.  

TCF-TV, 20th's subsidiary, now (Continued on page 3)  

Litton Industries Set To Purchase Westrex  

Preliminary negotiations have been completed for Litton Industries, Inc., to purchase the Westrex Corp., a wholly-owned subsidiary of Western Electric, the two companies jointly announced here yesterday. The purchase price was not disclosed.  

The two companies are presently (Continued on page 5)  

NCTA Members Pledge Strong B-B Drive Aid  

SAN FRANCISCO, May 21 — Hearty endorsement of the industry’s business-building program and pledges of financial support from the exhibitor members of the Northern California Theatre Association were voiced at today’s board of directors (Continued on page 5)  

Pinanski Sees Theatre Conditions Impairing Drive for B-B Funds  

BOSTON, May 21 — The fact that exhibitor contributions to the industry business-building campaign are lagging does not surprise Samuel Pinanski, head of American Theatres here, and Theatre Owners of America’s representative on the COMPO triumvirate.  

“It is not only that May and June traditionally had theatre months, are poor times in which to seek contributions from exhibition,” Pinanski said, “but current circumstances are more discouraging than ever to most exhibitors.”  

“Drive-ins have been having an especially bad spring because of unfavorable weather over most of the country and a lack of good boxoffice product available to them,” Pinanski continued.  

“The unusual number of films being roadshowed or that for other reasons are unavailable to subsequent runs, have the latter on a starvation diet. There are numerous other problems and there is little or no coordination” (Continued on page 5)
ASCAP Bill Johnstone

(Continued from page 1)

(D., Fla.) to require broadcast licenses to sell music publishing or record subsidiaries.

Arguing that "this is an age of direct competition in the music business," Johnston asked whether it makes "much sense to prohibit diversification in such allied and closely related entertainment fields as music, broadcasting, and film making."

Network Officials Heard

The subcommittee today finished hearing testimony before members of the courts on the issue, the measure, getting testimony this morning also from officials of Loew's, CBS, Columbia Records, NBC, and RCA Victor Records. The subcommittee will hear further testimony from ASCAP sometime late next month or in July. The bill will certainly get nowhere this year, both because of the general opposition to the measure and the lateness in the session.

Johnston said three MPAA member companies—Loew's, Paramount, and RKO—now are broadcast licensees and are making music publishing and recording and manufacturing operations. In addition, he declared, 20th Century-Fox, Columbia, Universal, Warner Brothers, and United Artists have music publishing or record manufacturing firms and therefore would be barred under the bill from entering broadcasting without divesting themselves of these interests.

Wrong Kind of Care, He Says

Even if ASCAP charges are true and ASCAP songs are being discriminated against by broadcasters who own non-ASCAP music and record subsidiaries, the Smathers Bill is a drastic way to cure the wrong, Johnston argued. Instead of using a rifle to bring down their targets, the proponents are firing a 12-gauge shotgun blast which, in its scattering, would wound many, including hapless bystanders," he said.

Johnston said the committee must know "how difficult a period the music industry has been through." Because of this, he added, industry companies are constantly seeking "other avenues of operation and additional fields of endeavor."

He said he did not know that any film producers and distributors had specific plans to enter broadcasting at this time, but felt that in any event they should not be barred by law from doing this just because they also owned music or record companies.

Tolchin Tells of Loew's Policy

Arthur M. Tolchin, vice-president of the Loew's-owned WMGM Broadcasting Corp., testified that WMGM's music-playing decisions had never in the past been affected by the fact that Loew's also owned record and music publishing firms. "If Loew's had no interest in the station, it would not be run any differently than it is presently run," he said.

Loew's president Joseph Vogel is "greatly concerned" about the Smathers Bill, Tolchin said. Like Johnston, he pointed out that the movie picture industry is going through a period of economic hardship, and sources of revenue other than purely motion picture income are very important. Loew's interests in broadcasting and record manufacturing are typical of these other sources, he said.

Says Music Is Mostly ASCAP

CBS vice-president Richard S. Salant said year in and year out an "overwhelming proportion" of music played on CBS is ASCAP music. He said the general interest in broadcasting and record manufacturing is typical of these other sources, he said.

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ox Leases

(Continued from page 1)... having the lot, will move all its film operations to the main West-wood Studio to make room for Four Star's sole occupancy. 20th's 2,000- acre Malibu Ranch, plus other main lot facilities will be available to the Star, when needed. Four Star will move over from its Desilu-Culver City space by June 15. Four Stars retains its interest in Hertz Topango Ranch as a location site. Four Star plans to film a minimum of six to eight tele-series per season.

Facilities for TCF's operation will be built at 20th's main lot, Irving G. Thalberg, TCF production head, plans to ten pilots for next season.

lan 'Country' Drive

HOLLYWOOD, May 21.—The pro-

motion campaign for William Wyler's produc-
tion of "The Big Coun-

try" got underway with Gregory Peck sing a cocktail party for the Holly-

wood press in MCA's main projection room. The star ran special trailer foot-

age and discussed specific plans for the global exploitation of this Anthony O'donnell co-produced by Wyler and the star for United Artists release.

United Artists is finalizing plans for actor Chuck Connors, featured in the film, to go on a two-week advance tour of 10 key cities on behalf of the actor's production.

Twice-Weekly Forums

At Stratford Festival

Special to THE DAILY

TORONTO, May 21.—More than a dozen top film personalities will take part in this-weekly forums to be held in conjunction with the June 30-July 12 Stratford International Film Festival.

Festival heads Louis Applebaum and John Hayes said these personali-
ties include French director Rene Clair, writer Paddy Chayefsky, "Sat-

Theatre's "Managers of the Month" contest for February and March, 1958, were announced here at the circuit's convention at the Reade headquarters.

Depa Victor in February

Taking first prize for the month of February was Bernard Depa, formerly of the Paramount Theatre in Long Branch, and now in charge of the cir-
cuit's two drive-in theatres in the At-
lantic City area. Second prize win-
er for February was Michael Dorso, of the Community Theatre, in Kings-
town, New York. First prize winner for March was John Baluer of the May-

Ava Theatre in Asbury Park; and sec-

ond prize was won by Paul Pet-

erson of the Community Theatre in Morristown.

Wilde Off for Tokyo

HOLLYWOOD, May 21 — Arthur Wilde, general vice-president of C. V. Whitney Pictures, left here by plane today for Tokyo to discuss with Japanese film executives, inte-
cested in using his soon-to-be demonstrated Whitney Camera "N" and matching projection system.

The camera is reported capable of shooting 160 degrees of peripheral vision.

Walter Reade Names

'Managers of Month'

Special to THE DAILY

OAKHURST, N. J., May 21.—

Winners of the Walter Reade Thea-
tres' "Managers of the Month" con-
test for February and March, 1958, were announced here at the circuit's con-
vention at the Reade headquarters.

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Ava Theatre in Asbury Park; and sec-

ond prize was won by Paul Pet-

erson of the Community Theatre in Morristown.

Thank You

ALFONSO PULIDO ISLAS

EDWARDO GARDUNO

ALBERTO GOUT

Thank You For

"ADAM AND EVE"

Bill Horne

1501 Broadway

New York 36, N. Y.
FEATURE REVIEWS

Attila
Lux Film—Joseph Levine

Pont-De-Laurantis, the team which produced "War and Peace" for Paramount, has now made "Attila," a lavish spectacle dealing with the conquering Hun of the Fifth Century, who was known as "the scourge of God." Photographed in Italy with Anthony Quinn and Sophia Loren as its stars, this Lux Production has been generously endowed with none of its genre. Careful attention was given to sets and costumes, and there are actionful battle episodes, a dash of sex and, at the end, a religious motif.

For the American market the picture was acquired by Joseph E. Levine, who is releasing it through his Embassy Pictures. Except for Quinn, most of the actors in the Lux film and their speech has been dubbed into English in so skulful a manner that it is hardly noticeable. It is not a film for the art theatres but the mass market. Levine has thoroughly directed it.

For a spectacle "Attila" is unusually short (80 minutes) and lacks the numerous and complex plot strands associated with the school. It sticks closely to one episode in the career of the barbaric Hun—the carrying out of his plans to conquer Rome. This involves, among other things, the murder of his own brother, and a romantic interlude with Miss Loren as the treacherous sister of the Roman emperor who wants to see her brother dead. Attila does not even enter Rome in this film, however, being dissuaded from doing so outside the gates by Pope Leo I.

Action scenes are numerous and include a wrestling match, hunt, the pillaging and burning of Italian towns, and a quick but bloody battle toward the end.

The acting throughout is in the ostentatious style it required, as is the direction of Pietro Francisci. Photography was in Technicolor. Running time, 80 minutes. General classification. Release, current.

B. G.

Robbery Under Arms

RomeuFilm Dist. of Amer.

This British made western, shot mostly in Australia, is a major effort in size, scope of story, production value and overall technical competence. In all of these departments it is good by established standards for westerns, marred only by a somewhat uneven pacing which slows the action.

Now or not there is plenty of action. The setting is Australia, just opening up as a cattle country in the mid-nineteenth century. Ronald Lewis and David McCallum, both well cast, are brothers whose father is a minor cattle rustler. They and their father, Laurence Naismith, join forces with Peter Finch, Captain Starlight, a swashbuckler with a scheme to steal a thousand head of cattle.

The scheme comes off but Finch is caught. The boys and their father take to the bush, where Finch joins them again after a jailbreak. The gang grows in for a stagecoach and the boys quit and go to the gold fields, hoping to accumulate a stake to take them to America. McCallum marries and Lewis takes up with fiery Maureen O'Sullivan, who ultimatly betrays both brothers. Lewis is killed, as are ultimately both Finch and Nansanith but McCallum gives himself up to spare his wife and new-born baby.

There is hard riding, shooting aplenty, romance in the attractive Miss Swanson and the sweater Miss Jansen, and cattle, stagecoach and bank robberies, and throughout some magnificent photography, in Eastmancolor.

The film was produced by Pine- wood Studio and the Rank Organisation by Joseph Janni and directed by Jack Lee. Earl St. John was executive producer.

It is big, bold and carefully made, with the added attraction for American audiences, of being in the tradition of the epic western film.

Running time, 83 minutes. General classification. Release, in May.

JAMES D. IVES

‘Hot Spell’ Premieres

In 3 Cities This Week

The new merchandising policy of American Broadcasting - Paramount Theatres was launched yesterday with the first world premiere of Hal Wallis’ "Hot Spell" at $1.25. Production costs will be continued with regional premieres of the film to be held today at the Florida Theatre, St. Petersburg, and tomorrow at the Majestic Theatre, Dallas.

Yesterday’s premiere in New Orleans was held in a Mardi Gras atmosphere, with the producer and a contingent of film personalities joining in parades, parties and civic ceremonies.

Theatres Close

DORCHESTER, Mass., May 2—The Codman Square Theatre, opened by New England Theatres, closed after the final show last night. The theatre property will be reverted for another type of business.

Siegeld Elected

(Continued from page 1)

a director to replace Samuel Brick, who resigned April 16 after he sign a three-year contract to take charge of Columbia Pictures’ studio act ivities.

Snyder is chairman of the board and president of U.S. Industries, In and is also a director of the C Corp., the American Research and Developm Incorp. and a member of the board of trustees of the Natio Urban League.

The board heard reports from executive and financial committee and reviewed programs and plans for further financial improvement of corporation.

Intemission Prints

(Continued from page 1)

tion here of the Motion Picture Ow ers of Georgia and Alabama Thea Association.

In order to facilitate drive-in tonage, 20th will inaugurate a new policy on all features of type of "Plymouth Plow, "The Yo Lions" and "A Farewell to Arms" Wile told the directors.

The intermissions will enable, in theatres conducting simultaneous cion business, he pointed out, to the probability of playing more t picture—one when there is a 25 3-hour film on the bill—unless a and the conventional presentation opened with a work shop this with Mike Simons as master of cmonies, E. J. (Ev) Plumb, owner the John Ringling Theatres, Bar W., was the morning speaker, meeting was adjourned at 12:30 luncheon, with Willis Davis of Gea Theatres as master of ceremonies.

The afternoon speaker was B of the Admiral Drive-in Thr tolu, Okla. He was followed Watter Gettig, Howard The Baltimore, and Charles O. Tewrll Jr., representing "Photoplay Mag in.

Thompson Again President

Officers were elected late y H. J. Thompson, was named pident of the Georgia unit for the succi term. Others named were O. C. Lam, executive v president, E. D. Martin, treasurer, John Thompson, secretary, and following vice-presidents; Ray mondson, J. S. Tankersley, W. R. Ell well, Fred Storey, John Stelm Warner Newman, and Harold Sp The Alabama unit re-elected pr ident Dick Kennedy, and named following vice-presidents, Sam Di James Gaylord, J. A. Jackson Ros Watson and Tom Anderson. secretary and treasurer.

Theatre Is Closed

DORCHESTER, Mass., May 2— The Codman Square Theatre, open by New England Theatres, closed after the final show last night. The theatre property will be reverted for another type of busi
Pinanski Sees

(Continued from page 1)

between exhibition and distribution to help them.

"The result is, the exhibitor is worried about whether he can stay alive and meet his obligations. Actually, in spite of all the recent 'upbeat' talk, business is not good. You get a distorted picture from talking to some large circuit operators who lump the results of a theatre whose business is going down, with what their business is increasing. If you get the figures on individual houses you get an entirely different picture of business conditions as they actually are," Pinanski said.

'I Am Not a Defeasist'

"I am not a defeatist, and I am not selling this industry short," he continued. "I'm just stating the facts as I see and hear them. Any industry that can do a $40,000,000 weekly business, as our does, has plenty of life left in it. It's a good business. I believe in it and I believe it will come back. But it's time for the leaders of this industry to be realistic if they want to save it.

"This industry needs a blueprint, a plan for restoring it to an economically sound position. Here in Boston one man is getting all of the new, strong producers. All of the other theatres in the city are in bad shape. It is a perfect demonstration that distributors can be persuaded to let a theatre buy only the good pictures and let the rest go. But is that economically sound? Are any of a number of other current practices in this industry economically sound? For example, the forcing of customers to buy any number of inconveniences in order to see a picture playing in a single downtown theatre, when the trend of successful merchandising in retail stores today is to bring the product to the customer.

Sees Loyalty Disregarded

"Distributors are ignoring theatre accounts today that have been loyal to them for years. Their practices are putting many first runs and all subsequent runs in jeopardy. It is no wonder that the exhibitor is in low spirits today."

Pinanski also raised the growing number of industries currently calling for amendment of the industry's Federal consent decree to permit divorced circuits to engage in production and producers to own and operate theatres, among other things.

"The decree is archaic," he said. "It made the industry so vulnerable television was able to knock us down."

NCTA Pledges Aid

(Continued from page 1)

Meeting. Vice-president Roy Cooper said that firm promises to contribute funds were made by all members who had authority to make such pledges for their organizations and those who would have to communicate with their home offices said every effort would be made to bring about a 100 per cent NCTA participation.
**Television Today**

**ABC Inaugurates New Public Affairs Series**

A new series of special, hour-long public affairs programs, of which the "Prologue 1958" and "Report Card 1958" were the forerunners, has now been inaugurated by the ABC Television Network.

The next report, "Youth Anonymous," a study of the nation's teenagers and the juvenile delinquency problem, is scheduled for broadcast in the fall.

Daly and Staff Assigned

ABC news chief John Daly and his staff, including Washington bureau chief John Secondari, assistant Edward P. Morgan, Quincy Howe, Don Goddard, Robert Fleming, and others, will be assigned to the new series. All were seen on "Prologue 1958" and "Report Card 1958."

**Encouragement Investment In Mexican Television**

Special to THE DAILY

MEXICO CITY, Mex., May 21.—All kinds of facilities and concessions are being granted by the Ministry of National Communications and the Ministry of Communications and Public Works to private capitals wanting to invest in television, which is enjoying an unprecedented success in this country.

More and more stations are being established, and the programs improve steadily. A new station, operating in Ciudad Madero, Tamaulipas state, is working eight hours daily, presenting programs of regional interest through channel seven. It is designated as the XHCO station.

**CBS Names Bristol**

The appointment of George Bristol as operations director, sales promotion and advertising, CBS Television Network, was announced by Louis G. Cowan, president, CBS Television Network Division, Bristol, who has been director of sales presentations for the CBS Television Network since May, 1955, succeeds John P. Cowden, who earlier this week was named vice-president—sales promotion and advertising of the CBS Television Stations Division.

**Stevens Does Script**

Leslie Stevens has completed his script for the initial segment of the as-yet untitled TV series about a railroad detective which has been slated as one of the two properties to mark the Mirtich Company's entry into television film field. Series is laid in the West of the 1870's and will be produced jointly by the Mirtich Company, Louis F. Edelman, and the National Broadcasting Company.

**FCC TV Grant to NTA Hit in House Report**

From THE DAILY Bureau

WASHINGTON, May 21.—A House commerce subcommittee investigating the Federal Communications Commission read into the record to day the report of staff investigators questioning the award of a Minneapolis television channel to National Telefilm Associates.

The report was made public last Thursday, but it wasn't until today that investigators actually got around to reading it into the record. There was no subcommittee questioning in connection with the reading of the report.

Anti-Trust Suits a Factor

In the report, the staff questioned whether the FCC should have awarded a TV station to a firm engaged in producing and distributing films and other programs for TV, and whether licenses should be given to firms which are defendants in anti-trust suits involving broadcasting.

**'Sing Along' to Bow Over CBS on June 4**

"Sing Along," a new musical variety show, will have its premiere over the CBS Television Network on Wednesday, June 4 (7:30-8:00 P.M., EDT).

Originating "live" from New York, the series stars Jim Lowe as master of ceremonies, and features Tina Robin, Florence Henderson and "Somehchin' Smith and the Redheads" as regulars. Outstanding personalities from the entertainment and musical fields will appear weekly as guest stars.

**Ann Sothern to Star In New Comedy Series**

"The Ann Sothern Show," a situation comedy series about the backstage incidents that arise in operating an exclusive New York hotel, has been purchased by General Foods Corp. for showing on CBS-TV during the 1958-59 season.

The Maxwell House Division and the Post Division of General Foods will sponsor the half-hour program when it premieres Monday, Oct. 6, at 8:30 P.M. (EST). The agency is Bohler & Bowles, Inc. Desha, Inc., will produce the series.

**'Buckskin' Scheduled**

A new western filmed series titled "Buckskin" will be presented for the summer season starting Thursday, July 3 (NBC-TV Network, 9:30 P.M., EDT). The program will occupy the time-slot of "The Ford Show," which will return to the air, again starring Tennessee Ernie Ford, on Oct. 2.

**Bartlesville**

(Continued from page 1)

stalled in the local theatre, which had been closed by Video for conversion for the experiment.

Bartlesville, as a "closed" town of Video's and one of above average family income, was considered a highly favorable testing ground for Tele- movies. However, after subscribers crossed a high fee of around $190 during the winter, they fell off to less than half that number soon after.

The experiment then was changed to offer films on a single channel, with Muzak, Sunday matinee art films and community antenna service for a fee of $4.95 monthly, starting in February. Subscribers began to increase thereafter, reaching approximately 700 again and were said to be gaining at the rate of about 20 a month when the decision to shut down was announced.

**Phone Lines Expensive**

High costs of the leased telephone wires are said to have been the big cost item that made it impractical to make the experiment for the full year which Henry S. GrifSng, Video president, once said would be necessary to determine whether Tele- movies would be a success or not.

GrifSng has blamed the flood of free movies available on television and the unavailability on the market of a metering device to replace the flat monthly subscription charge, for the experiment's basic difficulties. He still believes it could be operated profitably if costs could be brought in line long enough to get the required number of subscribers signed up.

**Efforts to reach Henry GrifSng**

Video Independent president, by telephone in Oklahoma City for comment on the Bartlesville shutdown re- ports were unsuccessful.

Video officials felt that Telemovies, by bringing the film to the theatre at home, might solve the problem of declining theatre attendance due to television competition and, at the same time, keep the marketing of films to the public in the hands of theatre exhibitors in a way that other pay TV systems would not do. The programs originated in one of Video's theatres.

Distributors Cooperated

A majority of major distributors co-operated in the experiment by servicing Bartlesville with new films for the entire eight month period Paramount offered films but did not supply any. Twentieth Century-Fox and Loew's did not participate.

**Extend Rosian Area**

CLEVELAND, May 21—Peter Rus- san, Universal-International's district manager for this area, had his territory creased from four to seven offices. He formerly covered Philadelphia, Clevel- land, Cincinnati and Detroit. Now Philadelphia has been eliminated and the following offices added: Albany, Buffalo, Boston and Pittsburgh.

**National Pre-Selling**

"THE THREE FACES OF EVE" the excellent film of a multi- personal story advertised repeatedly again to the public's attention by article appearing in the May 25 issue of "Life." Evelyn Lancaster, whose life the 20th-Fox picture based, has written the best-selling novel in collaboration with James Pol.

"Life" assigned Louden S. W. Wright to write the article based interviews with Mrs. Lancaster, two psychiatrists, and the book which describes the fourth face of Eve. An article should be must reading anyone who saw "The Three Faces of Eve" and plans to see the film.

"Marjorie Morningstar," from F. Munk's famous novel, star Gene Kelly, Natalie Wood and Wynn has been selected by it for the picture the month of May. The Warner picture playing a very successful engagement at Radio City Music Hall.


An unusual western, whose central theme is about a woman, is advertised on the table of contents page, the May issue of "McCalls." MGM's "The Law and Jake Wade." The woman in the film is Patricia Owens (of "High Noon"). Playing opposite her are Robert Taylor and Richard Widmark.

Diane Varsi, who played the title age daughter in "Peyton Place," pictorially profiled in the May issue of "Look." Philip Dunne, directed her in "Jonah O'Hara's" "North Frederick," says, "She is a talent. She gets a scene done on first take and is then physically spiritually exhausted."

"Tunnel of Love," based on Theatre Guild stage comedy, which had a two-year run on Broadway, advertised on the table of contents page of "Good Housekeeping's" July issue. Doris Day, Richard Widmark and Gig Young are the stars. O. Kelly is the director, who keeps the story humming and the dialogue dancing.

Elizabeth Taylor is on the cover of "Photoplay's" May issue, intimate photo and essay on the family life of Mike Todd and Taylor appears in the same issue. Miss Taylor is now filming "Cat on Hot Tin Roof."
Wilby Feels Film Advertising Fails
To Make Effective Appeal to Public

Motion picture advertising is lacking in distinction and fails to do a good selling job, Robert B. Wilby, a co-founder of the Wilby-Kiney circuit, believes.

In New York this week for the annual meeting of stockholders and board of directors of American Broadcasting-Paramount Theatres, Wilby placed some of the blame for the decline in theatre attendance at the door of film advertising.

"There was a time a few years ago," he said "when I could tell our people that they could put blank white paper on their theatre fronts and

Boston Police Recover
58 Major Features

Special to THE DAILY

BOSTON, May 22—Police of the Vice Squad have seized 58 full-length 16mm sound films valued at $750,000 in potential royalties from two brothers who live on Centre Street here. Police Lt. Edward F. Blake said the brothers claim they bought the films for their own enjoyment, paying as high as $400 a reel for "The Glenn Miller Story."

However, a New York film industry

(Continued on page 4)

SW Manager Changes
In New England Area

Special to THE DAILY

NEW HAVEN, May 22—Several changes in the alignment of district managers in the New Haven zone, including three new appointments to the post, will be put into effect by Stanley Warner Management Corp.

Newly appointed as district managers are Alfred G. Swett, Charles Mason and Brick Ates. James Tobin, who has been district manager for the Albany-Troy-Utica territory for three

(Continued on page 5)

At the New York meeting, Wilby cautioned that the industry's goal must be to "create" instead of "correct." He added that "there is no substitute for a good story, and unless it is told clearly and forcibly the public will not respond.

By CHARLES S. AARONSON
(Picture on Page 4)

For his "selfless devotion to good causes," and as "Mr. U.J.A.," Barney Balaban, president of Paramount, was honored yesterday at the 20th annual United Jewish Appeal luncheon, held at the Park Lane Hotel here. More than $350 of the film industry attended, and substantial pledges were received.

Sara Rosen, who announced the contributions received in the annual campaign toward the industry's goal, noted that a total of $473,195 had been received so far this year.

Balaban, whose $30,000 gift was acknowledged, cited the "practical purpose" his designation as honored guest was serving, and said he accepted "as a symbol of what the drive has meant during these trying years."

He congratulated the industry's people on their "tremendous record of achievement" in the drive over the years.

Irvil H. Greenfield of Loew's,

(Continued on page 4)

Balaban Honored by UJA;
$473,195 Netted in Drive

Closes June 6
Won't Abandon Telemovies,
Griffing Says
Would Resume Whenever
Metering Devices Available

OKLAHOMA CITY, May 22—Video Independent Theatres' shutdown of the Telemovies experiment in Bartlesville, Okla., after nine months trial is a "suspension" but not an abandonment of the method of sending new films to home theatre screens via closed circuit for a fee, Henry S. Griffing, president of Video, emphasized in a statement issued here today. The shutdown is scheduled for June 6.

Griffing said the decision was made reluctantly and ascribed it to continuing financial losses despite a steady increase in subscribers.

He reported that the "FM" system now has nearly 800 subscribers, an increase of more than 100 per cent since Video announced changes in its price and program patterns in February. But

(Continued on page 6)

"Frederick" Has Bow
As Benefit for NCCJ

Suzy Parker and Geraldine Fitzgerald, who star in 20th Century-Fox's "Ten North Frederick," led the array of entertainment celebrities and society and civic individuals who attended the premiere of the film at the Paramount Theatre here last night. The performance was held under the auspices of the National Conference of Christians and Jews, with the pro-

(Continued on page 4)

Offer "Gunman's" Only
To 'Personal Viewers'

Columbia Pictures announced yes-
terday that it will negotiate the sale of its "Gunman's Walk" only with theatre operators or film buyers who have personally viewed the film. Supplies of "personal viewing" certifi- cates are being sent to all of the company's branches and orders have gone

(Continued on page 4)
WITH THE present resurgence of widespread industry sentiment in favor of amending the industry Federal consent decrees, current events provide some forceful arguments for the proponents. Certainly, the Loew's situation has some persuasive considerations inherent in it for a relaxation of divorcement. On top of that comes the significant result of the attempted auction of Schine theatres at Rochester earlier this week. Not a single bid was made for any of the 14 theatres in some widely separated localities which were offered by the company corporation and individual executives. Last year was finned a total of $73,000 for contempt growing out of charges that it had neglected to exercise its best efforts to dispose of the theatres specified in its Federal consent decree. Some of those theatres were among the group offered at auction last Monday without attracting a bidder. . . . In its defense at the contempt trial Schine had argued there were no buyers for the properties at reasonable prices. Yet it was convicted and fined and not disposing of them. What is supposed to do? Give them away? Or wave a wand and make them disappear? . . . The conviction and fine, of course, have been appealed. It is difficult to imagine any court not taking proper cognizance of last Monday's experience in Rochester in deciding such an appeal. . . . Another significant development of the week was Leonard Goldenson's report to the annual meeting of American Broadcasting-Paramount Theatres touching upon the company's disposal of theatre operations. AB-PT, Goldenson said, has reduced its theatres to 526, compared with the 651 which its Federal consent decree authorizes it to retain. The process of reducing the theatre holdings further will be a continuing one, he reported. . . . So what does it prove? It is a striking example of how unrealistic the industry consent decrees have become. They are indeed, archaic, almost wholly unrelated to the industry of today.

SPEAKING OF AB-PT's annual meeting of stockholders, there were a goodly number of those at the well-attended Hotel Astor gathering who took advantage of Goldenson's courteous offer to attend the nearby Paramount Theatre after the meeting. Some of those who were unable because of previous commitments to take advantage of the invitation asked, and were granted, the privilege of using their passes at later dates. However, not one request by a stockholder for a pass to one of the company's television shows was heard at the meeting. Significant? . . . The New Orleans Item was a hit rough on summer TV in a survey of the prospects via a TV page article in a recent issue. Quote: "Television is the only animal that hibernates during the summer, giving the nation's viewers a hedge-podge of tired re-runns and claptart subsitutes. . . . Situation comedies will drive viewers out to movies or to neighborhood saloons—thanks to re-runs. . . . A movie title best sums up the viewer's plight. It will be "The Long, Hot Summer." . . . 20th Century-Fox is considering a hard-ticket policy for the new John Huston film, "The Barbarian and the Geisha," starring John Wayne, following a recent home office screening. If decided upon, the picture could go to the Bijou here this summer on the reserved seat policy. . . . The best information indicates that the price being mentioned in Litton Industries' projected take-over of Western Corp. from Western Electric is in the neighborhood of $15,000,000. The deal will not be closed for some time yet. Before the final papers are signed, Litton wants to send its representatives around the world to inspect and report on the numerous Westrex branches abroad that are included in the purchase.
Glamorous Turnout Sparks "10 North Frederick" Premiere!

the glittering debut of 20th Century-Fox's latest blockbuster, "Ten North Frederick," a host of society and entertainment world notables turned out for CinemaScope attraction. Shown here at the Paramount opening are, left to right: Joseph Bins, general manager of the Hilton Hotels chain; Mrs. Jacob Javits, wife of New York's Senator; 20th Century-Fox president Spyros P. Skouras, Mrs. Skouras and Senator Javits.

Crowds jammed both sides of Broadway for a glimpse of glamorous arrivals, and the thousands were not disappointed. Among the many celebrities for "Ten North Frederick" were, left to right: 20th's vice-president Charles Einfeld, Mrs. Wolfgang Wolf of Vienna, "Frederick" star Suzy Parker, Mrs. Einfeld and prominent socialite Sterling Lord. The impressive assemblage cheered the Charles Brackett production.

S dy Rita Gam, star of 20th's forthcoming enture drama, "Sierra Baron," steps across "cool" green carpet designed especially the debut. The carpet is symbolic of New York's Summer Festival.

Suzy Parker poses with (left) Dr. Everett Clinchy, president of the National Conference of Christians and Jews, for which the premiere was a benefit, and Robert K. Shapiro, managing director of the Paramount.

"Frederick" star Geraldine Fitzgerald, who is topcast with Gary Cooper, Diane Varsi and Suzy Parker, arrives for the festivities with her husband, the well-known New Yorker, Stuart Sheftel.

Acemy Award winner Red Buttons clowns comedienne Martha Raye. Every phase bow-business was represented at the open-

Carol Christiansen, taking part in a Motorcade of Beauty, arrives. Miss Christiansen has been chosen the Queen of New York's 1958 Summer Festival.

Robert Lehman, member of 20th's board of directors, and party arrive to pay tribute to the filmization of John O'Hara's novel. Today all hats are doffed to "Ten North Frederick."
PEOPLE

Martin Levine, executive vice-president of Brandt Theatres, will act as national sales representative for "Tosca," in accordance with arrangements just concluded with Casolaro-Giglio Distributing Co.

Seymour Freedman has been named information coordinator for the voyage of the 70-foot replica of an ancient Norse vessel used in Kirk Douglas' production of "The Vikings." It will sail across the Atlantic next month from Bergen, Norway, to New York.

George Thornton, operator of theatres in Sangertides, Windham and George Thornton, Tannersville, N. Y., has been elected president of the Sangertide Chamber of Commerce.

Bob Burnett has resigned as Universal booker in Atlanta and has been replaced by Lewis Owen, former sales representative.

Mrs. Hamilton to Head MPA Film Estimate Unit

Mrs. Marie Hamilton has been appointed film estimate director of the Motion Picture Association of America. It was announced yesterday by Margaret G. Twynman, director of the Department of Community Relations of the MPAA. Mrs. Hamilton has been directing the work of the Film Estimate Board of National Organizations — the "Green-Sheet" committee — since last April.

In addition to Mrs. Hamilton's work with the FEBSO, she will act in an advisory capacity for all programs involving films for children's activities and educational use.

AIP Shifts June, July Double Bill Packages

From THE DAILY Bureau

HOLLYWOOD, May 22 — American International Pictures has revised its release program for June 18 and July 2. The June 18 double bill now is scheduled to be "War of the Colossal Beast" and "Attack of the Puppet People."

"Terror from the Year 50,000," originally scheduled to be packaged with "Attack of the Puppet People," will be released July 2 with "How to Make a Monster."

Rugoff Takes Fund Post

Donald S. Rugoff, president of Rugoff and Becker Management Corp., has been named chairman of the motion picture theatre group in the private firms division for the 20th anniversary campaign for the Greater New York Fund. The 1958 goal of the Fund is $11,000,000.

Barney Balaban in his earnest and ceaseless effort has become "Mr. UJA" and to all who know him and now honor him he's also "Mr. Humanitarian." yesterday's luncheon and industry drive chairman Irving Greenfield observed, handing to Paramount's president, right. UJA's ultimate, symbolic testimony of regard — an Israeli bible, handbound in silver. With them and applauding here, Sol Schwartz, Bob Benjamin, Sam Rosen; and seated, Abe Montague, Herman Robbins, J. Robert Rubin, Sam Rinzler.

Balaban Honored by UJA

(Continued from page 1)

1958 U.J.A. industry drive chairman, president, and presented to Balaban an inscribed, silver-bound Bible, handcrafted in Israel. A scroll, specially designed and signed by Prime Minister David Ben-Gurion of Israel, was presented Leon Goldberg of United Artists, in recognition of his work as chairman of the drive during 1956 and 1957. Robert Benjamin, chairman of the board of United Artists, in the principal address, told the luncheon guests, who included many of the industry's New York leaders on the vast and critical needs of Israel. He cited the tremendous economic burden borne by that small nation "which looms large on the frontiers of democracy," in offering a home to those from various parts of the world who come from "misery, fear and chaos."

Benjamin recalled his personal visits to Israel, and noted that the great need of this moment is to provide funds so that Israel may take care of refugees from Poland, where a "door has suddenly opened" permitting egress for the oppressed. He called Israel a "smiling, confident land," but one existing in a "constant state of emergency." They pray for a quiet time," he said, "but the world won't have it that way." Benjamin called attention to the over-all need for $108,000,000, plus an additional $100,000,000 for the so-called Rescue Fund. He cited Israel as a conclusive demonstration of the supremacy of the spirit, where "idealism is a way of life."

Rosen noted recent contributions totaling $185,000. All of the speakers paid tribute to the generosity of Balaban and to his untiring efforts on behalf of U.J.A. and other worthwhile causes, a tribute also emphasized by Rabbi Bernard Birstein, who delivered the invocation.

Co. Cash Dividends $235,000 for April

From THE DAILY Bureau

WASHINGTON, May 22—Publicly reported cash dividends paid out by motion picture industry companies in April totalled only $235,000, according to the Department of Commerce, a considerable drop from the $1,612,000 paid last April.

Most of the drop, Commerce said, was because American Broadcasting-Paramount Theatres paid in March this year a dividend of over $1,000,000 paid last year in April. The March figure for this year, however, was still slightly lower than for 1957.

Dividends paid in the first four months of 1957 totalled $8,758,000, compared with a higher figure of $8,612,000 paid in the first four months last year.

NFS Expand

(Continued from page 1)

separate meetings at the Manhattan Hotel. The carriers started their sessions Tuesday and finished Wednesday, and the latter went into session yesterday and finished last night.

National Film Carriers is a trade organization made up of 43 regional truck services transporting films. National Film Service is the new group which is taking over the handling of film inspection and other back room operations for exchanges throughout the country. It now handles backroom services for Paramount ten exchange areas; Warner Broth-er United Artists, Rank Film Distributor of America and Buena Vista in areas; Columbia in three; Universal International in five, Republic in three.

Larger Quarters at Albany

Newest addition to National Film Service will be at Albany where quarters are to be enlarged as an addition of Warner Brothers and present addition of Universal International make an increase in space necessary. Paramount, United Artists and several smaller distributors are ready having their inspection and shipping work done there. Formal opening of the U-I deal is expected shortly.

Raymond W. Trampe is president of National Film Carriers, with George Callahan as treasurer and S. Stevens as secretary. Headquarter is in Philadelphia. Headquarters of National Film Service are in New York. James P. Clark is president.

'Frederick' Has Bow

(Continued from page 1)

cegoings to the NCCC's Brotherhood Scholarship Fund.

The ABC radio team of Bea W. and Andre Berech were stationed at the theatre for a "live" transmission of the festivities and interviews with celebrities from 8:30 to 9 P.M.

Others attending the special op- ening included Joan Fontaine, D. Martin, Greta Thyssen, Terry More, Jean Seberg, Joanne Woodward, P. Newman, Rita Gun, Mary Lou Perry and Carol Christian. queen of the New York Summer Fes-

ival. Representing the NCCC at festivities were United States Senate Jacob Javits, chairman of the ben-

committee; Dr. Everett Clin, president of the conference, and Al P. Robinson, New York director of the organization.

Offer 'Gunman's' (Continued from page 1)

out instructing all sales personnel deal of 'Gunman's Walk' only to buyers presenting the signed certi-

The reason for the policy, the company stated, is because it has been agreed by Gunman's Walk a high audience appeal and feels that every exhibitor who will it will agree.
Wilby, on Ads

(Continued from page 1)

$7,000 a day. Today you can’t do $1000 using advertising.”
Wilby, of course, does not hold advertising wholly responsible for that addition.

“Motion picture theatres were at the top of the bill. I’m referring to,”
continued, “the public was with us, for the first choice. Other en-
entertainment works had to take from us what they could induce us to order. Now we are the position the others were in, must try to get them away from the budget, movie, bowing, the any other diversions they turn to when they are not busy making films. They are ‘belonging to us anymore.”

Says Ads Must ‘Divert’ Public

Wilby suggested that film and “advertising is not effective
ough, is not doing its rightful share the job of diverting the public in its other popular pastimes, ‘Look at any metropolitan paper, far less an ad that makes you want to see something enough to through all the inconveniences as-
ated with attending a theatre to-day.

Most of the ads look alike, say same things, make the same ap-
pearance. The inconveniences of attending the theatre, he believes, can be modified in a great extent by distributors who will modernize their merchandising many retail stores have done—by making their merchandise to places where it is most convenient for the patrons to buy.

Current upbeat talk in the industry skews with a grain of salt by Wilby, does not believe business has in-
creased significantly.

Sees ‘Base Getting Smaller’

The bigger pictures are doing big business than ever,” he said, “and mediocre pictures less than ever. ‘It’s good. It means the base is getting smaller. And that’s a serious item for theatres.’

Wilby ‘retired’ about two years ago, but in addition to serving on the PT board still gives some of his time to the Wilby-Kinema operations. In spite of all my new, leisure cities,” he remarked, “I still get as much office work done as I did. I guess that shows how much time I gave the company before I retired.”

Dibble Sets Wobber’s Embassy Net at $8,250

Special to THE DAILY
SAN FRANCISCO, May 22 — For the eighteenth months he was a “silent” partner in the operation of the Embassy Theatre, Herman Wobber, then general sales manager for 20th Century Fox, netted an $8,250 profit on an investment of $1,750. It was brought out in Federal Court here today in the eight-million-dollar anti-trust suit against Paramount Pictures and other major studios, exhibitors and distributors.

Land C. Dibble and Daniel O. McLean, the other partners in the enterprise, are the plaintiffs in the action before Judge Edward P. Murphy. On the stand for the fifth straight week, Dibble described how Wobber withdrew from the theatre in June, 1940, with $10,000 paid by the other two partners, $1,750 of which represented Wobber’s original capital.

Dibble’s testimony purported to show that Wobber’s reluctance to re-
main a partner stemmed from the refusal of the studios and distributors to give the Embassy first run films be-
cause the house was “cheaper.”

It the attraction of Ten-O-Win, an audience participation device which handed out cash prizes. Previously it had been established that Wobber owned the Ten-O-Win patent.

When he entered into the partnership, Wobber had insisted his connection with the theatre was not to be divulged, the witness said, but a year and half later Wobber asked the other two to buy out his share.

Gas In-Car Heater Approved by U.L.

Special to THE DAILY
OAK LAWN, Ill., May 22—A seal of approval has been awarded the Benz-O-Matic propane gas in-car heater by the Underwriters Laborato-
ries, according to Standard Indus-
tories here, distributors of the heater, which is manufactured by Otto Bernz Co., Rochester, N. Y.

The award is said to follow a year of testing for safe operation at drive-
ins. With this authoritative ac-
ceptance, the distributors state that they will be able to expedite approval by fire officials where installations of the heater are to be made.

Lipsky Prods. to Make ‘Daphnis and Chloe’

From THE DAILY Bureau
HOLLYWOOD, May 22—Production in the Technirama process of “Daphnis and Chloe,” Greek romance of the pre-Christian era, will be start-
led in Portugal this summer by Mark Lipsky Productions, Ltd.

Lipsky, Beverly Hills industrialist, and for many years well-known in motion picture and television financing and distribution, is making his first venture as a film producer in as-
sociation with director Tom McCow-
an, who will leave for Lisbon shortly to scout locations. Filming is sched-
uled to start on June 30.

Boston Police

(Continued from page 1)

attorney, Frank R. Maglio of Sargys and Stein, told the police that producers always retain ownership of films to be shown to exhibitors on a royalty basis. Thus the films must have been stolen, Maglio declared.

Vice Squad detectives seized the films in the cans on a tip from an undisclosed source. Among the films were “Show Business,” “Six Bridges to Cross,” “Copacabana,” “Doll Face,” “Jamaica Inn,” and “You’re My Everything.”

Owned by Six Companies

Maglio, who flew here yesterday from New York said that four of the 58 had been reported missing but that he had no word on the others. Federal authorities are watching the case closely to determine whether interstate theft was involved. Six companies were represented in ownership of the films. They were Universal, RKO, 20th-Fox, United Artists, Para-
mount and Columbia.

Eastman Kodak

(Continued from page 1)

B. Zornow, director of sales for the company’s apparatus and optical division; Theodore F. Peever, director of sales administration; and W. B. Pot-
ter, director of advertising, all will retain their present responsibilities.

BUSY?

Then you appreciate

MOTION PICTURE DAILY’s policy of

Concise and to the Point

with jealosy concern for its reputation of

JOURNALISTIC RESPONSIBILITY.
Television Today

TV Operations

(Continued from page 1)

hensive inquiry by the Federal Communications Commission, the commission announced today.

The FCC asked all interested parties to submit written comments by June 27 on a number of issues relating to these secondary TV operations, ranging from the extent to which they affect the revenues and programming of existing and potential UHF and VHF stations in a community, to whether it might be appropriate to submit legislative recommendations to Congress with respect to FCC jurisdiction over community antenna television systems.

Not Under FCC Control

Community antenna systems, now reported to be serving some 500,000 homes, do not now require FCC authorization because they depend upon wired service. To environmentalists, Satellite and translator TV stations are licensed by the commission to bring programs to small communities. They pick up and rebroadcast the programs of outside TV stations, with permission of those stations.

About 1,000 so-called “booster” TV stations are reported to be in operation, none of which is authorized by the FCC, but there is pending consideration of a rule which would permit this type of operation under certain conditions.

Disney Sues Hat Firm

On Use of ‘Zorro’

Walt Disney Productions has filed suit against Joy Hat Novelty Corp., in the United States District Court Southern District of New York charging infringement of Disney’s trademark of “Zorro.”

The complaint alleges that the defendant is marketing hats which simulate closely the hats which are being manufactured under license from Disney and asks an injunction prohibiting the use of the marks “Zorro” or “Z.” Damages and an accounting of profits are also sought.

The complaint also claims that the letter “Z,” and the figure of a rearing horse and rider used on the hat licensed by Disney have become identified in the minds of the public with Disney’s television program and that the public gets to know the marks “Zorro” and related to Disney’s television “Zorro” series.

U.S. Steel for Summer

The United States Steel Hour will continue “live,” as usual, through the summer months. The summer program will start with a love story, titled “A Family Alliance,” Wednesday, June 4, at 10 P.M., E.D.T., via Channel 2.

President on Color TV

At NBC Dedication

From THE DAILY Bureau

WASHINGTON, D.C., May 22 — President Dwight D. Eisenhower today formally dedicated the $4,000,000 structure housing the National Broadcasting Company’s radio and television broadcasting facilities here.

The ceremony was carried coast-to-coast over the NBC network and the NBC Radio Network, with the President being presented on live color television from the nation’s capital for the first time.

Robert W. Sarnoff, president of NBC, introduced President Eisenhower to the nationwide audience.

Spoke from Main Studio

President Eisenhower spoke from the main studio of WRC-TV before more than 400 guests representing all branches of the Federal Government, the communications industry and the civic and business life of the Washington area.

On the speakers’ platform, with the President and Mr. Sarnoff, were Brig. Gen. David Sarnoff, chairman of the board of the Radio Corporation of America; John L. Burns, president of RCA; Carleton D. Smith, NBC vice-president and General Manager of WRC and WRC-TV, the Washington stations owned and operated by the National Broadcasting Company, and leaders of the Federal Government.

UA Unveiling First

TV Pilot on Monday

United Artists Television, Inc., will unveil the pilot film of its initial television project Monday, when the print of “The Young In Heart” arrives in New York from Hollywood.

It is announced here by Bruce Eells, executive vice-president of UA-TV.

A Fletcher Markle production, filmed under his Aries banner, “The Young In Heart” stars Mercedes McCambridge as a college sorority mother. The series is a half-hour one.

Paramount to Film

‘Space Conquest’ Series

From THE DAILY Bureau

Hollywood, May 22 — Paramount will enter television production with the series “The Conquest of Space.” It was announced by Jim Schule, vice-president and general manager of Paramount West Coast.

Bip Van Bonkel, author of “Destination Moon” is already working on the series.

Schule is preparing a presentation to demonstrate the stock footage and the other production values available.

Bartlesville Experiment Produces Valuable Lessons, Griffling Says, Listing Some of Them

OKLAHOMA CITY, May 22—Herbert S. Griffling, president of Video Independent Theatres, said he believes the ten week test of Telemovies at Bartlesville, Okla., which will terminate on June 6, produced some valuable lessons which will guide Video in its future plans.

He listed the following:

1. The concept of a “package of pictures” for a fixed charge is we believe. Subscribers must be charged by the picture, using a metering device—a coin-box or a monitoring system that will register the programs viewed at home. No adequate meter is now available in quantity for immediate delivery.

2. More economical operation is a must. This applies to engineering, wiring, pole contracts and studio facilities. Video now believes 16mm film can be shown as effectively as the 35mm used at Bartlesville.

3. Telemovies cannot reach their maximum audience as long as they compete with hundreds of movies shown free on television.

4. The cable theatre must broaden its offering to include other types of programs in addition to motion pictures. The multi-channel potential available via coaxial cable opens such possibilities as sports events, educative, and artistic programs, music and other presentations.

Griffling Retaining Telemovie

(Continued from page 1)

under the current cost of operations, it will be another two years before Video can reach the break-even point.

Griffling said he feels Video has made a number of mistakes in its pioneering TM efforts which began last September, but has not lost its faith in the eventual success of the “home theatre.”

‘A Little Premature’

“We believe more strongly than ever that audio-visual entertainment by wire will be in the home in future years as surely as television, vacuum cleaners and washing machines,” he said. “We just happened to be a little premature.”

Video will keep its facilities in Bartlesville and hopes to resume its operations when conditions are more favorable, Griffling said. This probably will be after the current glut of pre-1948 motion picture releases on television has waned.

Griffling said Video is going ahead rapidly with its expanding community antenna program and will be in a position to promote TM on a wide scale when the time is more favorable.

Grateful for Cooperation

“I want to thank the motion picture producers who have cooperated with us in this venture. Without their help we obviously couldn’t even have given telemovies a trial. We believe the things we have learned at Bartlesville will eventually help the entire motion picture business. We know the cable theatre is technically sound; the problem now is to make it economically feasible.”

Video opened its TM operation last September, and after four weeks trial run began charging 99.50 a month for about 30 pictures on two channels. The number of subscribers rose to 600, but began dropping as the flow of movies on television reached flood proportions.

With subscriptions down to 300, the company cut its price to 51.45 a month and presented movies on one channel, using the second channel for background music and adding community antenna service and Sunday morning matinee art films.

The change produced renewed interest and a gradual increase in number of subscribers, which passed the earlier high mark.

Video was unable to obtain satisfactory meters to go into the kind of system it was convinced it needed, the high cost of operation made impossible to continue under the present rates.

Meters Not Made in Quantity

In a letter notifying its subscribers of termination of the Telemovies’ service, the Video operation in Bartlesville said that while subscription television meters have been designed “none has been manufactured in quantity, hence we must suspend service until our needs can be met.

We had hoped to continue operations during this interim, but modifications of our contractual obligations was forthcoming.”

“Because this is suspension of activity rather than abandonment,” notification continued, “we plan to leave our equipment still under its warrant unless you advise us—no, that you prefer it removed. We are enclosing an invoice that will admit your family free to any theatre in town,” the letter closed. “We hope you retain your interest in motion pictures, and certainly your patronage of your local theatre.”

Regal to Halt 30 Day

Hollywood, May 22 — Films President E. J. Baumgarten announced today that plans for 30 day advance begin on June 2. Production preparations for the 18-picture Regal-Fox deal resume June 30 for October shoot.
TELEVISION

By Sherwin Kane

ESPIE the not unexpected termination of televisions service in Bartlesville, Okla., on June 6 may in the industry will agree that an experiment was more than worthwhile and that the lessons learned on the nine months test are of substantial value not only to the sponsor, Independent Theatres of Oklahoma City, but also to this industry as to all those interested in subscription television.

The cost of the experiment to Video dependent is conservatively estimated at a quarter of a million dollars. One of the principal items is the telephone company's obligation to put a telephone company at a three-year and for the special cables run for the televisions operation.

That is a considerable investment in a circuit to make for the sake of being a trail-blazer. But the experience has not discouraged Video.

Henry Grilling, its president, says still believes televisions can be made economically successful and plans to resume operations as soon metering devices are available.

Among the lessons learned, he pointed out, was that home subscribers want to select their own programs and pay only for what they choose to view. In Bartlesville, subscribers were required to pay a base fee, originally $9.30, later reduced to $4.95. Grilling said it was also learned that the operation can be placed on a much more economical plan and, while it cannot compete with free movies on TV, it can be made more attractive with varied programs and prices.

These and other lessons, obtained at substantial cost to itself, are offered by this pioneer in the presentation of live films to home for a price to all who are interested, and they are many indeed. The televisions experiment will provide much food for serious thought on producers and distributors of films, among exhibitors as most adversely, among those interested in the production of subscription television. All are indebted to Video for what has done, and for what it yet may do in Bartlesville.

ORDERLY RELEASE REPORT

For Final Period Ready

Reports on the orderly release plans of major companies for the final quarter of the year and early next are scheduled to be disclosed by Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, at a trade press meeting at the AB-PT home office tomorrow.

The release information was given to Hyman and Leonard Goldenson, AB-PT president, by company heads and sales executives in a series of recent meetings (Continued on page 3)

Big Promotions Set

For Columbia's 'Key'

Due to the increasing importance of the foreign market and the need for combined effort in both the foreign and domestic areas to get fast results on big pictures, Columbia will premiere "The Key" in London May 29, and at the Brussels Fair the next day.

The picture will be screened privately for opinion-makers, the press, radio and television representatives (Continued on page 5)

Florida Group Endorses

Business Building Plan

Special to THE DAILY

JACKSONVILLE, Fla., May 25—The board of directors of the Motion Picture Exhibitors of Florida, an affiliate of Theatre Owners of America, has voted to "heartily endorse" the (Continued on page 2)

Films Should Respect God's Image in Man

And Not Degrade Mankind, Says German Bishop

MUNICH, Germany, May 22 (By Air Mail)—Film producers should respect the likeness of God reflected in man and not degrade mankind, Bishop Karl J. Leiprecht of Rottenburg, episcopal sponsor of the German Catholic Film League, said here. The Bishop's speech, delivered at the annual meeting of the German Catholic Film Commission held last month, was published in the proceedings of the meeting by the commission.

Bishop Leiprecht praised those who have avoided immorality in making movies. But he warned against confusing fantasy with reality in films. Such confusion may result in a distorted view of life, he said. He condemned producers who entice people to attend pictures by playing up the lower passions at the expense of what he called the "true dignity of humanity."

His Eminence Joseph Cardinal Wendel presided at the meeting of some 100 delegates, representing Germany, Austria and Switzerland.

JERROLD DEVICE

No Date Is Set

For Marketing Pay TV Meter

PHILADELPHIA, May 25—Although a demonstration of Jerrold Electronics' new metering device for subscription television will be held sometime in June, the company cannot predict at this time how long it will take to get the device into commercial production for the market, it was stated here on Friday.

Jerrold made the televisions equipment used in Video Independent Theatres' nine-months experiment in Bartlesville, Okla., which will be continued.

List Ind. Earnings

$738,001 in Quarter

List Industries Corp. and its subsidiaries, including RKO Theatres, had consolidated earnings of $575,000 before special items for the first quarter of 1958, ended March 31. The financial statement, issued at the weekend, did not report theatre income separately but grouped it with that of the other List companies.

Net income for the quarter was (Continued on page 2)

Regional Unit Maps B-B

Fund Drive for Jersey

Plans for a fund raising campaign among northern New Jersey exhibitors for the all-industry business building campaign were mapped at a meeting in the Stanley Warner offices here late last week at which Samuel (Continued on page 2)
Phil Isacs Named To Fruchtman Post

Phil Isacs, Paramount Pictures Eastern sales manager, has resigned to join the Jack Fruchtman Management Corp. of Baltimore, Md., effective June 30, as general manager. The circuit operates 10 theaters in Baltimore and vicinity.

Hugh Owen, vice-president of Paramount Film and Television Corporation, said at the weekend Isacs' resignation was accepted "reliably and regretfully." Isacs was promoted to assistant Eastern sales manager from Rocky Mountain division manager in March, 1937.

Had Served in Washington

Previously he had been Paramount Washington, D.C., branch manager of the Federal Communications Commission and had been with the company as head booker, office manager and salesman in several territories.

Regional Groups

(Continued from page 1)

Rosen, SAV executive vice-president, and chairman of the regional board committee, presided.

Present at the meeting were Walter Reade, representing Theatre Owners of America; Wilbur Snaper, Allied States; Sid Stern, New Jersey Allied, and Murray Miller, who will head solicitations of theatres other than Allied and TOA. Joseph Alterman and AL TOA headquarters also attended. A regional meeting to launch the campaign will be held early in June.

Florida Unit

(Continued from page 1)

industry's business building campaign. Activity was taken at a meeting here last week.

Actors will be forced to the business building campaign executive committee in New York by B. B. Carpen-ter, president of the unit, with the observation that "you can count on a fine response from Florida."

Cross Sworn In

WASHINGTON, May 25—John S. Cross was sworn in as a member of the Federal Communications Commission Friday, bringing the commission back to full strength for the first time since the resignation of commissioner Richard Mack, whom he replaced.

No Date Set

(Continued from page 1)

cluded June 6. In announcing suspension of the tests, Video said lack of full development of teleportation device was the main reason for the decision and that it may resume telecasting operations when the device becomes available.

"We are going ahead with a full program of full-scale production of the meter as soon as practicable," a Jerald spokesman said. "However, it is impossible to say at this time when the meter will be ready for the market. We hope to be able to have the answer at the time of our demonstration, or by the end of June at the latest."

Three Other Types

Other pay TV metering devices have been developed by Paramount's Telemeter, Zenith's Phonevision and RCA, but none have the device in commercial production at this time.

List Ind. Earnings

(Continued from page 1)

$634,090 after $103,911 net loss on disposal of properties. Earnings amounted to 74.1 cents per share for the first quarter. This year Federal income taxes are anticipated by the corporation on a consolidated tax basis during 1938, and thus no provision for such taxes was charged against earnings for the first quarter this year. The 1937 first quarter provision for such taxes amounted to $425,000.

Slightly Above 1937

The 1935 quarter earnings compare with $711,917 for the same period in 1937, when net income was $612,871 after special items of $99,040.

List Industries Meet Adjourned to June 20

The annual meeting of List Industries' stockholders, which is scheduled to vote on the proposed merger of the RKO Theatres' parent company with Glen Alden Corp., was reconvened here for the fourth time on Friday and then further adjourned for four days to Friday, June 20, without further action.

List is awaiting the outcome of litigation between several stockholders of the two companies to halt the merger.

10 for Hofberg

Four French and six Italian films have been acquired by Hofberg Productions, Inc., for release next fall. The French films are "La Cavalcade Des Heurs," "Francois Villon," "Fantastique Night" and "Pour D'amour." The Italian pictures include "No One Returns," "The Girl from Naples," "Lack Comes from Heaven," "Let the Heart Suffer" and "The Ideal."
Badman’s Country
Warner Bros.

Here is a neat, concise little western of standard design, aimed at the action fan without frills or pretensions of being off-beat. “Badman’s Country,” in fact, is distinctly off-beat: the good guys are very, very, good; the bad guys are terrible; and a lot of rough and tumble (but not bloody) action takes place before virtue emerges triumphant.

The capable cast is headed by George Montgomery, who receives good assistance from Buster Crabbe, Neville Brand and Gregory Walcott. Orville H. Hampton’s screenplay, while centering on a fictional champion, emphatically employs such historical personages as adding verisimilitude. They are Wyatt Earp (Crabbe), Bat Masterson (Walcott) and Buffalo Bill (Makepeace Declaration).

The story focuses on Montgomery, a New Mexico law man, who hands in his badge before moving to Abilene to marry pretty Karen Booth. He has the mistaken idea that once he takes off his badge he can settle down in peace. He finds Abilene, however, menaced by outlaws, who are awaiting a big money shipment. A compliant citizenry is for letting the outlaws take over what amounts to all civic duties. He finally calls in Bat and Wyatt, and the three law men, with the belated assistance of the townfolk, force the showdown with the outlaws that is both suspenseful and spiritually satisfactory.

Brand and Russell Johnson are appropriately gross and wicked as the outlaw leaders. Fred F. Sears directs, and Robert E. Kent produced the Peersless Production for Warner Brothers release.


Vincent Canby

Gang War
Regal—20th-Fox

“Gang War” is not the most precise title that might have been devised for this melodrama, which was filmed by Regal Pictures in the streets and byways of Los Angeles. There is a brief battle for control of gambling operations by two rival criminal groups, but this is entirely incidental to the main plot.

The latter is mostly concerned with the dilemma of a male school teacher who witnesses a murder in a parking lot one dark night. He doesn’t want to become involved in the case, but the police convince him it is his civic duty. His agreement to testify leads to the death of his wife at the hands of a hoodlum, and the teacher sets out on a mission of personal vengeance. Before he can effect it, the gang leader he is after is deserted by rival criminals.

The teacher is played by Charles Bronson, who usually is cast as a villain. Other actors include Kent Taylor as a disreputable lawyer who rotates John Doucette as an unorthodox racketeer seeking social prestige; and Jennifer Holden, Gloria Henry and Gloria Gay as various females associated with the men. The picture was produced by Harold E. Knox and directed by Gene Fowler, Jr., from a script by Louis Vittes.

Without a strong hero or heroine to root for, the audience is left for its diversionism with a little sex and a few spurts of violence. “Gang War” is strictly minor melodrama.


R.G.

Loew’s Still Making ‘Revitalizing’ Changes

Loew’s, Inc. is continuing its program of effecting changes within the company designed to “revitalize” it. Joseph R. Vogel, president, tells stockholders in a letter issued at the week-end preceding a full report on the annual meeting in February.

“We have come a long way under this program,” Vogel states. “We are not finished. I can say, however, that we are working on it day and night and that we shall continue to do so until the job is done.”

Vogel goes on to point out that release of all the “unprofitable pictures” made before he took office is almost completed.

UA Sets Distribution For Records Abroad

Contracts for the distribution of United Artists records in 23 of the world’s major markets were signed last week, involving leading distributors in each territory, it was announced by Max E. Youngstein, president of United Records, Inc.

Arrangements were set in England, Germany, Australia, Italy, South Africa, Norway, Greece, Denmark, Switzerland, Finland, Holland, Sweden, India, Hong Kong, Pakistan, British West Indies, Israel, Lebanon, Syria, Iraq, Egypt and British East Africa. In all territories UA’s record distributors will work closely with the parent company’s subsidiaries or agencies, which handle film distribution in the same areas. In England, the new UA record distribution affiliate is Decca Records Company, Ltd. Negotiations are continuing for the other territories of the world.
### Allied Artists

**Never Love a Stranger** by John Barrymore, Lila Milne

**The Angry Age** by John Boorman, Norman Rossington

**The Goddess** by Keenan Wynn, Lillian Bridges

**Snowfire** by Molly McCook, Don Magowan

**Bullwhip** by Cary Matlin, Rhonda Fleming

### Columbia

**The Lineup** by Peter Graves, Donald Marsh

**The Law and Jake Wade** by Robert Taylor, Richard Widmark

**Fiend Without a Face** by Marshall Thompson

**The Colossus of New York** by Ross Martin, Otto Kruger

### M-G-M

**The Sheepman** by Shirley MacLaine, Jane Wyman

**Hot Spell** by Shirley Booth, Anthony Quinn

**Space Children** by John Williams, Mildred Ray

**The Color of Our New York** by Ross Martin, Otto Kruger

### Para.

**Modern High School Confidential** by Carol Ohmart, Andrea Marcil

**Rock-A-Bye Baby** by Carl Stolz, Luise Rainer

**Gunman's Walk** by Bob Steele, Bob Steele

**Life Begins at 27** by Mark Damon, Dorothy Jibson

### 20th-Fox

**I Married a Woman** by Robert Ryan, Alisa Talbott

**Fort Massacre** by Jack Croff, Forrest Tucker

**Thunder Rock** by Robert Mitchum, Janis Joplin

**Edge of Fury** by Michael Higgins, Al Carpo

### United Artists

**God's Little Acre** by Robert Ryan, Aldo Ray

**Tough Gun in Tombstone** by Montgomery Clift

**Thunder Road** by Robert Mitchum, Janis Joplin

**Jungle Hunt** by Robert Mitchum, Al Carpo

### Univ.-Int'l

**The Left Hand of God** by Paul Newman, Lila Muñoz

**Violent Road** by John Marlow, Dick Foran

**I Love You, Young Man** by Richard Day, Lawrence Humbert

**Manhunt in the Jungle** by Robert Mitchum, Al Carpo

### Warners

**The Fagans** by John Howard, Carley Mitchell

**Cry Baby Killer** by Jack Nicholson, Carley Mitchell

**Gunsmoke in Tucson** by Mark Stevens, Gail Robson

**The Rise and Fall of Pompeii** by John Howard, Carley Mitchell

**Let's Rock** by Julius La Rosa, Phyllis Newman

**She Played With Fire** by John Haws, Arleen Dohle

### Others

**Machine Gun Kelly** by Charles Bronson, Susan Cabot

**The Bonnie Parker Story** by Dorothy Provine, Jack Palance

**Stage Struck** by RKO (TV) by Nancy Klein, Susan Strasberg

**Liani** by Marion Mchale, Harry Keough

**Time Lock** by Robert Beatty, Lee Patterson

**The Secret** by Sam Wanamaker, Sandy

**Hell Drivers** by Rank F. O. A. by Stanley Baker, Herbert Lom

**Robbery Under Arms** by Rank F. O. A. by Peter Finch, Ronald Lewis

### Key:
- CS — CinemaScope
- VV — VistaVision
- N — Natorama
- (Rev.) — Motion Picture Daily Review Date
Big Promotion

(Continued from page 1)

al exhibitors early in June at Chi-
go, Cincinnati, Cleveland, Dallas, "etroit, Los Angeles, Minneapolis, new York, Pittsburgh, San Francisco, oronto and Washington. These ennings, it is figured, will stir up
iedered word-of-mouth advertis-
g.

This screening procedure will
nostacte the effectiveness of
ussia’s developing plan to more
atively integrate the activities of
es advertising and promotion,” Paul
zarus, Jr., Columbia vice-presi-
d, said here Friday.

Departments Combined

Under the new technique, the func-
tion of the domestic and foreign
ucility departments are combined.

is estimated that 25,000 persons
ill see the picture in these advanced
orings. All publicity depart-
ents will be alerted and made
larial with all the details of the pro-
on plan.

The London premiere will be at-
by Arthur Rank, who wrote,
d producer, Carol Reed, the direc-
, and William Holden and Sophia
ren. Holden and Miss
en will also go to Brussels.

Investigator’ to Star
Chapman, and St. John

“The Investigator,” an hour
ev mystery program originating in
or, will start Tuesday, June
8 P.M., EDT, on the NBC-TV
etwork. It will star Lonny Chapman
he title role and Howard St. John
he part of the private investiga-
father.

The program, an MCA production
ociation with the NBC Televi-
Network, will be produced by
 Mark Smith and directed by
Reed and William Grubon.
It will take the time-spot of the
uesday night colorcasts which have
red Eddie Fisher and George Go-
el on alternate Tuesdays.

BS Promotes Rapp

George J. Rapp has been appointed
ount executive in the Chicago
ce of CBS Television Spot Sales,
thur C. Elliott, Midwestern sales
ager, has announced.

You know when you want to know with

MOTION PICTURE
ALMANAC and
TELEVISION ALMANAC
on your desk . . .
Each $5—In combination $8.50 Postpaid
QUIGLEY PUBLICATIONS
1270 Sixth Avenue, New York 20
Covering the country from a central point

"UNITED RESERVED AIR FREIGHT GIVES WARD'S CUSTOMERS FAST FASHION SERVICE"

— T. C. HOPE  
General Traffic Manager  
Montgomery Ward, Chicago

"Our distribution center for mail order fashions is in Chicago. Yet we give overnight delivery in key cities coast to coast, thanks to the speed of United Air Freight. But speed alone isn't the whole story. The personal attention we get from United is equally important to us. Their dependability, too. United delivers on time."

UNITED AIR FREIGHT RATES ARE LOW

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*These are the rates for many commodities. They are often lower for larger shipments. Rates shown are for information only, are subject to change, and do not include the 3% federal tax on domestic shipments.

LOW RATES are only part of the story of Air Freight's advantage. Even more saving is reflected in reduced inventory, economical packaging and insurance. United speed and 80-market service offer you distinct competitive advantages.

IT COSTS NO MORE FOR EXTRA DEPENDABILITY—ON UNITED, THE RADAR LINE
H. Mirisch Sees Four Important 'Revolutions' in U.S. Industry

By PETER BURNUP

LONDON, May 24 (By Air Mail)–Harold Mirisch, here, primarily, to negotiate for the production on the New York stage and on film of Leslie Storron's "Roar Like a Dove," commented to the press on the general state of the industry. "Developments now taking place," he declared, "will result in major and revolutionary changes in the American branch of the industry."

He crystallises those developments as 1. The eventual divorce of production and distribution; 2. The reorganisation of the present, multi-production companies into companies that will devote their efforts primarily to financing; 3. The change-over of the physical (Continued on page 4)

TV Station Transfer
Fees Urged by Harris

From THE DAILY Bureau

WASHINGTON, May 26 — House Commerce Committee chairman Harris (D.Ark.) said he would introduce legislation to turn over to the government part of any excessive prices that TV station owners receive when they dispose of their stations.

Harris indicated he hoped this (Continued on page 5)

Ill-Equipped Theatres Hurt B-B Campaign, Says Lewis

Shabby and ill-equipped theatres were called a burden to the industry's business building campaign in a statement here yesterday by Merlin Lewis, executive secretary of the Theatre Equipment and Supply Manufacturers Association.

Pointing to contributions of exhibitors as well as producers and distributors to a fund to "bring patrons back into the country's theatres through advertising and publicity," he voiced the opinion that the effort cannot succeed in the long run unless theatres 

(Continued on page 5)
**PERSONAL MENTION**

J W. BANTAU, Fox West Coast • Theatres director of purchasing and maintenance, was in Detroit over the weekend from Los Angeles.

HARRY F. SHAW, division manager for Loew’s Poli-New England Theatres in New Haven, Conn., has returned from a Southern cruise.

CLEM BEAUCHAMP, Stanley Kramer production manager, and RUDY STERNAD, production designer, have returned to Hollywood from Australia.

MRS. MANNING CLAGGETT has given birth to a girl in Annapolis. Father is director of the State Legislative Service for Motion Picture Association of America.

FRED R. GREENWAY, retired manager of Loew’s Palace, Hartford, and Mrs. GREENWAY have temporarily postponed their departure for their new home in Los Angeles.

AMELIA SCANSABOLI, of the Buena Vista exchange in Cleveland, has been married to MICHAEL PACINI.

**Krim Makes One Film, Acquires One Japanese**

Special to THE DAILY

LOS ANGELES, May 26, — Mac Krim has returned from Japan where he purchased television picture and acquired American rights for another production. His Japanese film is entitled “Models for Murder,” and Krim plans either to dub or caption the film for the English-speaking market.

The American rights are to “Sayonara No Shima” (“Island of Good-bye”), which has not announced distribution yet.

Krim is originally a Detroit, a member of a family which has been in exhibition for 50 years. This marks a return to show business from activities in West Coast real estate.

**P. R. for Cinemirage**

CHICAGO, May 26.—Aaron D. Cushman & Associates has been appointed public relations counsel for Cinemirage, the new screen process of National Theatres, Elmer Rhoden, NT president, has also named Bill Breval to the position of promotional director here. “Windjammer,” first picture in the process, opens at the Opera House on June 26.

**SPG, AMP**

(Continued from page 1)

been ruled out of order when a member of the SPG attempted to bring it up at the group’s annual business meeting held Friday afternoon. George Sidney was named president of the guild for the eighth consecutive term, being prevailed upon by the membership to accept after he made known his desire to step aside.

George Stevens was elected first vice-president by approximately 500 attending the meeting. Others elected were John Sturges, second vice-president; John Rich, secretary; Leslie Selander, treasurer. Named to the board were Claude Binyon, Frank Borzage, Stuart Chapin, George Goldbeck, Sheldon Leonard, Delbert Mann, Rich, George Seaton, William Wellman, and Robert Wise. Holdover board members include Delmar Davis, Cecil B. De Mille, Henry King, Sidney Franklin, Stevens, King Vidor, George Waggner and Don Wise.

Assistant Directors Named

Assistant directors elected Dick Modor, president of their council. Others elected were Ridgway Backlow, first vice-president; Robert Vreevald, second vice-president; Jack Berne, treasurer; John Rich, secretary; Henry Brill, treasurer. Elected to assistant council were William Beaudine, Jr., Ralph Black, Brill, Bruce Fowler, Jr., Paul Helmick, Richard Herkimer, William Hyneman, and Harry Sherman. Holdover counsel members are Eugene Anderson, Jr., Berne, Calbow, Carter De Haven, Jr., Ray Connell, Frank Losee, Moore and Vreevald.

‘Viking Week’ Here

Proclaimcd by Wagner

Mayo Robert F. Wagner yesterday proclaimed New York’s observance of “Viking Week,” June 9-16, in honor of the world premiere celebration of Kirk Douglas’ production, “The Viking.” The United Artists release will have a dual opening on Saturday at the Astor and Victoria Theatres at Times Square on June 11 for the benefit of the Crown Princess Martha Friendship Fund under the sponsorship of the American-Scandinavian Foundation and the Norweigen’s Federation. Proceeds from the premiere will be used to finance a scholarship exchange for American and Norwegian students that will be used to study in one another’s country.

**UA ‘Vikings’ Lunch**

Motion picture trade editors will be guests of United Artists at a Viking-style luncheon next Monday aboard the Norwegian-American liner Odfjell, with connections with Washington and turning world premiere of Kirk Douglas’ “The Vikings” at the Astor and Victoria Theatres on Broadway.

German, NSS Donate Prizes for Golf Fete

Four winners in the seventh annual film industry golf tournament being sponsored by the Hollywood Cinema Lodge of B’nai B’rith at the Vernon Hills Country Club at Tuckahoe, N. Y., on Thursday, June 12, will be awarded prizes donated by German's, NSS. Some runners-up will receive prizes donated by Hollywood Screen Service, it was announced yesterday by Martin Levine, tournament chairman.

Additional golf prizes and trophies are now being set and it is expected that everybody attending the bandwagon which follows the tournament, will get one of the door prizes being donated by industry companies and organizations.

Lider, Lockwood Will Speak on B-B Program

Special to THE DAILY

BOSTON, May 26. — Edward W. Lider and Arthur W. Lockwood, as joint co-chairman of the industry’s business-building program, will speak to New England exhibitors at the Sindiciner ticket-selling workshop to be conducted by Mike Sindiciner on the Hotel Bradford. Lider and Lockwood will explain the purpose of the program and how the money will be spent during the luncheon period of the workshop.

**Vidor Wins in Suit**

Producer-director Charles Vidor yesterday won his suit in New York Supreme Court to secure the rights to film the life of the late dancer Nijinsky. The case concerns Henry Clay Greenberg of Chicago, who has claimed he had granted exclusive rights to the life story of her husband. Serena had charged he had spent the picture rights, secured through Bass.

**Marjorie’ $700,000**

Worser Bros., “Marjorie Morningstar” will wind up tomorrow night with a “very strong” gross of approximately $700,000 for its five-week stay at Radio City Music Hall, Warners said yesterday. The company’s “No Time for Sergeants” will open on Thursday over the Memorial Day holiday.

**Rank Due in Columbus**

Two Rank Organization films, “The One That Got Away” and “Night Ambush,” will open Wednesday at the 10-theatre multiple run in Columbus, Ohio.

**NEW YORK THEATRE**

**RADIO CITY MUSIC HALL**

**MARJORIE MORNINGSTAR**

Starring

**GENE KELLY • NATALIE WOOD**

A Warner Bros. Release • In Technicolor and Gala New Stage Spectacle

**MOTION PICTURE DAILY**

**Industry Loan (Continued from page 1)**

about. One way of doing it we be to obtain the government’s assurance in guaranteeing the companies loans at a rate of 4 or 5 per cent, a result employing the principles of the F or RFC procedures, in return for a small, additional interest charge. This would result in putting industry in a much stronger position, than at a current basis, Pinanski and would give it a firmer base of stability. Loans on the properties should be made available to exhibitors similarly, he contends.

Urges Industry Economies

“The industry can help itself in many ways, economizing in many of its operations in both exhibition and production, and in the coming weeks as the industry produces new shows for its mass audience, it will be essential to have a much better production organization. Procedures such as that should be included in a very simple, blueprint—everything that helps do the cost of film should be a part of the project. I think companies need a long-term financial basic and government could and should make that possible by guarantee industry loans.”

Catholic Paper Praise

“Bernadette,” “Marcel

Catholics have an obligation to support decency and beauty on screen,” the “Brooklyn Tablet” declared in an editorial in its May issue.

Singing out two pictures for official commendation, the Catholic censor paper declared, “Our cries for more such artistically and morally wholesome pictures will fall on deaf ears if we fail to give ‘Song of Bernadette’ and ‘The Miracle of Monte Carlo’ the support they deserve.”

Krim Aids N. Y. Fund

Arthur Krim, president of Uni Artists, has been appointed chairman of the amusement groups in the �7-ly-owned corporations division of the 20th anniversary campaign of Greater New York Fund.
Bullfighting is one thing. Throwing the bull is another. Pardon us if we fight the bull without sidestepping the facts.

Recent authoritative bulletins tell us that Trailers hit the bull’s eye with the public... getting “top mention” for reliability over all other forms of motion picture advertising*... and attracting $429 out of every $1,000 in box office admissions**.

These are the facts. Bully for trailers!

*Opinion Research Corp. of Princeton Report for the Motion Picture Association.

**Sindlinger & Co. Survey prepared for a group of national theatre clients. Copies on request.
Door Closed to Tax Relief

(Continued from page 1)

MOTION PICTURE DAILY

Tuesday, May 27, 1958

Stars in Atlanta for 'Proud Rebel' Premiere

Special to THE DAILY

ATLANTA, May 26—Three stars of "Proud Rebel"—Alain L. Oliveira de Havilland and David L. and its producer, Samuel Goldwyn Jr., will arrive here from Hollywood and New York today to attend Wednesday's charity premiere of Italian Vista release release. The stars are coming on the Trail, while Miss de Havilland is flying here from New York. Miss de Havilland was a part of the star-studded line-up at the opening of "Proud Rebel," which was attended by the opening of "Proud Rebel,” which was attended by the opening of "Proud Rebel,” which was attended by the opening of "Proud Rebel,” which was attended by the opening of "Proud Rebel,” which was attended by the opening of "Proud Rebel,” which was attended by the opening of "Proud Rebel,” which was attended by the opening of "Proud Rebel,” which was attended by the opening of "Proud Rebel,” which was attended by the opening of "Proud Rebel,” which was attended by the opening of "Proud Rebel,” which was attended by the opening of "Proud Rebel,” which was attended by the opening of "Proud Rebel,” which was attended by the opening of "Proud Rebel,” which was attended by the opening of "Proud Rebel,” which was attended by the opening of "Proud Rebel,” which was attended by the opening of "Proud Rebel,” which was attended by the opening of "Proud Rebel,” which was attended by the 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Lewis Asks Improved Theatres

(Continued from page 1)

closed stencil, and conversely, the theatre owner who makes his premises pleasant to his customer, is going to do a bigger and better business with the top-notch film fare that the film companies are about to put into general release.

The condition of poor theatres described above relates to the "conventional theatre." But the drive-in theatres, with broken ramps, poor sound system, and with tinny sound from an inadequate amplifying system, is most certainly going to lose out to his competitor unless he does something to improve his plant. Many drive-in theatre operators seem to be content to turn over their film buying and booking to someone else, to let a concessionaire handle the preparing and serving of food to his patrons without being very deeply concerned with what and how his patrons are served.

It is evident that the theatre cannot expect to benefit from the motion picture industry's business building campaign unless he is willing to take a good look at his own operation and decide whether or not the switch to the drive-in theatre is going to come back to his individual theatre and be satisfied with his comfort."

"Talk Sense Crusade"

(Continued from page 1)

tell exhibitors in an eight-week "talk sense crusade" covering every U.S. and Canadian exchange center. He will leave Saturday to plead directly to theatremen, salesmen and bookers for closer liaison between exhibitor and producer. He predicts a substantial upsurge at the boxoffice and the recapture of a hefty percentage of the public-enterertainment dollar by an enthusiastic rebirth of ticket-selling showmanship.

Operator of 60 theatres, Lippert expresses confidence in the policy of boycott negotiations by Irwin Adler, head of 20th Century-Fox for spending more money on more and bigger pictures than ever before. As a feature of his tour, he will conduct exhibitor seminars and screenings of upcoming product.

O. H. Stacy, 73

ALBANY, N. Y., May 26.—Funeral services were held today for Oliver H. Stacy, 73, who at various times had been owner, partner or manager of the Colonial, the Majestic and the Empire Theatres in this city. Stacy died at his home Friday, after a long illness.
DON'T BE AFRAID OF THE FLY
EVEN IF IT SCARES THE WITS OUT OF YOU

*Nothing to fear once you set aside choice playing time in July for 20th's shock-surprise showmanship special!
Stresses Confidence

Optimism’ Key To 1958 Plans, Says Warner

Cites Slate of 45 Films Completed or in Work

By SAMUEL D. BERN

HOLLYWOOD, May 27 — “Opti-

mism” was defined today by Jack

W. Warner, president of Warner

Brothers, as the keynote for

the studio’s planned program of

production extending throughout

1958, with 10 major films now in

work or scheduled for production
during the summer.

As evidence of our confidence in

what is being planned for pictures, Warner Brother

has 35 important pictures in process.

(Continued on page 5)

Scranton Corp. Buys Roach Studio Control

By VINCENT CANBY

All the major stock of Hal Roach

Studios has been acquired by Scran-
ton Corporation, which henceforth

will operate the Hollywood organiza-
tion as a wholly owned subsidiary.

Alexander L. Guterman, president and

director of the corporation, and

Jack Canby, president of Scranton,

announced here.

(Continued on page 4)

NTA Granted Delay in Suit Against UA Corp.

National Telefilm Associates has been

granted a delay in the trial of its

suit against United Artists and others.

through a new ruling in the case by

Supreme Court Justice Stein, report-

ed here yesterday.

(Continued on page 5)

Television Today

177 Features to Year’s End Set For Orderly Distribution: Hyman

Nine national distributors will release a minimum of 177 features from May

to the end of the year, according to information obtained by Leonard Golden-

son, president of American Broadcasting-Paramount Theatres, and Edward L.

Hyman, vice president, from distribution exec-

utives in their continuing cam-

paign for orderly releases.

Hyman said yesterday that

the number is believed to be

numerically more than for the

same period last year, and

that qualitatively it is assur-
dedly better. He said that

(Continued on page 5)

May Make New Plea for SBA Drive-In Loans

From THE DAILY BUREAU

WASHINGTON, May 27—The Senate Small Business Committee will probably

make a new plea to the SBA to make drive-in theatres eligible for SBA

loans.

Committee officials indicated following receipt of a letter from

Philip Harling of the Theatre Owners of America asking the committee to

make a new pitch to SBA.

(Continued on page 5)

SDG and Producers Confer Tonight on Pact

From THE DAILY BUREAU

HOLLYWOOD, May 27—Representa-
tion of the Screen Directors Guild will meet with motion picture and
television producers tomorrow night at the headquarters of the Asso-
ciation of Motion Picture Producers here in a final effort to reach an
agreement to ward off the SDG June 2 deadline for a walkout.

Herman Robbins Will Remain on MPA Board

Herman Robbins, president of Na-

tional Screen Service, announced

yesterday he had withdrawn his letter of resignation from the Motion Picture

Association.

Robbins will continue to serve as a member of the MPA board, repre-
senting NSS, the announcement stated.
PERSONAL MENTION

JAMES E. PERKINS, president of Paramount International, will leave here by plane today for Paris and other cities of Europe.

Leo F. Samels, president of Buena Vista; Irving H. Ludwig, domestic sales manager, and Nto Clarke, foreign sales manager, have returned to New York from Hollywood.

Bruce Eels, head of United Artists Television, left New York yesterday for the Coast.

Mrs. Dave Tomus has given birth to a son, her third, at Mary Immaculate Hospital, Long Island. Father is in the treasury department of Motion Picture Association of America here.

Howard Minsky, Eastern sales manager of International Telemeter Corp., is in Toronto today from New York.

David Lewin, film critic of the London “Daily Mail,” will return to England today from New York via B.O.A.C.

AIP Will Concentrate On Domestic Market

From THE DAILY BUREAU

HOLLYWOOD, May 27.—American-International Pictures will in future concentrate on new features at budgets that can realize a profit from domestic exhibition alone, AIP executives James H. Nicholson and Samuel Z. Arkoff declared here, following a 30-day survey of Europe. They view the world wide market as “risky and unreliable.”

“Expectation of profit from the foreign market is forcing American film makers into dangerous expenditures which led to failure more often than not.” Nicholson declared. “Producers should make pictures for the U.S. and Canada first and stop counting on the foreign market. It is tough enough making feature pictures a successful exhibition here, let alone trying to make pictures which will satisfy a hundred other markets around the world.”

During their foreign survey the AIP men tabulated the “Thou-Shalt-Nots” of 12 European countries and expressed their “bewildernment” that anything was left to show “after a feature had passed through the various national film courts.”

Further Comments Made On U.S. Films Impact

Supplementary comments from internationally known personalities on the impact and effect of U.S. motion pictures abroad have been received by Eric Johnston, president of the Motion Picture Association, and were released here yesterday.

Johnston first released a report on the subject back in April in which he said that 85 per cent of American films shown in foreign countries create “a favorable attitude” toward this country. The statement was based on a survey designed to answer criticisms of the influence of Hollywood films abroad that are heard from time to time.

Views by Foreign Officials

The supplement to this report issued yesterday contained comments from such persons as President Juscelino Kubitschek of Brazil; Vicount Kemsley, chairman of the Kremsky Newspapers of Great Britain; Nagata Murayama, president of the Asahi Shimbun, Japan’s largest newspaper; and J. B. Frizell, OBE, director of education, city of Edinburgh, Scotland.

‘Dracula’ Has Bow Here

Universal’s “Horror of Dracula” had a midnight preview at the Mayfair Theatre here last night with many mace faced “Bungs,” including “courage cocktails” for the audience and an opportunity to file their last will and testament before seeing the picture. Stars of Broadway legitimate shows accepted invitations to the festivities, which included a midnight to 6 A.M. “color radio cast” on WOR’s “Long John Show” heard in a 21-state area.

Decca Dividend

Directors of Decca Records, Inc., yesterday declared a regular quarterly dividend of 25 cents per share on the company’s capital stock, payable June 30, to stockholders of record June 16.

Strong Carbon Arcs at Brussels World’s Fair

Six of the most powerful carbon arc spotlights ever built have just been shipped by the Strong Electric Corp., Toledo, to the Brussels World’s Fair, to be used for the Wild West and Rodeo-Show designed by George Murphy, film executive.

Designed for Long Projection

According to Arthur J. Hatch, president of Strong Electric, the spotlights, which are high-intensity, D.C., were designed for the especially long projection distance required by presentation in a tent measuring 232’x71 feet. They have automatic arc controls and built-in power conversion transformers and selenium rectifiers, thus requiring no heavy rotating equipment.

Industry Credit Men Elect New Officers

The motion picture industry credit group of the National Association of Credit Men has elected the following officers for 1957-58: chairman, Joseph A. Tanney; SOS Cinema Supply; vice-chairman, Kern Moyse, Peerless Film Processing; committeemen, Jack Felters, D.R. Lab; Walter Lyman, Mecca Lab; Everett Miller, RCA Film Recording. The group includes film processing companies, equipment dealers and service and financial organizations.

Senate Names Wright

WASHINGTON, May 27.—Robert L. Wright, who prosecuted the Paramount case as a Justice Department anti-trust division attorney, has been named chief counsel of a Senate Judiciary Subcommittee studying patents, trademarks and copyrights.

‘Rooney’ Here June 5

The Rank Organization’s Irish comedy, “Rooney,” will have its American premiere at the Sutton Theatre here on Thursday, June 5.

UK Producers

(Continued from page 1)

now that he’s a horror specialist he hopes it’s a career; and as for her rolled London newspapers who, for instance (the Daily Express) call him “King of Nazis” he said the new men obviously all are his friends.

He added he is in a fortunate position: all the majors are chasing his role. He thanked Universal especially for the way, he said, it is putting Dracula over, and said its promotion department is one of the finest he has seen. He and his associates returned Tuesday, for a Sunday even. Luncheon yesterday also was birthday, Christopher Lee’s. His 65th.

First Canadian Feature World Premiere Set

Special to THE DAILY

TORONTO, May 27—“Now That April’s Here” film set for June 17 in international distribution by Canadian Film Distributors, which is releasing the picture.

The opening audience will include federal, provincial and civic dignitaries as well as musicians and writers from television and radio. All attend will be the new film’s producing-directing team of Norm Kehoe and William Davidson, the author Morley Callaghan, and the stars.

“Now That April’s Here” was shot entirely on location in and around Toronto to execute the Canadian performances and technicalities. It is made up of four different stories, all written by Callaghan.

The Accounting Dept.

For NT, Intermountain

Special to THE DAILY

DENVER, May 26.—The Fox Intermountain Theatres accounting department, headed by Harry G. Mays, treasurer, will move to Los Angeles to be merged with the accounting department of National Theatres July 1.

Meanwhile it was announced the Fox Intermountain has scheduled summer convention in Salt Lake City July 29-30.

Davis Now Executive V

Tyler Davis, senior vice-president of Endorsements, Inc., has been named executive vice-president of company, a chief administrator of the company, was announced yesterday by Jules M. Berti, president. Davis will continue to function also as chairman of company’s executive committee.
THE FANS ASK:
"Give us more fun like 'Don't Go Near The Water'!"

M-G-M ANSWERS
(With another riotously funny entertainment!)

This is Glenn Ford as the sergeant who promoted himself to "General."

This is Red Buttons, the corporal who kept his lips buttoned about the hilarious hoax.
(First role since his Oscar!)

This is Taina Elg, the French farm girl who spoke no English but could read minds.

M-G-M presents
THE WILDEST SNAFU THE ARMY EVER KNEW
GLENN FORD
IMITATION GENERAL
RED BUTTONS • TAINA ELG

Screen Play by WILLIAM Bowers • Based On the Story by WILLIAM CHAMBERLAIN
Directed by GEORGE MARSHALL • WILLIAM HAWKS • Picture
Scrantor Corp.
(Continued from page 1)
yesterday at a joint press conference.
In connection with the meeting, which
was said to involve the transfer of
“cash, stock and long-term notes
representing in excess of $12,500,000,”
are all the properties belonging to
the Roach Studios, it is planned that
in Culer City, all TV and motion
picture properties and film library.
Roach himself becomes the second
largest stockholder in Scrantron and
joins its board of directors.
A Lace-Making Firm
Scrantron, the acquiring corporation,
is a 60-year-old lace manufacturing
company of Scrantron, Pa. Its diversi-
dified interests now include the manu-
facture of aerosol cans and electronics
equipment. F. L. Jacobs, of Detroit,
the parent company, is described as a
leading manufacturer of automotive
parts. It just recently acquired the
Symphonic Electronics Corporation,
makers of conventional and
high fidelity phonographs.
At the press conference held yes-
terday in the Jacobs Company’s New
York offices, Guterman said the Roach
purchase had been made because Scran-
tron, in the entertainment
industry, TV has hardly seen the
beginning of its full potential. We
want to be in on the ground floor of
the new expansion.”

“Growth Program,’ Says Roach
Roach said he looked on the move
as part of a “growth program.” As a
result, he continues, the Roach
Studios will have the financial
backing to expand into all phases of
the entertainment industry.

Most importantly, he said, the move
will allow the Roach Studios to either
build or build up its own national
and international TV distribution
organization, and to return to the
field of theatrical production, in which it has
been more or less dormant since 1945
when it had concentrated on TV
production.

Roach said that negotiations for
theatrical properties are currently
underway and that if present plans
materialize, work will begin on the com-
pany’s first theatrical feature in July,
with five more to follow in the suc-
ceding eight months. The first of
these would be shot in Hollywood,
be said, but later properties might
be shot abroad, as is intended with some
of the company’s forthcoming TV
properties.

Silent Regarding Music Company
Roach declined to indicate whether
the Studios’ expansion into “allied en-
tertainment fields” would include the
organization of a music publishing
subsidiary (“Some of our customers
are in that business”) but he left the
impression that it was a possibility.

Roach continues as head of the or-
ganization, founded by his father,
with a five-year employment contract
to the company, “with options.”

In the course of the press confer-

REVIEW:
Indiscreet
Grandon—Warner Brothers

For her first film since winning the Academy Award a year ago, In-
grid Bergman has joined her popular co-star, Cary Grant, to make a beau-
tiful, sophisticated, if featherweight, comedy, “Indiscreet.” Some years back
the two made box office history in “Notorious,” and while this is an entirely
different sort of film, it benefits tremendously from the nearly
perfect blending of two top talents.

Their new vehicle, the screenplay for which was written by Norman
Krasna from his own stage play, “Kind Sir,” will present some problems
in the general market. In its point of view, subject matter and manner
of execution, it is strictly adult fare, with its principal appeal, probably,
for the ladies.

The story has to do with a famous London actress, Miss Bergman,
who quite willingly enters into a clandestine affair with an American
diplomat, Grant, on the assumption that they can never be married be-
cause he has a wife back home who will not divorce him. Later she
learns that Grant does not have a wife. He uses this excuse simply to
avoid questions of marriage. The switcheroo, before they do head for
the altar, is that she proposes they go on with their previous, extra-
legal relationship while he is pleading that she marry him.

It must be admitted that this central situation is handled with taste
and discretion. There are no objections on that score. However, pro-
ducer-director Stanley Donen and the stars have been hard put to find
very much wit in the Krasna screenplay. The first half of the film, almost
totally without action or real conflict, details the falling in love of the
pair. The last half, recounting Miss Bergman’s elaborate plans to make
Grant propose to her, is a good deal more spirited and gay, with some funny
lines and situations.

The ladies undoubtedly will appreciate this story of female triumph-
ater over the wily male, as well as the lovely clothes and settings in
which Miss Bergman moves with such style. They may also shed a tear or two
over her predicament, for Miss Bergman is incapable of giving an in-
substantial performance or appearing as an inconsequential personality.
Grant too is fine, and when the script allows him the chance, as in a
ballroom sequence, he performs with as much comic buoyancy as he
ever did.

Phyllis Calvert and Cecil Parker provide good support as Miss Berg-
man’s well-meaning sister and brother-in-law. The physical production,
photographed in excellent Technicolor, is sumptuous. Though most of
the action is confined to Miss Bergman’s apartment, there are some
beautifully photographed outdoor scenes of London at evening and at
night. Sammy Cahn and James Van Heusen have contributed a title
song, “This Weekend,” which, conceivably, could be used to exploit
advantage.

Others in the cast include David Kossoff, Megs Jenkins, Oliver John-
ston and Middleton Woods. The film is a Grandon production for War-
er release.


VINCENT CANDY

MGM Plans Janis Film

A film based on the life of Elsie
Janis, famous entertainer of World
War I days, is planned by MGM.
Adela Rogers St. John and Ralph
Wheelwright have been engaged to
do the screenplay from Miss Janis’
arbitration.

Once it was also brought out that
Roach Studios last year did between
$9,000,000 and $10,000,000 in gross
sales and that Scrantron did approxi-
mately $7,000,000 and had a loss of
$300,000. Scrantron stock is traded
over-the-counter, while Jacobs, which
expects to do between $45,000,000
and $50,000,000 in sales this year is
listed on the American Stock Ex-
change.

‘Happy’ in Bow Today

CLEVELAND, May 27 – Universal’s
“Happy Feeling” will make
its world bow at the Allen Theatre
here tomorrow, launching a series
of key city dates for the Memorial Day
weekend. Other openings will include
the Boyd in Philadelphia, the Cap-
tol in Washington; the Liberty in
Portland, Ore.; the Oriental in Chi-
cago; the Music Hall in Seattle and
the Kentucky in Louisville.

Mrs. Bernard Kleid

Funeral services will be held today in Forest Hills for Mrs. Bernard
Kleid, whose husband is with National
Theatre Supply here. Services will be
at Forest Park Chapel at 12:15 P.M.

Urges Allied Buying for
All Illinois Independent

Special to THE DAILY

CHICAGO, May 27 – Allied The-
æres of Illinois are being urged to
buy all the independent exhibitor in the
state, including both conventional and drive-
in theatres, an invitation to join
buying and booking department.

This message, according to Jack Kirsch, president of Illi-
nois Allied, is a means of convincing
these exhibitors of the need for
allied buying and booking or
selling in coping with the
manifold film-buying problem fac-
ing them.”

50% Buy Through Allied

This is the first time that Illi-
nois Allied has approached the matter
of a state-wide basis. Out of the orga-
nization’s membership of 140, one
third of this number chart their
buying and booking through the
Allied buying and booking depart-

Kirsch will call a meeting short at a
some centrally located point
discuss the matter further with
istered exhibitors.

Would Provide Extra
Funds for USIA Work

From THE DAILY Bureau

WASHINGTON, May 27 – To
the Senate foreign relations committee is
asked to add to the Administration’s for-
grant of $10,000,000 to the Information
Med

Guaranty program.

This program guarantees film com-
ppanies, book publishers and others
that they’ll be able to convert their
dollars at least part of their earnings
in certain foreign countries, and
otherwise they might not open
U.S. Information Agency offices
and administer the program, have testified
that it will run out of funds some
time during the next six months.

The foreign banks who are the
only sources of funds to the foreign aid
I would provide a means for perpe-
tually replenishing of the funds for this pro-
gram, so that it can keep going on
indefinitely.

The committee is said to expect.

The committee is said to hope the new
financing arrangements 
be able to bring the continuing
success of a most valuable

Allen asks Restoration
Of House’s USIA Cuts

From THE DAILY Bureau

WASHINGTON, May 27 – U.S.
Information Agency director Geo-
Allen has asked the Senate to cut
the House cuts in his agency’s prop-
ations for the year starting Ju-
I. He asked a Senate Appropriations
Committee to trim the full $205,000,
originally requested by Congr.
the President. The House had
$6,400,000 from this total.

Extra funds are particularly need-
Allen said, to strengthen the
pictures, radio and information cen-

programs.
Sack Defends
(Continued from page 1)

Sack Defends
(Continued from page 1)

Sack Defends
(Continued from page 1)

Columbia Record Firm
To Use ‘Colpix’ Label

‘Optimism’ Key
(Continued from page 1)
NTA Granted

FPA, IATSE Formalize Videotape Agreement

Full agreement on jurisdictional points at issue with respect to videotape took place Friday, May 27, by the Film Producers Association of New York and the International Alliance of Theatrical Stage Employees, Walter Lowendahl, chairman of FPA's Labor Relations Committee, said in a statement here yesterday. He said language covering subsidiary firms and sub-contracting practices by independent film producers using videotape was resolved at meetings between himself and Richard F. Walsh, international president of IATSE.

Attorneys Herbert Burstein and John Wheeler for FPA and Harold Spivak and Walter F. Diehl, assistant president, for the International then formalized the agreement which replaces the existing bargaining unit that had expired at various times with individual producers this year.

The new agreement, which is subject to ratification by FPA members at a meeting June 3, will uniformly take effect as of May 22, 1958, and expire on Dec. 31, 1960. It provides for a trial period until Dec. 31, 1959, during which producers and the various union crafts will work together to determine rates and working condition which will apply in the industry.

Elliott, Unger & Elliot, Inc., and Filmmakers, Inc., are the two FPA members with videotape equipment already installed and functioning. At least six others of the 35 leading commercial producers in the Association intend to install the equipment as soon as is practical. However, "the very uncertainty as to how videotape will affect television's $10,000,000,000 film commercials industry is such that it made it necessary to negotiate extremely carefully," according to Lowendahl.

May Make New Plea

(Continued from page 1)

committee request that a drive-in be made eligible. Right now, only indoor theatres can get SBA loans. Soon after the SBA turned down the earlier request, Chairman Spinxman (D., Ala.) said he might the committee should renew its petition to SBA. Committee officials said they felt the new Harling letter made it likely this would happen shortly.

In another development, the full Senate banking committee approved a bill aimed at making long-term loans and equity capital available for small businesses.

The bill would set up a semi-autonomous division in SBA with $250 million of government funds to make loans to state and local development agencies and privately - organized small business investment corporations. These groups would in turn make long-term loans and equity capital available to individual private small businesses.

Buffalo Theatre Files

$1,080,000 Trust Suit

Special to THE DAILY

BUFFALO, N. Y., May 27-—A $1,080,000 anti-trust suit was filed here today in Federal Court by the Michigan Plaza Company owner of the Plaza Theatre; charging 24 film producers and distributors with monopolizing the showing of films in Buffalo.

The local theatre, an independent operation, asks for a restraining order and injunction, an order for the defendants to negotiate with it “in good faith” and triple damages under the Sherman Anti-Trust Act.

The Plaza charges further that, through an illegal conspiracy the defendants prevented it from showing movies until long after their exhibition by other theatres.

One Man's TV Views

By Pinky Herman

In THE Spring a young man's fancy turns to new show possibilities. Ergo ABC-TV will sked a series of "Youkies Race Track" programs starting in August. . . . Add "local boy (show) makes good." "Traffic Court," which recently KABCopped an "Emmy" in Los Angeles Area, will be ABCast-to-coasting starting next month. . . . Bettie Andrews, the former "Miss Kentucky" who was selected, out of 500 models who auditioned, for a regular role "The Big Payoff," starting Monday, is the wife of NBC's Johnny Andrews. . . . Jack Pearl, as recently as last week, turned down a chance to do a TV series because he still wants to do a Broadway show first. In Toots Shor's last Tuesday the "Baron" told us that the stage show is near the signing stage and that after the "preem," he'll be ready, willing and anxious to do a regular stint as a television clown. . . . Over at ABC where they started the trend of adult westerns (Wyatt Earp) they're planning a series of juvenile westerns, with youngsters playing the stellar and supporting roles. (nothing—but absolutely nothing wrong with that idea.) . . . SPA (Songwriters Protective Association) has changed its name to AGAC (American Guild of Authors & Composers). . . . Broadcast Pictures' prey Joe Steiner negotiating with Ford Motors to sponsor the forthcoming hour-long color telefilm series, "The International Show" starring Hildegarde with Tarrett and Frank Borzage co-directing, Fred MacMurray is being paced for the lead opposite "Hitch." . . . Allen Swift, "the man with a thousand voices" also possesses other talents which pay off. Last week at the Serra Studios, he wrote, produced, directed, voiced and portrayed 36 different characters in a series of 18 one-minute TV spots for the Fitzgerald Adv. Agency of New Orleans. (P.S. His pay-off for this little assignment was to the tune of $53,000.)

Chris J. Witting, Westhinghouse veep and general manager and Gerald Lyons in town for conferences with Desi Arnaz and Lucille Ball concerning production for the forthcoming "Westwing-house-Desilu Playhouse, teleseries, CBSked for the Fall which will be released at a press cocktail party this afternoon at the Waldorf-Astoria. . . . The joint (Metropolitan Sound Studios in Harlem) is jumpin' with recording and sound mixing taking place on "Wide, Wide World," "Outlook" and "Lowell Thomas' "High Adventure" series. . . . The Howard Epstein's (He's attorney for Jack Lescoulie and Richard Willis) became parents of their first child last week, Jeffrey, born at the Long-Int Hospital. . . . Kermit Bloomgarten, who signed up 7-year-old Karen Lee to play the Mayor's daughter in the smash Broadway Hit, "The Music Man," discovered the talented moppet when he saw her in a four-minute U.S. Steel Commershill, produced for BBDO by Transfilm. (See what may happen if you don't turn up your nose at TV spots?)

Congressman

(Continued from page 1)

ent excise rates on liquor, tobacco and autos.

The Administration, renewing requests from this bill yesterday, said it had "no present intentions" asking any tax cuts this year. Treasury Secretary Anderson was quoted telling COP's "Congressional leadership" this morning that the Administration oppose all cuts in tax rates this session.

Support from Rayburn

House Speaker Rayburn and W. and Means Committee Chairman M. (D., Ark.) announced their support the President this morning. Rayburn saying he would oppose any tax cut except on small business. Democratic members of the committee went at a caucus later in the day, as GOP members at a meeting a few years ago. Senate minority leader Koehl (R., Calif.) and House minority leader Martin (R., Mass.) said they supported the same stand. Sen. Majority leader Fuchsen (D., I.) said he felt the President's at would prevail "at the present time but left a slight opening for him to support some excise cuts later month.

B-B Meetings Set

(Continued from page 1)

and Harry Goldberg and All Foshes, members of the open committee, will attend.

In Pittsburgh, Harry B. Hendel M. A. Silver, co-chairmen for area, have scheduled a buffet luncheon for 12:30 P.M. at the Paramount Film Exchange Building there. Bar Snapper, Eastern division chairman, will present the plea for mediator support.

Every Effort in Indiana

Meanwhile, Compo has receive reports from the Independent of the Independent Theatre Owners of Indiana make every effort to urge theatre owners to return their pledges to the Compo office. Also, J. L. Whittie, lied-co-chairman for the Washing Virginia area, has reported he make an immediate follow-up of lied members in that section foling the Allied States board meet in Baltimore this week.

Mexican Producer Plays Acapulco Musical

Special to THE DAILY

MEXICO CITY, May 27 -- O. Rubio, for this billing along with Nelson, of the stage and the occasion of "Okalahoma," to star musical built around the film fest at Acapulco. The venture will be for the producer the producer recently completed "Flower" starring Jack Palance and Maria Felix; Rubio also owns the rights to see Blasco Ibanez properties include "The Four Horsemen of Apocalypse" and "Unknown Last
**MOTION PICTURE DAILY**

**L. 83, No. 105**
NEW YORK, U.S.A., THURSDAY, MAY 29, 1930

TEN CENTS

**Concise and to the Point**

**Resolutions**

**Allied Board o Push Halfo TV Sales**

**Special to THE DAILY**
ALTIMORE, May 28 -- Allied Board will petition the companies not to release any films to television and will try to have them released to the industry instead. 

**Cinerama 'on Eve of New Developments'**

Cinerama, Inc., is on the eve of "dramatic new developments that will put it far ahead of any other wide screen process," said a new president of the company, told stockholders yesterday a special meeting called in lieu of the annual meeting.

His statement was in reply to a question about another well-known multi-camera wide screen process. The discussion came up during (Continued on page 2)

**Pay-TV Should Have Fair Trial, Says Truman**

From THE DAILY BUREAU
WASHINGTON, May 28. -- Former President Harry S. Truman said pay television "has great possibilities" and should be given a trial.

In a well-publicized letter to the Northern Virginia Sun in nearby Arlington, Mr. Truman declared that "no one knows, of course, precisely how it would work out. But it can reason-

**National Theatres Now Owner of WDAF-TV**

Special to THE DAILY
KANSAS CITY, May 28. -- The sale of WDAF-TV and radio station WDAF by the Kansas City Star Co. to National Theatres, Inc., was con-

**House Group Votes No Cuts in Taxes**

From THE DAILY BUREAU
WASHINGTON, May 28. -- The House Ways and Means Committee overwhelmingly voted to continue present income and excise tax rates without reductions.

By a 21 to 2 vote, the committee approved a bill that would continue the present tax rate and present excise taxes on liquor, tobacco and autos. A 19 to 2 vote killed an amendment to (Continued on page 2)

**Goldwyn Sees Era of Bigger Pictures, Fewer Theatres in Industry's Future**

Continued contraction of the motion picture industry with regard to both production and exhibition was predicted by Samuel Goldwyn at a conference held here yesterday for representatives of the press.

Goldwyn said the trend is to fewer but better pictures, 50 in a studio, with prices still higher and longer runs in fewer theatres. He said he did not expect to see any one film a year but he did expect to see all of Hollywood produce fewer than 100 pictures annually.

The producer said nevertheless that he believes in the industry and be-

**Stellings Warns of June 1 Deadline; Urges 'Immediate' Checks for B-B**

An urgent plea to exhibitors to make immediate contributions to the business building campaign so that the radio phase of it scheduled for July 1 will not be jeopardized by lack of funds, was made yesterday by Ernest G. Stellings, president of the Theatre Owners of America and member of the business building campaign executive committee.

Pointing out that the June 1 deadline for placement of radio spots was virtually here and that sufficient money had been received to date to make the time commitments, Stellings said that exhibition had an obligation to act quickly.

"While I am confident the money will be raised," Stellings said, "some exhibitors do not seem to appreciate the urgency of sending in their checks. It is to these that I address a special plea for immediate action in getting at least the first installment on their contribution in the mail immediately. Unfortunately radio time can not be bought on pledges, it requires cash.

"Every exhibitor should consider sending in his check as important as writing the newspaper ad for his next feature attraction," the TOA head said. "Before he signs the ad, he should check the pledge book and write out his check and get it in the mail to the Business Building Fund at COMPO at 1550 Broadway, New York City.

A month from now will be too late."

**Solid D. C. Front**

Chances of U.S. Ticket Tax Repeal Lessen

Prospect Today 'Forlorn' But Later Change Possible

Chances of the 10 per cent Federal admissions tax on tickets over 90 cents getting favorable action in Congress at this time were described as "forlorn" by Robert W. Coyne, Compo special counsel, on his return here from Washington yesterday.

Coyne added, however, that Compo will keep trying for the final elimi-

**Tennis Today**

Page 3
personal mention

JAMES CARRERAS, Tony Hinds, Peter Cushing and Christopher Lee of Hammer Productions, will return to London from New York today via B.O.A.C.

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, is in Buffalo from New York.

Kenneth N. Haragava, president of Rank Film Distributors of America, will return to New York today from Detroit.

Herb Klynn and Bud Getzler, vice-president and treasurer, respectively, of UPA Pictures, will leave the Coast at the weekend for New York.

Jack Fox, publicist for Loew's Washington Theatres, has returned to his duties there following surgery.

Eugene E. Fitzgibbons, president of Trans Canada Teleneter Ltd., was in New York this week from Toronto.

Wallis Due Monday

Hal B. Wallis will arrive here Monday, from Hollywood, for several days of production-distribution conferences with Barney Balaban, president of Paramount Pictures; George Weltner, vice-president in charge of world sales; Jerry Pickman, vice-president in charge of advertising and publicity, and other executives of the company. Joseph H. Hazen, Wallis' business partner, also will join in the meetings.

Correction

A story in Motion Picture Daily of May 22 reporting the suspension of Telenovels operations in Bartlesville, Okla., stated that "Paramount offered films but did not supply any." Paramount stated yesterday, "We have made a number of our pictures available to Telenovels, over 30 features having been requested and actually played.

Motion Picture Daily regrets the reportorial error and is happy to make this correction.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Memorial Day, a legal holiday.
Goldwyn Sees

(Continued from page 1)

(Continued from page 1)

The difference in the business today," he said, "is that people no longer see the small pictures. They're on TV. Instead of going to the movies twice a week, as they once did, people now see a month's worth of those films carefully."

Goldwyn said the most difficult production problem is the scarcity of good stories. "The quality of the picture, as well as the story, must have a reliable foundation before we can begin," Goldwyn said. "Personally, I'll take a great deal in preference to a great star."

While Goldwyn said production costs cannot be reduced, "In fact, they are certain to go higher," he added, "It is quite certain that distribution costs can and will be cut, and there are twice as many changes in the exchange as there are in our exchange."

Goldwyn said many top executives in the industry agree privately with his views about the future of production and exhibition but say the public is in need of the little exhibitor before it is comfortable. "I think everyone would be better off if they told the truth."

ew Zealand

(Continued from page 1)

N.Z., said here yesterday. Hills just completed a month's survey conditions in the motion picture industry in this country with another exhibit, Charles Carleton of Christchurch, Papanui. A report on their findings will be made by Hills and Carleton to the New Zealand Exhibitors Assn., and results of a similar survey they will make next month of the English industry. The primary purpose of the trips is to observe the said of television on streets, Hills said.

d Quotes Trade Press

As part of the special campaign to bolster the engagement of "Horror Dracula" at the Mayfair Theatre in Universal has placed ads in three of the trade newspapers which trade press views of the film are quoted. The scheme of the ad states: "The Insiders -- the industry press who review pictures for the nation's theatre papers -- say that this picture is terrible," and the plans -- and specification is a full, story material to follow.

Benefit in London

(Continued from page 1)

Sary of Columbia's start of operations in Great Britain, will be attended also by Carl Foreman and Carol Reed, who produced and directed the picture, and stars William Holden, Sophia Loren and Trevor Howard.

Coca Cola Introduces New Fountain Dispenser

A preview of the new Coca Cola "Citizen" fountain dispenser was the feature of a reception and fashion show yesterday at the Hampshire House. Hostess were Harold White, vicepresident of the foundation's sales advertising; Howard Halse, sales promotion manager, and Cliff Hewell, Halse's assistant in charge of equipment sales. Vyvan Donner supervised the fashion show. More than 100 newspaper, magazine and trade paper representatives attended.

Schine Files

(Continued from page 1)

theatres. Hearing date on the appeal has been scheduled for next Wednesday, June 4.

In its appeal the Schine interests ask that all convictions and fines be set aside and the petition of the Federal government to uphold them be denied.

FCC Puts Community Antenna TV to Congress

WASHINGTON, May 28 -- Federal Communications Commission Chairman John C. Doerfer said selective deintermixture of VHF and UHF stations has failed, thus making the anti-Communist commerce committee hearings on TV allocation problems that this policy has "yielded only limited results and holds little promise for the future."

Again on another subject, Doerfer, in effect invited Congress to decide whether the FCC should regulate community antenna television systems.

The New York Times indicated they expected these systems to be a major target of toll-TV proponents, since the FCC has said that the community TV facilities are not subject to regulation.

Doerfer said that while the FCC has no present jurisdiction over these facilities, "we know of no constitutional barrier to adoption of regulatory legislation by Congress, if it should be found desirable to do so."

Doerfer said that while there were no major problems in the TV picture, there were brighter sides. He cited the fact that there were now 500 commercial and 31 educational TV stations in 325 communities, that 83 percent of homes now have TV sets.

Allied Board Hits TV Sales

and the demands of some labor unions on theatres.

In the resolution on sales to TV, the Allied board pointed out that "executives of the major companies now admit that making such films available to TV was a mistake and have publicly stated that it is not their purpose to grant the broadcasters access to their post-1948 films."

The resolution commends United Artists for having broken faith with its exhibitor customers and shown a flagrant disregard for the welfare of the motion picture industry as a whole, by releasing numerous of its post-1948 films to TV for exhibition in unfair competition with theatres."

Price-Fixing Criticized

The resolution on price-fixing scored Paramount Pictures for what is called that company's "demand in certain situations, especially drive-ins, of film rentals in the guise of so-called royalty payments, fixed in a specified amount for each person admitted to the theatre, including children."

This capita method of collecting film rentals is a palpable subterfuge for controlling admission prices charged by theatres," the Allied board declared, adding that this is a viola-
Roving Guns will settle in Row One

WEEK IN, WEEK OUT, millions of kids drop their guns and make a dash for the neighborhood picture house in search of adventure and escape—to thrill to well-told tales! What's more, the better the picture; the more they come... AND THE BIGGER THE BOX OFFICE.

Technics are an important part of making better pictures. In fact, in this area, as in all matters of production, processing, distribution and projection, the Eastman Technical Service for Motion Picture Film can prove of great help. Offices are strategically located and inquiries are welcomed.

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

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

Midwest Division
130 East Randolph Drive, Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.
The Entire Country Digs The 'Acre'!

AND COMES UP WITH A BLOCKBUSTER!

Returns are in on the first 100 engagements...

SMASH! SMASH! SMASH!

AND 90% HELD OVER FOR EXTENDED PLAYING TIME!

F-L-A-S-H-

LOS ANGELES (Wilshire, Iris, Rialto)

CHICAGO (United Artists)

WASHINGTON (RKO Keith's)

RECORD-BREAKING BUSINESS!

F-L-A-S-H-

TERRIFIC AIR PROMOTION OF TITLE SONG AND MUSIC TRACK

HYPOS FILM B.O. TAKE!

God's Little Acre
Name Committees for Review of Compo By-Laws, Administration

Two committees to review the by-laws and administration of Compo have been selected by the organization’s charter members, Robert W. Coyne, Compo special counsel, announced at the weekend.

The committees were appointed on the recommendation of Coyne in accordance with agreements reached with Allied States for its return to Compo membership and were authorized at the last meeting of the Compo executive committee April 15. The committee members were nominated by the constituent Compo charter members.

Named to the legal committee, (Continued on page 2)

RFDA Slates Seven Releases for Summer

Seven pictures will be released domestically from June through September by the Rank Film Distributors of America, Irving Soehn, general sales manager, announced at the weekend. At the same time he said the company will increase its efforts to sell its pictures to theatres in areas (Continued on page 2)

Name Friedlander Sales Manager of UA Records

The promotion of Buddy Friedlander to the post of general sales manager of United Artists Records was announced at the weekend by Max E. Youngstein, president. Friedlander had been national promotion director of the UA subsidiary.

At the same time Youngstein announced the assignment of Kenny (Continued on page 2)

Deadline Near

Fear Delay or Cancellation of B-B Program

Contributions Far from Goal; Little Time Remains

Serious doubts as to whether or not the industry will be able to carry out the plans for the remaining phases of the business-building campaign, at least, according to schedule, were voiced at the weekend by officials in charge of the program.

With exhibitor contributions of approximately $35,000, representing the entire cash on hand as of June 1 for campaign financing, there appeared to be justification for the doubts expressed.

The next phase of the campaign, a three-month, national radio promotion costing $300,000, has been scheduled to start July 1 and continue through the period of peak radio listening. In order to obtain the best time on the best stations the campaign administrators should be able to pay the networks in cash right now.

Every day’s delay from now on lessens the chances of obtaining the (Continued on page 3)

K.C. Unit to Push B-B,

‘Salute,’ ‘Yule in July’

Special to THE DAILY

KANSAS CITY, June 1. – A long range undertaking to gain and sustain momentum for motion picture theatre attendance has been established as the primary aim of the 1958 program and plans committee of the Motion Picture Association of Kansas City, Bill Murphy, newly-appointed chairman (Continued on page 3)

Test Audience Reaction To ‘U’ Reissue Titles

A survey of the public to determine what scenes it would most like to see will be the next step in Universal’s plan to re-release part of its 1948-50 product. Some 2,200 exhibitors have already replied with their choices out of a list of 53 films sub
Railroad Bill Seen Precedent

(Continued from page 1)

ced on the Reconstruction Finance Corp., or Federal Housing Administration. The railroad bill indicates the Administration is willing to use this vehicle to help obtain new credit facility today. Some years ago a similar approach was viewed for shipping companies. There’s no indication, of course, whether the Administration and Congress would endorse the same approach for the film companies.

Roads to Pay Guaranty Fee

Under the Commerce Committee bill, this agreement could guaranty up to $700,000,000 of private loans to railroads. The roads would have to pay a small guaranty fee for each loan insured by the government.

Lester Dinoff, of the Rank Film Distributors of America publicity staff, is honeymooning in Bermuda following his marriage at the Hotel Warwick here yesterday to Hara Berger of “Art News.”

Haleckett, president of Offici- Films, has left New York for London via BOAC.

Sam Rheiner, assistant to Sam Spiegel of Horizon Pictures, left New York on Friday for the Coast, where he will attend the wedding of his son, Richard.

Howard W. Koch, producer, has arrived in New York from Hollywood.

William F. Murphy, of the Cine Webb, Wethersfield, Conn., has returned there from Canada.

Robert Snell, son of Grace Snell, United Artists home office receptionist, will receive his degree of Doctor of Medicine from Georgetown University on June 9.

ASCAP Amendment on Complaints Is Passed

President Paul Cunningham’s proposed resolution for an amendment to the ASCAP Articles of Association pertaining to the Society’s complaint committee was passed by the writer and publisher members of the Society, Louis Alter, chairman of the ASCAP committee on election, has announced.

The amendment empowers the ASCAP complaint committee to institute inquiries into any alleged violations of the Society’s articles of association. Under the amendment an impartial panel will determine whether a member has violated the rules, and whether the offending member is to be censured, fined, suspended or expelled.

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, returned to New York over the weekend from Hollywood.

SAMUEL GOLDWYN and Mrs. Gold- wyn returned to Hollywood on Friday from New York.

Ted Schlianger, formerly Philadel- phia zone manager for Stanley Warner Theatres, has returned there following a vacation in Florida.

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FOREMAN DUE HERE

Carl Foreman, producer of “The Key,” will arrive in New York from London on Wednesday for a series of meetings with Columbia Pictures exec-utives regarding the release of the film.

Re-Study of Loans (Continued from page 1)

received here late last week by Philip F. Harling, chairman of the Small Business Administration committee of Three Owners of America.

The Sparkman letter was in reply to a lengthy brief sent to the Senator by Harling in an attempt to have drive-ins added to the eligible list for SBA short-term loans.

Thanking Harling for the brief, the Senator said: "I am requesting the Administrator to reconsider SBA’s policy toward loans for drive-ins. Just because we have a request for such a loan, I shall forward it to you.”

Harling also said he had received a letter from Wiley S. Messick, counsel for the Senate Select Committee, ad- vising that the Small Business committee of the Senate Banking and Currency Committee had voted to report the bill to the Senate floor.

The bill basically provides for a new division in SBA which would assist the formation of capital banks to make long-term loans and equity capital available to small businesses. This program would supplement the short-term loan help now available directly through the SBA.

‘South Pacific’ Set for San Francisco July 1

Special to THE DAILY

SAN FRANCISCO, June 1—“South Pacific” will have its Northern California premiere in the neighborhood Alexandria Theatre on July 1, according to an announcement this morning by Michael Levin, regional director of San Fran- cisco Theatres, Inc. The Alexandria will undergo major interior alterations, Levin said, including the installation of Todd-AO screen equipment and Ampex sound. The house will be dark for at least two weeks before the opening and already all matinees have been canceled to allow time for the preliminary renovating work. Four hundred seats will be removed to reduce the theatre’s audience capacity to 1,200.

L. A. Variety Club Moving with Masques

From THE DAILY BUREAU

HOLLYWOOD, June 1—Southern California Variety Club, Tent 25, headquartered in the Los Angeles Ambassador Hotel since 1941, moves in this week with the Masques Club, located on Sycamore Street, Holly- wood, according to a joint statement issued by Harry Joe Brown, harlequin of the Masques, and Lloyd C. Own- bey, first assistant chief Barker of Variety’s Stove.

In the future, North Sycamore House will be known as the home of both the Masques and Variety Club Tent 25. Both clubs will maintain their separate identity with the inscription of both will stand in front of the house.

Compo Groups

(Continued from page 1)

which will review Compo’s by-laws were Abram F. Myers, representing Allied; Herman Levy, TOA; Emannuel Friedman, MMPTA; Harry Stetski, ITOA, and Sidney Schreiber, MPAA. Representation on the committee was declined by SIMPP, Variety Clubs and the trade press committee, the latter through its member organizations in Compo.

The committee to survey Compo’s administration is made up of the follow- ing: Ben Marcus and Irving Dol- binger, Alexandria Theatre, Berkeley, Jr., and Philip Harling, TOA; Solomon Strauss- berg and Russell Downing, MMPTA; Martin Levine, TOA; Abe Montague, and Stanley Weber, MPAA; Robert J. O’Donnell, Variety clubs, SIMPP and the trade press committee declined representation.

Will Name Temporary Chairmen

The Compo governing committee composed of San Pinanski, Ab- Montague and Ben Marcus, is ex- pected to name temporary chairmen soon for both committees. The temporary chairmen will call meetings of the committees, at which time each group will choose its own permanent permanent and adopt procedures to be followed.

Friedlander Named

(Continued from page 1)

Luttman to fill the post vacated by Friedlander, Luttman comes to U.A. after several years as promotional di- rector for several New York distribu- tors, most recently Alpha Distributors Inc.

Friedlander Consultant

Harold Friedlander, head of Fried- laner Associates, Westport, Conn., who helped to organize the UA record division, will continue as consultant Youngstein also said.

RFDA Slates 7

(Continued from page 1)

where its product has not yet been exhibited.

The program of new releases is as follows: June, “Rooney” and “There’s Always a Price Tag,” July, “DANGER- ous Exile,” August, “The Gypsy and the Gentleman,” and “Windows’ Way,” September, “A Tale of Two Cities,” and “Carry Her Name with Pride.

Magwood Named

(Continued from page 1)

ship in the new Guild now numbers more than 300 screen directors in New York and other key cities of North and South America. Practically all of the other directors in the New York area are now serviced by SDIC.
Fear Delay or Cancelling of B-B Program

(Continued from page 1)
time and stations wanted. If the time is not secured within the next 10 days, it is quite probable that there would be too little desirable time open thereafter to make it advisable to attempt to proceed with the radio campaign at all.

Pledges Total $100,000

The campaign treasury has some $100,000 in pledges and several exhibitor rallies in various parts of the country are scheduled for this week and next in an effort to raise campaign funds. However, campaign officials point out that the radio time cannot be purchased with pledges. It requires cash on the barrel head.

The third phase of the campaign is the national newspaper advertising project, scheduled to start after Labor Day and continue for six months, at a cost of $90,000. The first campaign project, of course, was the Academy Awards telecast in March.

Some campaign officials see a problem arising if one or another of the campaign projects remaining has to be eliminated. They point out that contributors to the campaign were donating for the complete business-building program described in the booklet distributed by Compo early in April. If only sufficient contributions were made to pay for the radio campaign by the deadline for action thereon in the next week or 10 days, with no assurance that the funds to pay for the subsequent phases of the campaign will be forthcoming, the question has been raised whether the campaign administrators would have the right to proceed to apply the funds on hand to one project, not knowing whether they will be able to deliver the remainder.

Authority in Doubt

In other words, if there is not the assurance that the entire business-building campaign can be carried out, do the administrators have the right to spend the money on hand on only a segment of the campaign?

It was pointed out, too, that the same question occurs in the event the radio campaign has to be cancelled for lack of funds when the impending deadline is reached. In that case, it is asked, would it be proper to devote the funds on hand for the following campaign projects, since they would not constitute the full program for which the contributions, at least, were made?

Distribution Would Match Sum

Exhibitor contributions sought for the campaign were the equivalent of one-half of one percent of each theatre's 1937 film rentals. The total exhibitor contribution would be matched by distribution, with the idea of raising $2,500,000 to finance the entire campaign. Months, if not years, of thought, labor and planning have been contributed to the program by scores of industry members.

Local Drives Launched

Regardless of what may happen to the national business-building campaign, it is pointed out that local exhibitors in numerous key cities have launched, or are planning to launch, their own business-building drives.

A.A. to Produce 'Crime And Punishment, USA'

HOLLYWOOD, June 1. - Steve Brody, Allied Artists president, has announced an agreement signed with Jerry and Denis Sanders to produce "Crime and Punishment, U.S.A." for the company.

The film, to roll June 15, is based in Dostoevski's classic, "Crime and Punishment," and will be one of at least seven films to go before the cameras for Allied Artists this summer.

Tri-Way Buys Novel

HOLLYWOOD, June 1. - "On the Road," Kerouac novel, has been purchased by Tri-Way Productions as its first screen venture, which is planned for midsummer filming. The book, now being adapted by Eugene O'Neill, deals with the problems of post-teensy youths.

Tri-Way was formed by Ted Titter, Joe Marmain and Joe Bleen, former NBC publicists.

Residual Edict Upheld

LOS ANGELES, June 1. - The superior Court of Los Angeles for a second time has affirmed the validity of the Screen Actors Guild's collective bargaining agreement providing for residual payments on reruns of television films, it has been disclosed by William Berger, the guild's legal counsel.

Acre 'Big in Detroit

United Artists' "God's Little Acre" drew the biggest weekday opening gross in three years at the Palm Theatre, Detroit, with a total of $7,134, UA reported at the weekend.

Don Gillin, sales manager for Sol Lesser Productions, has been named vice-president in charge of sales. He was formerly active in the sales departments of Warner Brothers and Universal.

Thomas V. McCue, formerly director of physical operations for NTA Pictures, has joined Atlantis Films, Inc., as general manager.

Charles Sugarman, operator of the World Theatre, Columbus, will be married Sunday to Betty L. Bloteiner.

Arthur Herzog, Jr., Detroit Correspondent for Motion Picture Daily, has received the plaudits of Michigan Allied, through its president, Milton H. London, for Herzog's detailed defense of the film industry inserted in the "Detroit News" as an answer to that paper's criticism of the industry in a series entitled "Our Crisis in Values."

Reade, Loew's

(Continued from page 1)

000 in damages for its Woodridge Drive-In at Woodridge, N. J., in the action which involved clearance.

The suit alleged that the circuit by the defendants was not disclosed, but Walter Gold, attorney for Reade, said that the theatre acquired a seven-day clearance following the regular territorial first-run.

Lawrence Dispute Settled

In another action, Reade also settled what the Loew's Circuit held to be a violation. The suit, filed in the Superior Court of Los Angeles, was dropped by the defendants.

Test Audiences

(Continued from page 1) nanted by the company for possible reissue.

The test of audience interest in the titles will be conducted by Sundinget and Company, Henry H. Martin, Universal general sales manager, said at the weekend. The survey will be conducted in both large cities and small towns to get a cross-section of opinion, he added.

Cinerama in Spain

Cinerama theaters are now opened in Barcelona and Madrid no later than September, 1935, B. C. Krario, vice-president of Stanley Warner Cinerama Corp., disclosed here last week.

He has just returned from the Continent, where he arranged for new Cinerama exhibition. The two Spanish Cinerama houses will be operated by a syndicate, headed by Jose F. Ar- guer, owner of a Spanish theatre circuit.

Douglas in Washington

For 'Vikings' Promotion

From THE DAILY BUREA

WASHINGTON, June 1. - Kirk Douglas arrived here on Friday to begin a four-day promotional campaign for the United Artists release, "The Vikings." On Friday he had a series of press and radio interviews. Yesterday he was guest of honor at the Israeli tenth anniversary ball. And today he will be honored by the Norwegian Society of Washington with a reception following a screening of the picture at the MPA headquarters. The guest list includes many top government figures.

Will Honor Humphrey

Tomorrow Douglas will personally present a silver model of a Viking boat to Senator Hubert Humphrey of Minnesota. The Senator represents one of the largest groups of Americans of Scandinavian ancestry in the U.S.

Producing Abroad Hits

U.S., Congressman Told

From THE DAILY BUREA

WASHINGTON, June 1. - Complaints from Hollywood, artists, and the AFL Film Council that Defense Department cooperation with productions being filmed overseas is proving costly and contributing to unemployment at home have been received by Los Angeles Congressman Joe Holt.

Holt said he plans to look into this situation, since he numbers many studio employees among his constituents.

Figaro Board Meets

The board of directors of Figaro, Inc., will meet today at the company's offices here.

K. C. Unit to Push

(Continued from page 1)

man of the committee, said yesterday. Murphy is public relations director of Cinerama in Kansas City.

Besides the business-building project, the committee's principal and immediate concern is to make arrangements for the annual "Salute to the Motion Picture Industry," which will be given at a Chamber of Commerce luncheon in September. Cecil B. De Mille has accepted an invitation to speak at the event.

Christmas Show Popular

Started successfully last year, "Christmas in July," a free show in which spectators select gifts that were entertained and given gifts by an out-of-season Santa Claus, will be repeated on Aug. 31.

Berlin Festival Invites Kramer's 'Defiant Ones'

Stanley Kramer has been invited to show his production of "The Defiant Ones" in competition at the Eighth International Berlin Film Festival, which will be held June 27 to July 8. Dr. Alfred Bauer, director of the Festival, issued the official invitation after a Berlin screening of the United Artists release for the Festival Committee.

S.O.S. Has Cinetron

S.O.S. Cinema Supply Corp. has been named primary distributor of the Forney Cinetron, Joseph A. Tanney, president, has announced. The Cine- tron is a heavy duty portable screen designed to provide a great amount of light from a limited power source. Accurate, high-level, color-correct illumination is secured.
THERE'S GOLD IN THE
25th ANNIVERSARY CELEBRATION OF
GREATEST MOVIE HERO OF ALL TIME

GOLD 100,000,000 people reached weekly thru heavy TV and radio network plugs!
GOLD 90,000,000 consumers reached thru around-the-country store displays!
GOLD LONE RANGER personal appearance tour!
GOLD Huge newspaper and magazine ad campaigns set up by nationally known produ
GOLD Comic strips in 161 Sunday newspapers reaching into 40,000,000 homes!
GOLD Dell comic books that sell in the millions!
GOLD 76 Licensees exploit LONE RANGER in thousands of stores thruout the country
GOLD LONE RANGER theme song on UA record...headed for the hit parade!

AND MORE! MORE! MORE!

The Pressbook carries the complete lineup of participating sponsors and a breakdown of exactly what each will do for YOU in YOUR situation. See it!

NEVER SUCH A MIGHTY EXPLOITATION
THE LONE RANGER

And The Lost City Of Gold

starring

CLAYTON MOORE as THE LONE RANGER
JAY SILVERHEELS as TONTO

featuring DOUGLAS KENNEDY • CHARLES WATTS
with NOREEN NASH • LISA MONTELL
RALPH MOODY • NORMAN FREDRIC

Directed by LESLEY SELANDER
Produced by SHERMAN A. HARRIS
Written by ROBERT SCHAEFER and ERIC FREIWALD
Based upon the LONE RANGER LEGEND
A JACK WRATHER Production

COLOR BY EASTMAN COLOR

CAMPAIGN... IT'S YOUR BIG JUNE MONEYMAKER...
Unemployment Hurts Mich. Theatre Grosses

Special to THE DAILY

DETOUR, June 1 — Reports on theatre business in downtown Michigan indicate that those towns which like Detroit depend primarily on the automotive industry for their prosperity, are extremely hard hit, despite the high quality of current product. Merchants and service institutions are suffering to the same degree as theatres, it is reported.

Unemployment in the towns of Flint and Pontiac is running between 10 and 15 per cent. Lasting is somewhat better off due to the fact that it is in the area of Michigan State University and the same holds for Ann Arbor, where the University of Michigan is situated. Other cities that are hard hit include Port Huron, Battle Creek, Jackson and Kalamazoo.

Heads German Office

John H. Maynard has been elected a vice-president of W. J. German, Inc., to succeed the late Thomas E. Gibbons as head of the Chicago office of the company.

Times creditable and revealing in themselves, produce an effect of excess and, finally, disbelief. It thus becomes appropriate that several events presented as facts are later exposed as hoaxes. The fresh punk tour turns out to be a narcotics agent working with the police, and his aunt is not related at all—but apparently some kind of undercover agent, too.

Is the film exploitable? Strictly to sensation-seekers. There is loads of “five” talk in the script of Lewis Meltzer and Robert Blees, and the direction of Jack Arnold is swift. Albert Zugsmith produced.


RICHARD GERNEY
Scene from Don Hartman's Production DESIRE UNDER THE ELMS, starring Sophia Loren, Anthony Perkins and Burl Ives.

Bring out exciting realism with...

NATIONAL PROJECTOR CARBONS

Whether in black and white or color, "National" carbon arcs bring out all the realism Hollywood puts on film. The arc's color balance reproduces all the vivid hues of life-like color. Wide, wide screens show sharpness in every detail. For drive-ins, this brightest man-made projection light throws images hundreds of feet. And, indoors, picture brightness permits adequate house lighting.

These slower burning "National" Projector Carbons help cut operating costs: "Suprex" 7mm, 8mm and 9mm carbons — 10mm, 11mm and 13.6mm High Intensity Carbons.

"National" CARBON ARC brightest man-made light!
once it was human – even as you and I!

THE INDUSTRY'S BIGGEST SHOCK-AND-SURPRISE SENSATION-SHOW IS ON THE WING WHEN

the fly

COMES AT YOU FROM 20th!

The Great Showmanship Attraction Of The Year!
Long Holiday Weekend Business
Spotty on Broadway, Neighborhoods

The three-day holiday weekend brought good but not exceptional business to most Broadway first run theatres and uneven results at outlying houses, a check-up yesterday established.

Fine weather in the metropolitan area sent many local residents into the country for one or more days of the weekend but drew thousands of out-of-towners to the city. The result was that neighborhood theatre business in some instances was off slightly, and fair to good in others, but Times Square area de luxe houses, helped by the tourist trade, generally were better off.

Most estimates were that business was about equal to that Memorial Day weekend last year, or slightly below it. On the whole, Thursday night, Friday and Saturday business in the Times Square theatres was described as very good, with Sunday business reported as having been soft. Numerous holdover attractions may have held down grosses somewhat.

Radio City Music Hall, with "No

(Continued on page 2)

Warner Bros. Re-Open
Albany Film Exchange
Special to THE DAILY
ALBANY, June 2. - The Warner Bros. exchange here, which has been closed since March 28, reopened today with a three-person staff.

Raymond S. Smith, branch manager, who had been occupying an office in the Strand Theatre Building, returned to his former Film Row quarters with a booker and a secretary. An unexpired lease on the premises.

(Continued on page 2)

New Drive for Maryland Censorship Law
Seen in Film Letter-Writing Campaign
From THE DAILY bureau
WASHINGTON, June 2. - Motion Picture Association headquarters here has received in the past few weeks over 1,200 letters from residents of Baltimore protesting films of crime and immorality.

The letters, following a form but individually signed, are taken as the beginning of a new attempt to enact a Maryland film censorship law. A censorship law was defeated at several stages of the state legislature this year, but the letters indicate a renewed drive can be expected next year.

The letters protest films that "tend to teach, incite or condone the commission of criminal acts, acts of violence, depraved or immoral acts against a person, acts of immorality, lust or lewdness, or the use of narcotics." The letters also attack "indecent, suggestive or pornographic advertisements" of films. The letter-writers claim to be parents of young theatre-goers.

All the News That Is News
PERSONAL MENTION

ROBERT SHAPIRO, managing director of the Paramount Theatre here, has left New York for Hollywood.

SINNY KRAMER, foreign sales manager for RKO Radio, has left New York for Panama and other Caribbean ports.

EDWARD L. KINGSLY, head of Kingly International Pictures, will return to New York today from Europe.

ANTA VIGA, director of advertising for Original Crispy Pizza Crust Co., will be married on June 15 at Santa Maria Church, Bronx, N. Y., to Frank J. Scelza, a buyer at Hazel-Tone Electronics Corp., Little Neck, L. I.

MARK SLADE, 20th Century-Fox film editor, will return to New York tomorrow from London via B.O.A.C.

PAT BOONE, who will graduate magna cum laude today from Columbia University, will leave here soon for the Coast.

SAMUEL BRONSTON, producer, has returned to New York from Spain.

JAMES MERRICK, talent agent, will leave New York on Thursday for London via B.O.A.C.

COHEN, N. Y. Realtor to Produce Feature Film

Walter Cohen, New York realtor, has announced his entry into the independent production field with a project $5,500,000 feature tentatively titled "The Vision and the De- sire." The picture, a Biblical story, will deal with Joshua's "Seven Last Years." Walter Cohen Productions, the new company, announced the picture would be shot in the fall in Toledo and color. Negotiations with three stars, a director and a distribution company are said to be underway.

Martha Hyer to Mirisch

HOLLYWOOD, June 2 — Martha Hyer has been signed by the Mirisch Co. on a long-term non-exclusive pact calling for one picture a year for seven years. The actress, who recently obtained her release from Universal, co-stars in Paramount's forthcoming "Houseboat" opposite Gary Grant and Sophia Loren and Bob Hope's current United Artists' "Paris Holiday."

British Distributor Unions Get Wage Hike

BY WILLIAM PAY

LONDON, May 31 (By Air Mail).—Employees of film distributors here are to receive an increase of 7.5 per cent on minimum weekly wages. The Kinematograph Rentors' Society (KRS) announces that it has entered into a new agreement to this effect with the National Association of Cinema and Kin Employees (NATKE).

Two minor amendments relating to hours of work and holidays are also to be incorporated in the new agreement which will remain in force until terminated by six months' notice by either party.

This agreement is the first result of NATKE's General Secretary Sir Tom O'Brien's demand for a share of the recent cinema tax remission. Sir Tom claimed that the first advantage should go to the employees in the industry as a whole, rather than to a new page pact.

The CEA (Cinematograph Exhibitors Association) expects to fix a meeting with the union next week when it will also discuss staffing of the box-office, holidays and other matters. The BFA (British Film Producers Association) has agreed to meet NATKE, at an early date, to discuss Sir Tom's demands and a proposed new wage agreement.

A. J. Delcambre, 48;
N.S.S. Manager in Dallas

Special to THE DAILY

DALLAS, June 2—Alfred J. Delcambre, 48, National Screen Service branch manager here, who died from heart failure last Friday in Baylor Hospital, was buried from St. Monica's R.C. Church here this morning. He had been associated with N.S.S. since March, 1951.

Delcambre was a former sales representative for United Artists and Paramount and was a divisional manager for the Sezlina Releasing Organization. At one time he won All-American football honors and subsequently coached the freshman team at SMU. He also was featured in a series of Western pictures as well as dramatic roles, his last picture having been "Ardie Fury," which he also co-produced in Alaska.

Variety Press Lunch

Variety Clubs International has scheduled a luncheon at the Warwick Hotel here on June 18 to introduce trade and other press representatives to its new slate of international officers headed by George W. Ely, chief Barker, who were installed at the annual convention in London recently.

Smorgasbord Groans For Norway and UA

BY FLOYD STONE

New York newspapermen and women yesterday received, especially through their palates, that a Norwegian which once sounded wrongish, and which possibly through sheer adventure discovered this country, wants Americans to discover Norway land of "The Vikings," which United Artists has had, but don't.

Norway did this with a hospitality which in the annals of hospitality to the newspaper craft, possibly also has not been duplicated. In Odins' hall, the keepers of Thor's hammer, a bit of the three-day holiday weekend in "Vertigo," with businesses there reported as having been good on Friday but off quite a bit on Sunday.

The Capital reported $34,000 for the three-day holiday weekend at "Vertigo," with businesses there reported as having been good on Friday but off quite a bit on Sunday.

'Key' Received

(Continued from page 1)

will leave here by plane for New York tomorrow to discuss plans for the American premiere of "The Key," opened in London at the Leicester Square last Thursday with Prince Margaret in the audience. The British premiere was enthusiastic in the plaza of the picture.

The picture grossed £3,108 ($8,400) in its opening day at the Odeon in London.

Walters Reopen

(Continued from page 1)

Carol Cummins, owner of the Walters Reopening here reopen and reopen on the Fourth July weekend has been announced by Albert B. Lourie, who has acquired the house following the decision of American Theatres Corp. to close it. Walter Waldman, who owns the property, which is located near the old theatre, now owns it.

Lourie Gets Theatre

DORCHESTER, Mass., June 2—Plans to renovate the Morton Theatre here and reopen it on the Fourth July weekend has been announced by Albert B. Lourie, who has acquired the house following the decision of American Theatres Corp. to close it. Morton Theatre, owned by Robert Waldman, is located near the old theatre, it is said.

New York Theatre

SCHOOL—(Continued from page 1)

"NO TIME FOR SERGEANTS"

Starring ANDY GRIFFITH

A Warner Bros. Feature

and Gala New Stage Spectacle

Tuesday, June 3, 1952

RADIO CITY MUSIC HALL
Rockefeller Center • C 6-4000

Newspaper

235/4, 1955

NO TIME FOR SERGEANTS

Starring ANDY GRIFFITH

A Warner Bros. Feature

and Gala New Stage Spectacle
**PEOPLE**

Alan Bader, formerly assistant worldwide publicity manager at RKO- Radio Pictures, has been named manager of publicity for the Greater New York Fund, succeeding Richard Cran- tial, who has joined the Herald Tribune Fresh Air Fund.

Earl D. Austin, manager of the Alexander Productions department of Alexander Film Co., Colorado Springs, Colo., has been promoted to the post of resident vice-president in the Los Angeles area for Alexander Film Co. His former production managerial post will be taken by John Lee, formerly production manager of WVTZ- TV, Detroit.

Arthur Engelbert has retired as usher and accountant at the Warner brothers exchange in Cleveland, a post he has held for the past 29 years. He was guest of honor at a farewell party given by the WB staff.

Castleton Knight, who recently re- signed as general manager of Gaumont British and Universal Newsreel after more than 40 years in the industry, was the recipient of a message from Queen Elizabeth which paid tribute to his distinguished services to the film industry.

John Altermann will remain as man-ager of the Melba Theatre in Dallas with the changeover of that house to a CinemaScope and first-run policy, the theatre, a unit of the Trans Lux circuit, will reopen on June 13 with Macabre.

Clyde Sampier, with the accounting department of Capital City Supply Co., Atlanta, for many years, has re- signed to join Buena Vista here as sales booker, replacing Leo Vann.

**Scan PCC Applications**

**HOLLYWOOD,** June 2. — Applications from 26 local charitable or- ganizations will be reviewed by the Motion Picture Permanent Charities Committee starting tomorrow as MPPC begins budgeting for the 1959 campaign. The total for the 1958 campaign has reached $1,201,905, and is expected to go slightly higher before the drive closes officially June 30.

**Adler Coming Today**

**HOLLYWOOD,** June 2. — Buddy Adler, 20th executive production head, will leave here by plane to New York for home office conferences. He will leave New York on Sunday for Europe.

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**REVIEW:**

**The Law and Jake Wade**

M-G-M—CinemaScope

A top name cast, living up to their reputations, seasoned and skillful direction, a straight line plot built for action and suspense, and magnificent scenery in Cinemascope and Metrocolor distinguish this William Hawks production and aim it for big grosses.

Robert Taylor and Richard Widmark, the latter back in the role of the careless killer which made him famous, are the marquee names, both, under John Sturges' careful direction, giving performances commensurate with their star status. The screen play by William Bowers, from a novel by Martin H. Albert, is constructed with care and eye and ear for detail so that results in a smoothly flowing, interest holding narrative.

Taylor is the marshal of a small New Mexico town in the post Civil War era. During the war, and immediately afterward he had been a border raider with Widmark who had continued his criminal career. Wid- mark and his gang kidnap him along with his fiancee, Patricia Owen, to force him to take them to a ghost town in the salt desert where the money from their last bank robbery is hidden. The ride across mountains and desert, with Taylor trying to escape with Miss Owen from Widmark's deadly vigilance, builds seat-squirming suspense.

Climaxing the trek is a chilling attack by Comanches, one of the best in recent western history, during which three of the gang members are killed. Widmark and his chief lieutenant survive and foil Taylor's seem- ingly last chance to escape. Finally, Taylor kills Widmark in the gun duel toward which the story has been pointing since the beginning, but there is a twist at the very end.

Authentic sets and the awesome mountains and deserts of New Mexico and Utah add to the realism of the picture, the scenery in color being a selling point by itself.


JAMES D. IVER

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**Start Work on Tax Cut Bill for Small Business**

**WASHINGTON,** June 2. — The House Ways and Means Committee said it would start executive session work tomorrow on a small business tax relief bill.

The bill, which might take several days to put together, will likely in- clude more liberal depreciation, in- vestment, and estate tax provisions for small business. The Administration and Congressional leaders are in agreement in taking some sort of action in this field.

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**NSS, Columbia in U.K. Deal**

National Screen Service will dis- tribute Columbia Pictures' advertising accessories in the United Kingdom, effective at once, in accordance with an agreement signed between the two companies. NSS has in the past supplied the Columbia trailers to the British Isles.

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**Finnish Film to Bregstein**

"The Milkmaid," a production of Finland which is reported to have re-vitalized the Finnish film industry, will have its American premiere here on June 11 in a multiple-theatre opening, it has been announced by Herbert Bregstein, president of Standard Releasing Organization, who obtained the rights during a recent trip to the Continent, where the picture is said to have been very successful. The companion picture announced by Standard is "Geisha," Technicolor film depicting the training and life of the Geisha girl, Japanese hostess-entertainer.

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**KofC. Unit for Censoring**

The Pennsylvania Knights of Co- lumbus, in convention at Wilkes- Barre, voted unanimously to support legislation restoring motion picture censorship to the State. Pennsylvania has been without censorship since March, 1936. Registration of film ex- hibitors and criminal penalties for vi- tators also supported.

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**Widmark Buys Novel**

**HOLLYWOOD,** June 2. — Richard Widmark has announced that he has purchased the screen rights to Lute- Spota's novel, "The Wounds of Hun- ger," which he will produce, but not appear in, for his Heath Productions.
BUSY?

Then you appreciate

The busy nature of the work of JOURNALISTIC RESPONSIBILITY.

MOTION PICTURE DAILY's policy of:

Concise and to the Point

with jealous concern for its reputation of JOURNALISTIC RESPONSIBILITY.

‘Ten’ Metropolitan Gross at $1,600,000

The boxoffice power of “The Ten Commandments,” reported as impressive all over the world, yesterday was underscored again in the New York metropolitan area as 13 first-run neighborhood theatres that have been playing the Cecil B. DeMille production four to eight weeks attained a total gross of more than $1,600,000, this following the picture’s record-breaking 70-week engagement at the Criterion Theatre on Broadway.

The DeMille masterpiece, which will start a 12-theatre special engagement run in New Jersey June 25 and a new 20-theatre special engagement run in the New York metropolitan area July 16, has set extraordinary records for extra playing time at the 13 local houses.

The metropolitan area theatres that have been holding “The Ten Commandments” for four to seven weeks are the Paramount Theatre, Brooklyn; Loew’s Paradise; Loew’s Valencia; Loew’s White Plains; Loew’s 83rd Street; Loew’s 72nd Street; Fabian Paramount, Stapleton, S. I.; Skouras Calderone, Hempstead, L. I.; U. S. Theatre, Paterson, N. J.; Warner Stanley, Jersey City; Warner Ritz, Elizabeth, N. J.; Liberty, Plainfield, N. J., and Albany, New Brunswick, N. J.

FEATURE REVIEWS

Bullwhip

Allied Artists—CinemaScope

Hollywood, June 2

Guy Madison and Rhonda Fleming are well cast together in this colorful western and enact a romantic affair that gives it added appeal for the disafflue audience. Some of the dialogue may be on the corny side, but this Helen Ainsworth-William F. Brady production sets a lively pace most of the way. There is also a tuneful title song, sung by Frankie Laine, which is an asset for exploitation.

The story is narrated by Miss Fleming, cast as a tough and voluptuous Irish-Indian. She tells of her quick marriage to Madison, a carefree fugitive cowpoke in the post-Civil War era, that finally ends in a lasting attachment after some amusing sequences in which he breaks her hold over her father’s fur trading company and the men who work for it. Throughout director Harmon Jones plays up the romance between the two with amusing byplay.

Competent supporting roles are offered by James Griffith, Burt Nelson, Dan Sheridan, Peter Adams and others. Adele Buffington wrote the screenplay, and the production is in CinemaScope and color.

The Lone Ranger and the Lost City of Gold

Jack Wrather—U.A.

This carries on, as the authors state, “the legend” of the Lone Ranger, but not, in these days of westerns everywhere and for so many years, distinctively enough. This is not saying the youngsters won’t enjoy it; its faults are apparent only to the somewhat intangible but probably more aged discriminating.

A variation of format is a slight race question: whites dislike, snub, exclude, humiliate Indians. The town’s doctor, in a sub-plot, hides his “Indianness,” feels he’s making money when he acts up. The lawman is actually angered by shame and resentment, and at the end proudly proclaims his heritage. He’s also part of the main plot; he wears under his shirt a medallion, one of five which when assembled make a map showing the “City of Gold,” since Spanish times hidden and merely Indian legend. The Hooded Raiders assemble those medallions by murdering their wearers. There seems at first to be no reason for these murders; but the Lone Ranger (Clayton Moore) and Tonto (Jay Silverheels) discern and then make a pattern, and at the end prevent the Raiders from assassinating the doctor (Norman Frederic).

They prod from cover Douglas Kennedy, the Raider’s leader, an outlaw who with the sheriff as friend, and a woman who owns the telegraph and express companies as his mistress, runs the town; and Norree Nash, that woman, respectable, pretty, fickle, avaricious, and murderous.

In the final fight, after the Ranger shoots Kennedy, she kills him with a tomahawk, and becomes a murderer in fact, with the Ranger a witness. Sherman Harris produced, Lesley Selander directed, Robert Schafer and Eric Freiwald wrote; the ratio is 1.37:1, and the color is Eastman color.


FLOYD E. STONE

Talks on Soviet Deal

(Continued from page 1)

were supposed to suggest a meeting time has passed without any word from Moscow. When the film talks here recessed at the end of April the participants agreed to set within 30 days a time and a location for a new meeting.

But the end-of-May deadline came and went without any time having been suggested by Sovexportfilm officials, and MPA and U.S. Information Agency chiefs take that as an indication that the Russians are in no rush to resume talks and that things will slide along as they are at least until the fall.

Fox to Have 14

(Continued from page 1)

Owens, Herbert Marshall and Vincent Price; “Sierra Baron,” produced by Plato Skouras, directed by Jane Clark in CinemaScope and color by DeLuxe; and “Gang War,” a Regiscope production starring Charley Bronson and Jennifer Holden.

In August, 30th heads the list with “A Certain Smile,” the CinemaScope DeLuxe color adaptation of Frances Sagan’s best-selling novel, starring Rosanno Brazzi and Joan Fontaine.

The other August releases are “Quick Draw at Fort Smith,” starring Hugh O’Brian, Robert Evans and Dolores Michaels; “Turn of the Tiger,” starring Stewart Granger, and Barbara Rush; “IX Murder,” starring Rick Jason and Lisa Gastoni; “Villa, in CinemaScope and color by DeLus, with Cesar Romero, Brian Keith and Margie Dean and "Flaming Frontier, a Regentscope release.

The Hunters’ for September


Another top release in the fall will be: “The Remarkable Mr. Pennyfarthing,” with Robert Mitchum, Robert Stack and Walter Brennan; and “Saraband in the Snow,” with Marlon Brando, Jean Simmons and David Niven.

Also for release at the end of the third quarter are: “Intent to Kill,” with Richard Todd, Betsy Drake and Alexander Knox; and “Smiley Gets His Gun” with Keith Calvert, Dame Sybil Thorndyke and Chips Rafferty.

Eby Names Variety Club Committee Heads

George W. Eby, newly elected International Chief Barker of Variety Clubs International, has announced committee appointments to complete the official family of Variety for the coming year. These are in addition to the officers elected at International convention in London.

International representatives are: Region 1, William Koster; Region 2, Morton Gerber; Region 3, Ralph W. Pries; Region 4, Joseph Podoloff; Region 5, B. L. Bothick; Region 6, Gene Murphy; International European representative, C. J. Latta.

A new office has been created this year—International representative for radio, television and agencies, directed by Harold C. Lund.
Lippert Says

"Salt of the Earth" Theme Is Used in Group Action

Salt of Earth Producer Must Answer in Suit

Milwaukee's Riverside Marks 30th Birthday

Cash Prizes to Stations For "Lone Ranger"

Study Revision of Emmy Procedure

Who's Where

Warn FCC on Web Practices

Appointments of Mort Rubenstein as art director and Marvin Buchs as production manager for the advertising and sales promotion department, CBS Television Stations, were announced by John Cowden, vice-president.

Zaro Calabrese has been appointed art director of the ABC Television Network; it was announced by Donald W. Coyle, vice-president in charge of sales development and research.

Charles Manno has been named eastern program director for the ABC Radio Network; it was announced by Edward J. DeGray, vice-president in charge of the network.

Merle L. Gahilus has been named manager of operations for WBGB-TV, WGG and WQFM. Schenectady, N. Y., while Robert F. Reid has been appointed manager of marketing for the combined stations.

To Urge Legislation On TV License Sales

The board of governors of the New York chapter of the Academy of Television Arts and Sciences meets here today to elect five members to the national board of trustees and to study proposed revisions in the Emmy Award procedure.

Evelyn F. Burkey, executive director of the Writers Guild, East, and David Susskind, vice-president of Talent Associates, Inc., were named co-chairmen of the Awards Committee, which is working with its Los Angeles counterpart on a possible revision of the period covered by the awards, on their structure and categories.

TV Aid Bill Passed

WASHINGTON, June 2 - The Senate has passed and sent to the House legislation providing Federal financial aid to states and localities for educational TV facilities. Federal grants could be authorized to several facilities within each state, but total grants to each state could not exceed $1,000,000.

Alan Ladd in TV Field

HOLLYWOOD, June 2 - Alar Ladd has entered the television production field for the first time with the announcement that his Jaguar Productions has acquired "Ivy League," telelseries idea by Jameson Brewer and Daniel Nathan, and has signed William Bendix as its star.
SIX-FEET-TWO OF MAD-DOG KILLER!

WILL HIS OWN FATHER SHOOT HIM DOWN?

EY'LL CHEER TAB'S SONG HIT "I'M A RUNAWAY" an Associated Press top tune!

REMEMBER we will sell you "GUNMAN'S WALK" only on a "subject-to-personal-viewing" basis. DU MUST SEE IT TO PLAY IT!

Soon... COLUMBIA'S BIG GUN WITH THE BIG KICK EXPLODES ACROSS THE COUNTRY!
Balaban, Confident of Future, Says 'Rewards Can Be Demonstrated'

By JAMES M. JERAULD

Barney Balaban, president of Paramount, was cautiously optimistic in presenting estimated figures showing first quarter profits running ahead of last year at the stockholders meeting yesterday. The cheerful news, however, obviously affected all of the 200 stockholders present. There was applause when he added, "We await the verdict of the future with confidence."

The estimated earnings, reported previously, are $1,445,000, representing 75 cents a share on the 1,884,916 shares outstanding March 29. Last year for the same period the earnings were $1,299,000, or 66 cents per share on 1,971,316 shares outstanding.

Total net income for the first quarter of 1958, including special income of $6,947,000, after deducting federal income taxes, was $8,352,000, or $4.43 per share.

Because the so-called "blockbusters" do more business in the world market, Balaban said, the general level of the "non-blockbuster" business has declined. Before 1948 very few pictures were released.

Petillo Backs Kenin; AFM Election Today

By J. A. OTTEN

PHILADELPHIA, June 3—James C. Petillo, who has bowed out as president of the American Federation of Musicians, today suggested at the federation's 61st annual convention here, that Herman D. Kenin, of Portland, Ore., be named his successor. Election of officers will be held here tomorrow.

Dudley Now Cinemara Executive Producer

From THE DAILY BUREAU

HOLLYWOOD, June 3—Carl Dudley, producer of the recently-completed "Cinemara South Sea Adventure," has been named executive producer of Stanly Warner Cinemara Productions, under Nat Lapkin, first vice-president of the company.

Wald Urges U.S. Stars Attend Cannes Festival

By SAMUEL D. BERNS

HOLLYWOOD, June 3—American actors who do not relish the advantage of attending the Cannes Film Festival are literally shortening their careers, Jerry Wald told the press at the 20th Century-Fox studio on his return from France.

Wald cited the fantastic coverage of the event by world press, pointing to Paul Newman's "First Actor"

U-I Assigns 40 to Field For Summer Openings

Universal-International has assigned field exploitation representatives to 65 key dates on three of its important new summer releases, "Horror of Dracula," "This Happy Feeling" and "A Time to Love and a Time to Die," with 40 field representatives being used, it was announced yesterday.

NEW YORK, U.S.A., WEDNESDAY, JUNE 4, 1958

TEN CENTS

Balaban, Confident of Future, Says 'Rewards Can Be Demonstrated'
AND NOW ACROSS THE NATION!

HERE ARE THE FIRST RESERVED SEAT BOOKINGS

They will get a "Royale" launching

Atlanta, Loew's Grand
Baltimore, Film Centre
Boston, Gary
Chicago, (Theatre to come)
Cincinnati, Grand
Cleveland, Loew's Stillman
Dallas, Tower
Detroit, Adams
Houston, Tower
Los Angeles, (Theatre to come)
Minneapolis, Lyric
Philadelphia, Boyd
Pittsburgh, Warner's
San Antonio, Broadway
San Francisco, Stage Door
Washington, Loew's Columbia

The phenomenal reception of "Gigi" on Broadway fulfills these headlines in the N.Y. press:

"'GIGI' MAIL ORDERS SET RECORD."
—N.Y. Journal-American

"SRO SIGN FOR 'GIGI',"
—N.Y. Mirror

"THE 'FAIR LADY' OF FILMDOM."
—N.Y. Times

The career of this mighty attraction now takes its natural course in reserved seat engagements that will spread its fame into every corner of the nation.
The Bravados

The protagonist, pitting his skill, his brains, his courage against four criminals bent on escape from the hangman’s noose.

Of further sales value in this film is the effective use of CinemaScope and DeLuxe Color, even greater than usual by reason of the fact that the picture was shot for the most part in Mexico, and therefore offers certain scenic backgrounds and effects not seen even in the better Westerns produced in the United States. There are several background shots of rocky gorges, high-vaulting cliffs and palisades and a waterfall dropping from an incredible height, which quite literally are breath-taking in their grandeur.

Herbert B. Swope, Jr., the producer, gave the film a fine production throughout, and Henry King, the director, did a splendid job of spacing his action, retaining a high level of mounting suspense and developing the screenplay logically and effectively. The screenplay was prepared by Philip Yordan from a novel by Frank O’Rourke, and opens with preparations for the hanging of four men, two white, one half-breed and one Indian, in a small town presumably close to the Mexican border. Into town rides Peck, close-mouthed, grim and wanting to see the hanging of the men he had trailed for six months, certain they were the four who had raised his ranch, and murdered his wife.

Peck meets Joan Collins, whom he had known five years before, and when the prisoners, through a cleverly plotted scheme, break jail, wounding the sheriff, Peck heads the posse. His tracking of the four men, who have taken a merchant’s daughter, Kathleen Gallant, as hostage, forms the second phase of the story, which makes for exciting, suspense-laden suspense picture. It culminates when the last of the four, the Indian, captures Peck, and the latter for the first time has reason to doubt his identity of the raiders is accurate. He seeks forgiveness in church for his behavior and forgetfulness with Miss Collins, who becomes a mother to his small daughter.

It is rousingly effective dramatic action in the best tradition of the Western with a difference, and should be headed for big grosses. Running time, 98 minutes. General classification, July, 1954.

CHARLES S. AMBROSO

CBS, FCC Hit TV-Web Bill

(CONTINUED FROM PAGE 1)

scope of the commission’s authority.” CBS vice-president Richard Salant called the bill a “public utility concept for the network and scored it as not defining “the areas, scope or extent of potential regulation.”

The two appeared at the opening day of a Senate Commerce Committee hearing on a House-approved bill, sponsored by Sen. Bricker (R., Ohio), which would amend the Communications Act of 1934 to give the commission power to regulate the networks. Tomorrow spokesmen for ABC and NBC are expected to appear in opposition.

In an opening statement, Bricker referred to reports on network practices made by the Senate committee, the anti-trust subcommittee of the House Judiciary Committee and the FCC’s Network Study Committee, all of which found that “certain network practices adversely affect competition.” He also pointed to the fact that the Department of Justice last week advised the commission that certain network practices violate the anti-trust laws.

Points to Present Problems

“I would think the commission’s clear responsibilities in this connection could be much more effectively discharged if we were given clear statutory authority to regulate networks directly,” Bricker said. “The record now makes clear that problems have arisen in the field of programming which can only be handled, in the public interest, if the commission is given power of direct regulation over what we must admit are the dominant forces in the broadcasting industry.”

Doerfer said that since the issue of network regulation was currently before the commission in the still uncompleted hearings on the network study report, it would be “inopportune” for him to take a position on the subject now. He told the committee, however, that the commission felt it could and did “indirectly reach network organizations” through its legal authority to prescribe rules for stations. The commission has used this authority, he went on, “to regulate certain network practices which were found to restrain competition.”

Wants ‘Evils’ Spelled Out

Doerfer said he objected to the bill because it would “of necessity produce a list of the specific evils which the bill is designed to correct or the standards to be used in making regulations applicable to network organizations.” Without Congressional direction, he continued, the commission “would have no basis for determining how the bill should be administered.”

Special Counsel for CBS Kenneth Cox asked Doerfer whether he was “averse to having in advance the power to deal with any network violations that might arise. Doerfer replied that it opens up an area of controversy as to whether such violations may enable the commission to reach certain evils.”

Bricker then told Doerfer, “I don’t see the validity of your argument or your answer.” Doerfer answered that the original communication act had created “a field of controversy plaguing the commission and the industry for years.” He said he thought the commission would know “early in the next session” what it would need Congress to do in the way of additional legislation.

Opposition Not Categorical

Salant maintained that CBS doesn’t oppose “all direct regulation of networks” and wouldn’t object to an amendment that permitted the commission “to do directly what it now does indirectly.”

The basic concern of CBS, he said, was that the bill “proposes to issue a virtual blank check” to the FCC. “It is not clear that any general programming decisions, any business practice, any affiliation determination, or any other activity of a network would have immunity from Federal review and control under the power suggested,” he said. “We oppose this legislation because it appears to accord to the commission indefinite and unlimited power over the networks and their operations.”

Says D. of J. Action on Web Practices

Awaits Completion of Barrow Report

WASHINGTON, June 3—Federal Communications Commission chairman John C. Doerfer today said that the Justice Department would do nothing about objectionable television network practices until the FCC completes its current study of the Barrow report.

Testifying before the Senate Commerce Committee, Doerfer confirmed that anti-trust chief Victor R. Hansen had recently warned the commission that certain network practices almost certainly violated the anti-trust laws. However, he declared, Hansen agreed that the FCC should complete its hearings on the Barrow TV network report and take whatever action it finds necessary before the Justice Department itself acts.

Doerfer agreed that the Justice position made some FCC action one way or the other necessary. The FCC is scheduled to take testimony some time in July from University of Cincinnati law dean Robert Barrow, author of the FCC study report. Presumably the commission will then decide what it should do about the Barrow and Justice Department recommendations.

CBS to Produce, Star in Inter-World TV Films

The first step towards creation of a world-wide independent TV film production and distribution organization was taken when the stockholders of Standard Sulphur Co., meeting in Houston, Texas, on Monday afternoon, voted to acquire from Guild Films, Inc., all of the foreign residuals, property and distribution rights to its library of some 2,500 programs.

At this meeting the name of the company was changed to Inter-World TV Films, Inc.

In announcing the agreement, summarized at the stockholder meeting, John J. Cole, president of Guild Films, Inc., who also became chairman of the board of Inter-World, explained that to start off its international distribution activities, the new company will have a stockpile of 1,100 RKO short subjects, the “Minutes of Prayer” library and 20 specialist-produced TV series, representing in excess of $25 million in production costs. These properties are owned by Guild.

The agreement provides that out of a total capitalization of 5 million shares of common stock, authorized at the meeting, Guild will receive for its TV properties and distribution rights, 3,400,000 shares of common stock and $5 million in ten-year 7% debentures, which will be redeemable in 30 years.

Crosby to Produce, Star in ABC Television

Bing Crosby, long a television hold-out, has been signed to an exclusive, long-term contract by the American Broadcasting Company, it was announced yesterday by Thomas W. Moore, ABC vice-president. The contract covers both television and radio.

In addition, Moore said, ABC and Crosby will be partners in the production and development of ten new TV programs over the next five years.

U-I Assigns

(Continued from page 1)

day by Charles F. Simonelli, Eastern advertising and publicity department manager.

Initial coverage of "A Time to Love and a Time to Die," which kicks off for the Fourth of July weekend will be in 19 key cities with 14 field exploitation representatives covering.

Twenty-eight openings of The Demon in New York City was launched with Decoration Day weekend dates are being covered by 16 field representatives.

Eighteen openings of "Hamlet Dracula," which are scheduled during the coming fortnight, are being covered by ten field representatives.

The grosses are running out of 50% of the company’s net in come.

Guild films Becomes

Inter-World TV Films
Pay Television

(Continued from page 1)

ordinarily alleviated by the sale of 1,000 to 5,000 feature pictures to television. The rate of exhaustion is enormous.

Six hundred odd hours of entertainment produced annually in Hollywood is consumed by a single television market in a couple of months. It is estimated that all the pre-1948 nature films will be used up in two to three years. With production costs of live programming rising and with alarming mortality rate of live ows, television is facing serious problems.

The possible position of post-1948 films has been the subject of considerable discussion. Balaban made no further comment on that topic, except to form an inquiring stockholder that he did not expect unions to share in a future income of pictures shown on television.

Paramount expects to complete within the next week or two the disposition of all of its interest in certain rights to cartoons and short subjects, in a probable income, on a short installment of about $1,400,000.

Paramount feels that the Oklahoma II television tests were a development that uncovered mistakes and proved that charges for programs will be to be on a flexible basis, depending on the value of the program. These programs will not be confined films, they will include ballet, music, opera, sports and other attractions. First tests will be put on in at least one city this fall.

Color television receivers using the chromatic tube will be put on the market before the end of this year. Paul Rainburn said the problems had been ended one by one.

Wald Urges

(Continued from page 1)

ward, presented to Newman for performance in "The Long Hot Summer." The Russians spent $150,000, to be America's estimated $10,000 in gaining attention to stars and producing at the event, Wald said.

Despite the importance of this award, the "Oscar" still is considered the most important worldwide symbol of achievement, Wald stated.

Oil Drilling Starts

June 16 at Paramount

The Union Oil Company will start drilling for oil not later than June 16 on the Paramount studio property and under the surrounding residential area. Barney Balaban told Paramount stockholders at the annual meeting yesterday, Paramount has invested $100,000 in the project. If oil is found, Paramount will receive 30 per cent of the income, the surrounding property owners 20 per cent, and Union 50 per cent. A pipeline must be provided if oil is found.

Are there any questions?

There were, a few, after Paramount president Barney Balaban delivered his annual report to stockholders distinguished as usual by meticulousness and personal clarity, and patience, with the president here are Edwin Weil and Louis Novins.

[At P. Daily pictures]

Balaban Confident of Future

(Continued from page 1)

ures did better than ten million dollars in the world market, except "Gone With the Wind," he said. During the last couple of years, "quite a few" have gone above twelve million and some have done better than 20 million. As a result "too many of our average budget pictures have difficulty in recouping their costs and showing a reasonable return on our investment."

"Nevertheless," he pointed out, "the rewards to be gained from making the right kind of motion pictures are being demonstrated again and again."

Balaban quoted from a statement from his 1950 annual report denning the sensationalized reports about the condition of the industry and commented, "We have survived numerous Hollywood 'panics' before and I am confident that we shall find the way to survive others in the future." "Right now we are concentrating on producing pictures that will, hopefully, make money for our theatre customers as well as ourselves," he continued. That's a big job under present circumstances. Our lineup of product for release in the near future and the productions in process represent our best effort to gear the product to the market.

"We have placed no limitation upon our production department as to the purchase of story material of superior merit and as to the number of pictures and the superior talent to make them—except the tests of outstanding quality and boxoffice appeal."

The reelcetd board is made up as follows: Barney Balaban, T. Frank Freeman, A. Conyer Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Earl J. McClintock, Maurice Newton, Paul Rainburn, Edwin L. Weil, George Wellner and Adolph Zukor.

SDG Nite Board Meet

Seeks Compromise Pact

FROM THE DAILY BUREAU

HOLLYWOOD, June 3.—The board of directors of the Screen Di- rectors Guild was still in session at a late hour here tonight reviewing the last-ditch negotiations held with the Screen Producers Guild at last night’s meeting, a session attended by 12 representatives of the SDG and 12 for production interests, the latter headed by Charles Boren, labor vice-president of the Motion Picture Association of America.

Strike Deferred

The directors, still seeking a share of the revenue from the potential sale of the leftover 1948 films to TV, have postponed their scheduled walkout in the hope of reaching a compromise agreement.

National Radio

(Continued from page 1)

20th has instituted time buys on the week-ends of June 21-22 and June 28-29, in advance of the production’s playdates, on the NBC, ABC and Mutual Networks. In addition, more than 1,500 exposures on local and independent stations have been added to the list. In cities where only two networks service the listening audience, 20th has purchased an independent station’s time, providing each major city with a minimum of three outlets carrying Bravado’s exposures.

The campaign is expected to reach an audience in excess of 80,000,000 listeners during each week-end, with more than 60,000 network exposures of the picture’s title.

In New York, Los Angeles and Chicago, and in other cities of major importance, between five and seven stations will be used.

Retiring Stock

(Continued from page 1)

posed amendment to the certificate of incorporation so as to eliminate 120,000 shares from the enumeration and describe of shares which the corporation is authorized to issue.

Shortly after the new company was organized following the consent decree, 3,000,000 shares were outstanding. This has been reduced to about 1,839,000, through purchases of 1,401,000 shares and the annual dividend rate of $2 has been maintained. During eight full years the average earnings have been $3.26 per share and an average of 64 per cent of the earnings have been paid out in dividends. This would not have been possible, Balaban said, if the stock reduction plan had not been carried out. The equity of the remaining stockholders at June 1, 1958, has been increased approximately 42 per cent per share since 1950. A persistent program of debt retirement has been carried out at the same time and the company has entered a number of diversified fields.

The only heavy borrowing was $6,000,000 at the start of 1955 for "The Ten Commandments."

The share redemption has cost the company $36,350,000. During its progress $24,000,000 was borrowed from time to time.

We have already saved $17,800,000 in what would have been our dividend requirements had these shares not been purchased," Balaban reported. "After allowances for net interest cost of $1,580,000, the net savings saved would amount to $15,850,000. Reduced to a per share basis, the company purchased the stock over the past eight and one-half years at an average cost of $10.62, leaving the present net cost per share at $14.01. At the present $2 dividend rate, it will take a little more than six years to recover the balance of the cost of this stock retirement program entirely out of dividend savings.

The Monarch

The only flight with all de Luxe seats

Everynight, overnight

New York to London

Reservations through your Travel Agent or BRITISH OVERSEAS AIRWAYS CORPORATION Boston, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco, Washington.
NATALIE WOOD as MONIQUE

in "KINGS GO FORTH"

SOON... you will see her in her most appealing, surprising role! In the most challenging love story of our time... from Frank Ross, the producer who gave you "THE ROBE"
Predict 21,000,000 Weekly Attendance At Drive-in Theatres This Summer

An average weekly audience of more than 21 million persons over the age of twelve will attend drive-in theatres this summer, according to estimates by the Theatre-screen Advertising Bureau of Chicago.

The Bureau stresses that more drive-in theatres (approximately 98 per cent of all drive-ins) than ever before are now available for screen commercials. A base statistic of 4,600 drive-ins in operation was used.

During the 1957 summer season—May through October—there was an

(Continued on page 2)

Reserve Decision on Schine Contempt Appeal

The U.S. District Court of Appeals reserved decision yesterday on an appeal by the Schine circuit from a contempt of court conviction stemming from the failure to sell certain theatre properties under the provisions of a Federal court order of 1949. Judges Charles E. Clark, John C.

(Continued on page 6)

George Stevens Elected President of Academy

PHILADELPHIA, June 4.—George Stevens was elected president of the Academy of Motion Picture Arts & Sciences at the initial meeting of the newly elected board of directors held here last night. He succeeds George Seaton, who held the post for the past three years, and will continue as a member of the board.

Other officers elected for the con

(Continued on page 2)

Kenin AFM President, Succeeding Petrillo

Special to THE DAILY

PHILADELPHIA, June 4.—Her

(Continued on page 5)

Optimistic

Proceed With B-B Campaign, Many Insist

'Bargain for Exhibitors' Brandt Says, Others Agree

Strong sentiment in favor of proceeding with the all-industry building campaign as nearly as possible in accordance with schedule was apparent in influential industry circles yesterday and is certain to find expression at the emergency meeting here tomorrow of the campaign's executive committee.

The meeting has been called to decide the future course of the campaign in view of the lagging cash contributions from exhibitors around the country. Receipts to date are insufficient to permit closing of time purchases on radio networks for the campaign scheduled to start July 1.

Nevertheless, pledges from exhibi

(Continued on page 6)

Pittsburgh Exhibitors Pledge B-B Support

Enthusiastic support of the industry's building program was voiced yesterday at a meeting of 175 exhibitors held in Pittsburgh.

Harry Hendel, representing Western Pennsylvania Allied, and M. A. Silver

(Continued on page 6)

Siegel Signs Blaustein To Produce for M-G-M

Sol C. Siegel, vice-president in charge of production for M-G-M has signed Julian Blaustein Productions for a multiple production deal. The contract with Blaustein is the second major independent deal made by

(Continued on page 6)

Television Today

Page 5

There is no question but that the Jerry Lewis fans in this country, and in a great many others, for that matter, are legion. All of those fans are going to have a most happy time looking at and listening to "Rock-a-Bye Baby." It has some of Jerry Lewis' funniest screen moments.

It is simply a matter of factual reporting to record that a full-house audience at Loew's 72nd Street theatre in New York, of miscellaneous makeup and drawn by the "preview" announcement of an unknown picture, had a wonderful time. They laughed almost continuously, were properly quiet at the lugubrious "dramatic" moments, and let out full-

(Continued on page 6)


**Predict Big Drive-in Grosses**

(Continued from page 1)

average weekly attendance at drive-ins available for screen advertising of approximately 18 million, according to the Bureau. This was a decrease from the week before by approximately 20 million. The 1957 drop was attributed to the unseasonable weather in many sections of the country as well as to the Asian flu epidemic. The Theatre-Screen Advertising Bureau reported that in some sections of the country the weather was so extreme last summer that a number of drive-in screens were topped by high winds.

The "quality" of the drive-in audience from the advertising viewpoint also was reported by the Bureau. A Bureau study revealed that the three largest age groups in terms of buying power—15-25, 25-35 and 35-44—are all "over represented" in the drive-in audience. The 15-25 age group—that of teen agers who are forming lifelong buying habits as well as young married couples—represents approximately a fourth of the summer drive-in audience but only 16.5 per cent of the year's output.

Similarly, 35.1 per cent of the summer drive-in audience was in the 25-34 age group, and 22.3 per cent in the 35-44 bracket, although the national balance for these age groups is respectively 19.3 and 18.6 per cent.

One of the most surprising statistics to emerge from the study was that almost 80 per cent of the typical drive-in audience consists of married couples. This high percentage is attributed to the fact that the drive-in solves the "sitter problem" and that most drive-in ads appeal only to young people. Only 18.9 per cent of the drive-in audience was single and 0.9 per cent either divorced, separated or widowed, according to the Bureau survey.

**Para. Board Reelects Balaban and Zuckor**

Barney Balaban, president; Adolph Zukor, chairman of the board, and all members of Paramount Pictures Corporation were unanimously reelected at a meeting in New York of the company's board.

The other officers reelected were: Stanford Grifis, chairman of the executive committee; Y. Frank Freeman, Paul Rabbourn, George Wmekner, Louis Phillips and Randolph C. Wood, vice-presidents; James H. Richardson, treasurer; Louis A. Borden, assistant treasurer; Russell Holman, Arthur Israel, Jr., and Jacob H. Karp, assistant secretaries.

Today at the annual meeting of Paramount Pictures Corporation stockholders in New York, Balaban, Zukor, Grifis, Rabbourn and Wmekner were elected directors of the company, with the following: A. Conger Goodyear, chairman of the executive committee of Gulf, Mobile and Ohio R. B. Co.; Duncan C. Harris, chairman of the board of Brown, Harris, Stevens, Inc.; John D. Hertz, partner of Lehman Brothers; Earl J. McClintock, vice-president and director of Sterling Drug, Inc.; Maurice Newton, investment banker, partner of Hallgarten & Co., and Edwin L. Weil, attorney, partner of Simpson, Thacher & Bartlett.

**Roxy Adds Matinees For 'Windjammer'**

Starting Monday, June 16, and continuing indefinitely, the Roxy Theatre has scheduled daily matinee and evening performances by an American composer who will close Aug. 31, 1958, it was announced yesterday by Windjammer, the first production in the new Cinemiracle process, was announced by Robert C. Rothafel, managing director. Daily matinee performances are at 2:30 P.M., and evening performances at 8:30 P.M. with the exception of an 8:00 P.M. starting time on Sundays. Seats are reserved at well.

**Contest Closes Aug. 31**

The 14th Annual George Gershwin Memorial Concert for the local architectural composition by an American composer will close Aug. 31, 1958, it was announced this week by the George Gershwin Memorial Foundation. The concert will be held at the Victory Lodge B'nai Brith in cooperation with B'nai B'rith Hillev. This year's winner will receive a $1,000 cash award and the winning composition will be world premiered by the New York Philharmonic Symphony at one of its regular concerts at Carnegie Hall with Leonard Bernstein conducting.

**Honor Freeman Today**

HOLLYWOOD, June 4—Y. Frank Freeman, chairman of the board of directors of the Motion Picture Research Council for the past 10 years, will be honored at a testimonial dinner tonight by the MPDC at the Paramount studios, and attended by representatives from all branches of the industry.

**Hitchcock Alumnus On Way to Fame**

By SAMUEL D. BERNs

HOLLYWOOD, June 4—Rock Stevens, heir apparent to the director of that fame, has been in entertainment known as Suspense now occupied by Alfred Hitchcock, has tossed his hat and coat into it theatrical film circle.

Holding non-exclusive pact with M. Hitchcock, he is a member of segments the All for Hitchcock television series, one which "The Glass Bead" earned him the Emmy Award this year. Best Director of a half-hour show Stevens is now prepared to make niche for himself in the realm of film. Stevens, whose impressive career television, credits him with being producer-director of the first live dramatic show on CBS in 1958, and its producing techniques such as four camera setups, cutting as a live show progresses, and bringing classic literary material to the medium—still type-meat, dramas, views feature length mock pictures as the ultimate in creative talent. It offers the director, as well as the writer and producer a chance to breathe, to take advantage of a scene background, and to express himself in full, more powerful tert, without being slave to a stop watch. The young director, who introduced such names as Grace Kelly, Paul Newman and Joanna Woodward to public via his TV shows, will also exhibit a sample of his ability two films. "The House that Used to Be," and "Never Love a Stranger," which will be soon released by Allied Artists.

**Stevens Elected**

(Continued from page 1)

ing year are: Valentine Davies, B. vice-president; John Aalberg, sec- vice-president; Hal Elias, secretar; Hugo Friedhofer, assistant secretar; Fred Metzker, treasurer, and Jack Karp, assistant treasurer.

**Robert Stevens**

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(Continued from page 1)

ing year are: Valentine Davies, B. vice-president; John Aalberg, sec- vice-president; Hal Elias, secretar; Hugo Friedhofer, assistant secretar; Fred Metzker, treasurer, and Jack Karp, assistant treasurer.
**Providence Theatre Files $39,000,000 Trust Suit**

*Special to THE DAILY*

PROVIDENCE, June 4.—The Strand, popular Washington street house, has filed a $39,000,000 Sherman anti-trust law suit in U.S. District Court here against 13 motion picture producers, distributors and exhibitors charging conspiracy to monopolize the industry.

The suit, brought by the National Realty Co., which operates the downtown theatre, claims that monopolistic practices within the industry have caused the Strand to suffer "serious and permanent damages to the good-will of its business" and declares, "If the business losses ... continue, the plaintiff will be compelled to cease operating its theatre."

Treble Damages Asked

Under the anti-trust law, the suit asks treble damages of $3,000,000 against each of the 13 defendants.

The defendants are RKO Rhode Island Corporation, which operates the Albee; Loew's Theatre and Realty Corp., operators of Loew's State; C. F. Theatre Corp., which operated the Majestic Theatre until 1956 and prior to that, the Carlton, and Fay's Theatre; RKO Radio Pictures, Inc., Loew's Inc., Paramount Film Distributing Corp., Twentieth Century-Fox Film Corp., Warner Bros. Picture Distributing Corp., United Artists Corp., Universal Film Exchanges, Inc., Columbia Pictures Corp., Republic Pictures Corp., and Stanley Warner Theatres, Inc., which has operated the Majestic Theatre since 1956.

The plaintiffs, represented by William H. Edwards and Ernest L. Shein, ask a jury trial.

**Crescent Restaurant, Bowling Alleys Set**

*Special to THE DAILY*

NASHVILLE, June 4.—Crescent Amusement Co., today announced plans for the construction of a bowling alley and restaurant, estimated to cost $300,000, in the same block with its Inglewood Theatre. Webb Hayes, real estate manager, disclosed that the single level, 24-lane bowling center patterned after Melrose Lanes, also a Crescent Enterprise, will be completed in 90 days.

**Music Awards Made**

Ramiro Cortes, 24, of Los Angeles, has been named winner of the top cash award of $2,000 in the sixth annual Student Composers Radio Awards. Now in Italy on a Fulbright grant, Cortes was honored for his "Chamber Concerto" and "A Nocturne Upon Saint Lace's Day."

Second prize of $1,500 went to William Bayard Collins, of Princeton, N. J., for his "String Quartet 1953," a work which was also awarded the additional $500 WQXR String Quartet Prize.

The awards are sponsored by Broadcast Music, Inc.
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Telenews Not Affected
By Merger of INS-UP

Television stations receiving Telenews filmstrip supplied by Hearst Metrotone News, Inc., were assured today by William Randolph Hearst, Jr., president, that service to them would continue "uninterruptedly" despite the recent merger of International News Service with the United Press.

In a statement to all TV stations using the various Telenews Filmstrip Services, Hearst said: "Hearst Metrotone News, Inc., producers of Telenews Daily, Telenews Weekly, Telenews Weekly in Sports and Farm Newsreel, is in no way involved in the INS-UP merger and it will continue production and service uninterruptedly to its many clients."

Until its dissolution, INS had been the exclusive sales agents for the Telenews programs for television, distribution of which will now be handled by the Hearst Corporation. "Hearst Metrotone News, Inc., also produces News of The Day, a theatrical newsreel distributed by Metro-Goldwyn-Mayer, which partly owns the firm."

NTA Sells TV Series, Films in Far East

National Telefilm Associates' "Sheriff of Cochise" television series has been sold in Japan, Australia and the Philippine Islands, Oliver A. Unger, NTA president, has announced.

Unger also announced sales of "Official Detective" in the Philippine Islands and Australia and cartoons in Japan. At the same time, Unger said that a number of motion pictures were sold for theatrical exhibition in Hong Kong, Formosa and Stan.

The sales were reported by Sam Gang, NTA's foreign representative, recently returned from a tour of Far Eastern countries and Australia.

FRANK COOPER's audience-participation package, "Dotto." CBS every day and sponsored by the Colgate-Palmolive Co. will add a night-time stint to its skirt starting Tuesday, July 1 (9:00-9:30 P.M.) The weekly show will be featured over NBC-TV with Jack Narz again performing the emcee chores. Ed Jurist will produce with Jerry Schnur, directing. . . . A recent rave item in this pillar about Larston Farrar's (He's a former Vahnpaperman) crime novel, "The Sim of Sandra Shaw," has resulted in three Hollywood filmgoers contacting the author for the screen rights. Down there along the Potomac ye fourth estimators now aver that the D.C. after the city may very well mean "Dan Cupid." . . . And while on the subject we might add in passing that the chatter-chatter and palatable palaver, dispensed daily (3:00-7:00 P.M.) by Milton Q. Ford via WOL, makes him the most-listened-to deepjay in that area.

St, St, St

One Man's TV Views

By Pinky Herman

Kenin Heads AFM

(Continued from page 1)

hat Kenin be elected as his successor. The federation, at today's session of the 61st annual convention, pledged to continue its fight against what it termed "the misguided federal amusement tax policy," which it feels is responsible, together with the use of mechanical music, for much unemployment of its members.

Full support to Kenin was pledged by Alfred J. Mamot, president of the powerful Local 802, New York, as well as by Eliot Daniel, who heads Los Angeles branch of the musicians' organization.

Jackson Beck

Jackson Beck can trill as well as give out with the smooth appeal. Jackson sings the original Lyn Duddy-Jerry Bretter Kilstories, heard in the daily ABC cartoon strip, "Terry Tell Time," farnished by Carol Reed. . . . Harb Tannen of WM. Morris Nite Club department, transferred to that Agency's Windy City office. . . . Latest film star to get into the groove (records) is Jack Lemmon, whose new Epic Album, "A Twist of Lemmon," will soon be heard from radio turn-tables. . . . Jack Lescoule, his of the big smile and big heart, flew down to Baltimore yesterday to receive the Inter-FAith Celebrity Award for 1958, sponsored by the B'nai B'rith, of C and Buomi Temple of that city. Previous winners of this citation include Perry Como, Eddie Fisher and Arthur Godfrey. . . . Ruth Hagy's "ABC College News Conference" this Sunday, will feature a round-table discussion of a team of Russian students, who will tell about their impressions of American life and their trip here and the views and opinions of Russia by a pair of American students who visited there. This marks the first telecast of the student exchange program approved by both countries.

Jackson Beck

Delay Action On TV Control

From THE DAILY Bureau

WASHINGTON, D.C. - Senator Bricker (R., O.) said he had no intention of seeking action this year on his bill for direct Government control over TV networks. Bricker said current Senate Commerce Committee hearings were designed chiefly to "keep up to date" on developments affecting TV network policy, and to "keep everyone on his toes." The Dido version announced as the committee heard officials of National Broadcasting Co. and American Broadcasting Co. attack the measure Bricker proposed, the committee recessed the hearing, probably for two weeks or more

Hearings Opened Tuesday

The hearings started yesterday, when Federal Communications Commission officials criticized the Bricker bill as too vague and CBS officials blasted it as unnecessary.

Davis C. Adams, executive vice-president of NBC, today called the bill "mischievous" and "unnecessary" and represented "regulation for the sake of regulation."

The bill, he said, "would extend Government supervision to a whole new area of private enterprise in the fields of entertainment, information, and advertising." He argued the FCC already has ample control over network programming practices through its power over individual stations.

Calls Controls Unnecessary

Adams said it was no more necessary to go behind a station's performance and establish additional regulation over network source of programs than it was necessary to establish FCC regulation over TV motion picture distributors, film syndicators, ad agencies and other program sources.

ABC vice-president and general counsel Mortimer Weinbach said the Bricker bill would set the FCC forth on an uncharted sea with no one certain as to which aspects of network operations would be subject to Government regulation. Weinbach agreed with Bricker that there was concentration in the TV industry, but said it was a monopoly of station facilities caused by a shortage of TV stations in major markets. He urged a revised allocations policy to overcome this station shortage.

Sees Legislation Essential

Assuming Government regulation of TV networks were desirable, Weinbach added, it should be done only by specially-designed legislation and not by a broad delegation of power to the FCC.
**B-B Campaign**

(Continued from page 1)

The country do as well, the success of the campaign is assured,” Brandt said. “Every exhibitor must put his money where his mouth is” and get the campaign rolling.

**Rock-a-Bye Baby**

[CONTINUED FROM PAGE 1]

Jerry is himself listed as producer in this York (Jerry Lewis) production, with a fulsome assist from Frank Tashlin, who directed, and prepared the screenplay from his own screen story. VistaVision and Technicolor are most useful adjuncts to the production’s effectiveness. Supporting Jerry are Marilyn Maxwell, Connie Stevens, Salvatore Baccaloni, Reginald Gardner and Hans Conried. There is even a bit of a song, offered as Jerry harks back in memory, rendered by young Gary Lewis, who has poise, at the moment, at any rate.

The story was written especially for Jerry and there is ample evidence of that. He plays the inept, shy, small-town bachelor (and television repair man) who for years has been in love with the small-town girl, Miss Maxwell, who now is a glamorous film star. The repair work on the roof of a house or two in town opens the way for several laugh-provoking sequences. The star’s younger sister, Miss Stevens, is in turn in love with Jerry, although he only has thoughts for the star. When the latter comes out of a short-lived Mexican marriage with triplets, they unloads them on Jerry, he being the only one she and her manager, Gardner, can trust. Jerry and the triplets are good for a barrel of laughs and the women in the audience, especially, will have the time of their lives.

It all straightens out in the end, of course, but there is a full handful of comedy routines en route, some bordering on the slapstick, others of the more subtle variety, and several songs offered by Jerry and Miss Stevens, all of which add up to rousing Jerry Lewis comedy fare. The exhibitor can push it in the Jerry Lewis pattern, with perfect assurance that his audience will have a lot of fun.


CHARLES S. AARONSON

**Pittsburgh Exhibitors**

(Continued from page 1)

representing T.O.A., were co-chairmen of the meeting. Wilbur Snapper, supervisor of the Business Building Campaign Committees for the Middle Atlantic area, played a recording of the material to be used in the radio campaign scheduled to start next month.

Strong support for the program was expressed by Jim Nash of the Tri-State Drive-In Association, Charles Black, Morris Pinkel, Ben Anber and Emilio Stone, all of whom urged exhibitors to send in their contributions as promptly as possible.

**To Seek B-B Pledges at New Mexico Meeting**

Business Building campaign pledges will be sought from New Mexico theatremen on June 17th and 18th at the Convention of the New Mexico Theatre Association at the Hilton Hotel in Albuquerque.

Lloyd Franklin, Association president, said the radio spot campaign record will be played at the convention and pledges immediately distributed and contributions solicited.

**‘Mobster’ for Corman**

HOLLYWOOD, June 4—Roger Corman will embark on his most ambitious project to date when he directs the $500,000-budgeted “I, Mobster,” which he will co-produce with brother Gene in conjunction with Edward L. Alperson for 20th Century-Fox. The film will be made in CinemaScope and Technicolor.

**Three Start as Studio Production Falls Off**

HOLLYWOOD, June 4.—With the start of three pictures and the completion of four pictures in production this week, production took a slight drop, making a total of 25 pictures.

Started were: “Tonka,” Walt Disney Prods., (Buena Vista); “The L. Blitzkrieg,” Clover Prods. (Columbia); “Let’s Rent,” Male Mr. Ponsbacker, CinemaScope, DeLuxe Color (20th Century-Fox).

Completed were: “The Earth’s Spider” (American International), “Monster from Galaxy 27” (Buck Corman Prods. (American International); “I Want to Live,” Figa Prods. (United Artists); “Timbuktu,” Imperial Pictures (United Artists).

**Left-handed Gun’ Oper In Southwest Saturation**

The southwest premiere of Warner Bros.’ “The Left Handed Gun,” will include upwards of 450 saturation playdates during the next two weeks, has been kicked off in Kansas City, Oklahoma City and Dallas areas.

The territorial openings have been backed by a comprehensive advertising, publicity and promotion campaign in newspapers, radio and magazines more than four weeks ago with the cooperation of each of the participating theatres playing the film during the saturation period are eligible enter the company’s Theatre Managers’ Contest, which offers nine awards of $100 savings bonds for the best advertising and publicity campaigns.

**Reserve Decision**

(Continued from page 1)

Pickett and Leonard Moore heard arguments by attorneys for the Government and for the circuit. Schine contended that it had not been possible to designate the proper property, in the upper New York State, Ohio Maryland — although attempts have been made. Auction sales were held by Joseph P. Day last month in Rochester and Glen Falls but no bids were made on the properties.

The Government contended the contempt citation should stand because other theatres properties had been sold during the period charged that Schine had refused “reasonable” bids for the property.

The circuit and individual fixers were fined a total of $7,500, the contempt conviction.

**Siegel Signs Blaustein**

(Continued from page 1)

Siegel recently, Less than a week after Frank Sinatra’s Hobart Production was signed to produce for Metro. Blaustein has been producing Columbia for the past three years in his latest being “Cowboy” and “My Book and Candle.”
B-B Campaign 'Must Go On,' Adams Says; Meet Set Today

The all-industry business-building campaign "must go on," Horace Adams, Allied States president, and a member of the campaign executive committee, told Motion Picture Daily when reached by telephone at his Cleveland office yesterday.

Adams is due in New York this morning to attend the emergency meeting of the committee in the office of A. Montague, co-chairman, this afternoon. The meeting is expected to determine whether the campaign will continue and, if so, when and in what form.

Serious laggard cash contributions from exhibitors have jeopardized the start of the radio campaign planned for July 1 and, therefore, of other features planned for later on the schedule.

"I heard tapes and records of the radio campaign material at the recent Allied States board meeting in Baltimore," Adams said, and I am convinced they will accomplish something for theatre attendance. A campaign of that kind has to produce something.

(Continued on page 3)

TOA Urges Contributions To B-B Campaign Now

Theatre Owners of America, which has been more or less complacent heretofore on the subject of laggard contributions from exhibition to the all-industry business-building campaign, concedes in a bulletin released from its headquarters here yesterday that the campaign now is "at the crossroads" and "may never start" if exhibitors don't contribute.

Ernest Stellings, TOA president, (Continued on page 3

TOA to Study Re-Opening of Federal Decree

8 Convention Also Will Propose Closed Circuit TV

Exploration of possible methods of coping with a revision of the industry Federal consent decrees will be high on the agenda of the Theatre Owners of America 1958 convention, to be held at the Americana Hotel, Miami Beach, next Oct. 21-25, a letter issued by organization headquarters here yesterday disclosed.

In particular, the decree revision will endeavor to determine if it can be done to ease provisions which operate against an increase in production and to help bring (Continued on page 4)

The Order to Bar Sale of Selectivision Stock

An order permanently barring future stock sales by Selectivision, Inc., television concern, was filed in Supreme Court yesterday, according to Attorney General Louis J. Lefkowitz. The injunction, he said, was consented to by J. F. Hamilton, president.

(Continued on page 6)

MGM Schedules 18 Features for Rest of Year; Sets Summer Dates

M-G-M will release 18 pictures through the balance of 1958 and has set release dates for ten of them through September. The 18 are in addition to the musical "Gigi" which will open in late June and July in 14 key cities on a reserved seat policy similar to that at the Royale theatre in New York.

The release schedule was announced yesterday by Jack Byrne, general sales manager, after discussions with Sol C. Siegel, vice-president in charge of production. With these set, Siegel is accelerating production plans for the studio's 1959 releases, the announcement said.

Included in the diversified schedule are the screen versions of two long-running Broadway plays—"Cat on a Hot Tin Roof" and "Tunnel of Love"; and a Grimm Brothers fairy tale, "Tom and (Continued on page 3)
ED CHURCHILL, president of Domonake and Coe, and OLIVER KINGSBURY, vice-president, have arrived in Hollywood from New York for conferences at the M-G-M studio.

ALBERT LIST, head of List Industries, is here with Mrs. List for today in Brussels, where they are exhibiting art work at the Brussels Fair.

RON MICHAELS, United Artists manager in Australia and New Zealand, has arrived in New York from Sydney.

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, returned to New York yesterday from Philadelphia.

CHARLES SCHLAFFER, president of Charles Schaffer & Co., has left New York for Northampton, Mass., where on Sunday his daughter, ARLENE, will graduate with honors from Smith College.

LINDAI, Hong Kong actress, left New York for London yesterday via B.O.A.C.

BRUCE LIVINGSTON, son of Melf Livingston, Universal Pictures home office publicist, will observe his Bar Mitzvah tomorrow at the Temple Adath Israel in New York.

JAN STERLING has left New York for London via B.O.A.C.

‘New Orleans’ to Bow
In Fiesta Atmosphere
Special to THE DAILY
NEW ORLEANS, June 5. — Final arrangements for a fiesta-style opening of Allied Artists’ “New Orleans After Dark” at the Tudor Theatre here on June 18 are being completed by Carl Malby, president of MPA, which produced the film for AA release.

A parade through downtown New Orleans will herald the world premiere, planned as an outstanding civic event with leading organizations taking part. The ceremonies will be covered by press, radio and TV. Travels describing the picture will be run by seven theatres in the city during the one-week period of June 8-15.

DID THE Batteville televisions test, in addition to a number of other things, teach exhibitors that they are overly frightened of toll television? Some think so, and believe that exhibitors might be well advised to reverse their stand in opposition to any test of pay TV whatever, join those petitioning one and get it over with—probably with far less damage to their theatres and their nerves than any of them suspect. . . . The Batteville experience has more people than ever convinced that the blockbusters and super-attractions being made for the wide screens of theatres, in color, are not to be adapted to the tiny screens of home television sets, at a price, with any degree of success. Samuel Goldwyn, who for years past was an enthusiastic booster of pay TV, is among those who now believe Hollywood’s super-entertainments will be wasted on 16mm. TV screens. His views are that effective radio trade press conference during his recent visit to New York. . . . Others feel that the less than blockbuster-calibre films will be unable to compete for a price with the free films on TV, and that on non-film attractions shown on pay TV, theatres will be better off when prospective viewers must pay cash for them than they are now when special events are offered free on sponsored television. The Batteville test, they feel, gave a pretty clear indication that pay TV’s bank is worse than its bite (on exhibitors) will prove to be.

ROBERT WILBY calls good-natured attention to a reference in a recent interview published in Motion Picture Daily which made him an advocate of the idea, often expressed of late, of moving the first ten weeks to the studios. He says that trying to say was that the admission price to a theatre was made up of three parts—the money at the box-office, the time spent, and the trouble of delivering yourself to the place where the picture is. If that last is to be of tremendous importance, the logic, of course, is to drive-ins. And one could write an essay on what other values are lost in getting that convenience. And while on the subject of these screaming neighborhoods, isn’t it about time they try to sell them. If they aren’t, rather than talk about the interest created in the picture by the distributor and the first run dying down before they get it? Maybe they should do some promotion, advertising and selling on their own.” . . . When Dimitri Tiomkin was signed to do the music for the Leland Hayward production, “The Old Man and the Sea,” the off-beat, quality nature of the picture was described to him and he was told the one thing not wanted was a theme song entitled “The Old Man and the Sea.” What did he come up with first? A theme song called “The Old Man and the Sea,” natch. It was jettisoned and replaced by a really fine Tiomkin score, pleasing, unobstructive well adapted to the production.

GUESS WHO? they’re calling the “Silky Sullivan of the film business”? . . . That’s a nice job, a very valuable one. That Harry Winrich’s movie promotion department is doing in the N. Y. Daily Mirror. The promotion spots appear on Mondays, prominently positioned on Page 4, where they are certain to attract high reader interest. A recent one, calling attention to the Mirror’s amusement pages, said: “Featured here are reviews and advertisements of current film attractions at Broadway and neighborhood theatres. Go see them and dream a little. Let the magic of the movies whisk you away with such great pictures as ‘Paris Holiday,’ ‘South Pacific,’ ‘Attila,’ ‘Marjorie Morningstar,’ ‘Cry Terror,’ ‘Windjammer,’ ‘The Young Lions’ and many others. It’s unvaluable cooperation and the more noteworthy because it’s the paper’s own.”

House Passes
(Continued from page 1)
would be no later bill this year to excise taxes or other tax rates.

Involved in the bill passed yesterday, 52 per cent corporate tax and excise rates on liquor, tobacco and autos.

Chances for an admissions amendment in the Senate seem slim unless other excises are cut. Strongest Senate support is shape up for an amendment to cut the transportation taxes on freight and passers. If they should carry, the bill might be opened for other amendments to cut excises, including the missions tax.

The fight will come in the Sen on the Senate floor. The Sen Finance Committee is almost sure approve the bill as it comes from House.

Coyne Watching Situation

Robert Coyne of the Counsel Motion Picture Organizations been in Washington watching the nation, and trying to keep the indy’s feet. In the door corporatization in case it becomes possible in Senate.

The Ways and Means Committee is expected to take work tomorrow on a small business tax act bill. The Administration and Congrional leaders have pledged action this field.

Tower, Big K.C. House
Will Reopen June 11
Special to THE DAILY
KANSAS CITY, June 5. — Tower Theatre, large downtown Kansas City film house which has been closed since early in May, will reopen Wednesday, June 11, w. “Snow White and the Seven Dwarfs” will begin an engagement.

Optimistic Regarding Summer

The reopening of the theatre, actually the first to reopen in the theatre sector prompted by the belief of exhibi that summer business will war the move. The management hopes to “South Pacific” at the Tower, an acquisition that will insure the theatre’s continued op for sometime.

THE CLASSIC COLOR IN PERSONAL MENTION
PEOPLE

Robert P. Speer, formerly a writer or United Press, has been named director of the Press and Publications service of the U. S. Information Agency. He succeeds Frank L. Dennis, who is leaving government service to become assistant to the president of the American Petroleum Institute.

Dick Williams, formerly editor of "Theatre Arts Magazine," has rejoined the Michael Todd Co. as assistant to Bill Doll.

Dr. Walter Clark of Kodak Research Laboratories has been named chairman of the Art committee for the national Society of Photographic scientists and Engineers.

John W. Oxbo, president of Animation Equipment Corp., New Rochelle, N. Y., during a recent trip to Johannesburg, South Africa, was elected an honorary member of the South African Society of Cinematographers.

Preview Outlines U.K.

Boycott Plan for TV

The plan adopted by the British motion picture industry to slow down the sale of films to television is not a newsworthy one for success but also a "fine example of industry operation." Herman M. Levy, general counsel of TOA, who has just returned from conferences with British exhibitors, discussed the plan in a letter sent to TOA members yesterday.

According to Levy the plan entailing a corporation to be set up to supervise television rights to certain films pictures and to apply the provisions which the plan details. If a producer or a distributor, or one who finances the production of the exhibitor, permits it to be offered to television before offering it to the Corporation, or refuses an offer by the corporation to purchase it, then the cinematograph Exhibitors Association will call upon all its members to refuse to book any film produced, distributed or financed by that person. In addition, Levy contended, if an exhibitor refuses to accept that to boycott, then the Kinematograph Retailers Society will call upon distributors members to refuse to do any film to that non-complying exhibitor.

The fund for the purchase of television rights, Levy said, will be supplied by exhibitors through a voluntary assessment on a per admission basis. This payment is, by agreement, contract, deductible from the exhibitor's receipts before the payment of rentage, if any. It is certainly a "tight little plan, a tight little island," Levy conceded.

MGM Slates 18 for '58; Sets Summer Dates

(Continued from page 1)

thumb;", a comedy war story, "Imitation General," a spoof of the famous "Hardy Family."

Releases for June are:

*High School Confidential,* Albert Zugsmith Production, starring Bess Tamblyn, Jan Sterling and John Drew Barrymore, in Cinemascope.


*The Haunted Strangler,* Boris Karloff's first horror picture in Decade, and a companion picture.

*Fool without a Face,* both Amalgamated Productions.

July releases are:


*Tarzan's Fight for Life,* in color, starring Ray Teal as Tarzan and Dave Brent as Jane. Directed by Bruce Humberstone and produced by Sol Lesser.

August releases are:

*The Badlanders* starring Alan Ladd, Ernest Borgnine, Katy Jurado and Claire Kelly. Filmed in CinemaScope and Metrocolor, produced by Aaron Rosenberg and directed by Delmer Davis.


*Andy Hardy Comes Home,* starring Mickey Rooney as an adult Andy Hardy. The 10th in the series was directed by Howard W. Koch and produced by Red Doff.

For September:

*Cat on a Hot Tin Roof,* an Avon Production, starring Elizabeth Taylor, Paul Newman, Burt Ives, Jack Carson, Judith Anderson and Madeleine Sherwood. Richard Brooks directed from his own screenplay and Lawrence Weingarten produced.

*The eight pictures to be released during the remaining months of the year are:*


*The Tunnel of Love,* starring Richard Widmark and Doris Day, Gia Scala, A Joseph Fields Production, produced by Fields and Martin Melcher and directed by Gene Kelly.


*The Journey,* starring Yul Brynner and Deborah Kerr with Kurt Kaszmr and Robert Morley, is being filmed in Vienna under the direction of Anatole Litvak.


Depinet Again

(Continued from page 1)
treasure; George F. Dembow, secretary, and Harry Joe Brown, vice-president and West Coast representative.

The Picture Pioneers, organization of veterans of 25 or more years in the industry, is now in process of agreeing on its annual designation of a Pioneer of the Year, who will be honored at the annual banquet to be held in November. Announcement of the honoree will be made in the near future.

Directors of the Pioneers are: Charles Alcott, Barney Balaban, Harry Langbech, George Dembow, Sam Cohn, Ed. O. St. Fabian, German, Abel Green, William J. Heineman, Kirsch, John J. O'Connor, Robert J. O'Donnell, Martin Quigley, E. V. Richards, Jr., Sam Zirner, Herman Robbins, Abe Schneider, Ben Shlyen, Spyros Kounas, Harry Tutikl, Joseph Vogel and Albert Warner.

Plan ‘Vikings’ Events To Premiere, Beyond

"Vikings Week," characterized by United Artists as the company's most intensive opening-week campaign ever mounted, will be launched on Monday to spotlight the dual world premiere event of "The Vikings" on Wednesday at the Astor and Victoria Theatres here. The drive is under the direction of Roger Lewis, UA national director of advertising-publicity.

The program combines an official city-wide celebration, appearances by the stars of the film—Kirk Douglas, Tony Curtis and Janet Leigh—on 21

Tiomkin to Brussels and Europe for 'Old Man'

Dimitri Tiomkin, who composed and conducted the musical score for "The Old Man and the Sea," will leave New York today for the Brussels World Fair to attend the showings of the Warner Bros., picture at the United States Pavilion. The film has been selected to represent the United States in the Fair's International Film Festival.

While in Brussels, Tiomkin will be invited by the officers of the American Pavilion to conduct the symphony orchestra now at the World Fair.

'Seas' Here July 15

A new opening date in New York was set by Stanley Warner Corp., for "Cinarama-South Seas Adventure." The world premiere of the fifth Cinerama production will be held on July 15 at the Warner Theatre. The return engagement of "This is Cinerama" at the house will be extended for two weeks to a total of 10.

Friedlander Tour Set

Buddy Friedlander, national promotion manager for United Artists Records, will leave here Sunday on a three-week Coast-to-Coast tour on behalf of the company's summer and fall releases.

TV and radio shows, retail support at numerous stores on the metropolitan area, several public events and a heavy schedule of 310 spot announcements on nine stations are activity, instead of concluding with the world premiere on Wednesday, as is customary, is planned to carry five days beyond.

Adams' Plea

I think it is something that must be done.

Theatres need the promotional help and we can't make any action unless we get no results. Our biggest difficulty is that we are asking people who are desperate for money.

Follows Brandt Appeal

Similar sentiments were expressed earlier by Harry Brandt, president of Independent Theatre Owners Assn. of N. Y. "I can't understand why you get no results. Our biggest difficulty is that we are asking people who are desperate for money.

Other members of the executive committee expected at today's emergency meeting are: Ernest Stellings, TOA; and Sol Strangell, MPPTA.

TOA Asks B-B Aid

was scheduled to arrive here late last night to attend the emergency meeting today of the company's executive committee, of which he is co-chairman.

May Miss Deadline

"The radio campaign is scheduled for July 1," the TOA bulletin points out, "but as yet there isn't enough money in to make the commitments for time spots. Unless it arrives, and quickly, the July 1st deadline will have to go by the boards and the important summer radio market will be missed. We urge you again, please, make your contribution now, immediately."
British Publicity Circle Proposes Film Week as Business Builder

By PETER BURNUP

LONDON, June 2 (By Air Mail)—After several months’ closed-door consideration, the Film Industry Publicity Circle has produced its plan for the stimulation of public interest in the cinema, and its offerings.

The Circle advocates an institutional advertising campaign in line, presumably, with that already proposed by the Hearst “Express” newspaper group in which pictures on general release were plugged in omnibus fashion. But the publicists suggest also that the time is ripe for a National Film Week, or possibly a Film Month.

They feel that a Festival in one city, admirable through it be, has largely lost its efficacy. A number of the publicists cite, for example, the well-known Edinburgh Festival, which admittedly attracts a host of people to the Scottish capital but, in the ultimate resort, brings better business on to the city’s hotels and its shop-keepers.

They envisage a nationwide endeavour with personal appearances of stars up and down the country, so that the relation may be given a description as a “new feeling” towards the film industry.

The plan has been submitted to KBS president Sir Anthony Jarrett, who has promised to pass it around to his members. It bristles admittedly with a multitude of difficulties, but there are among the trade’s leaders who hold that the industry reaped (or promises to reap) rich benefits from its combined operations in regard to Entertainment Tax relief and the control of feature films on TV.

They urge that a similar operation in regard to a stimulus to business at least merits consideration.

There are others, however, who stubbornly maintain that the only answer lies in the saleability of the industry’s offerings to the customers.

They point out and with reason that when one success reaches London’s West End the whole circuit is off the hop. They cite also the crowd-pulling power of an offering like “South Pacific” in Todd-AO.

Every night a board hangs on the Film Industry Theatre marquee proclaiming proudly: “SORRY. HOUSE FULL.”

That’s the sort of confident announcement, say those authorities, which does go to the whole business.

“South Pacific” Slated For Brighton, England

From THE DAILY Bureau

LONDON, June 2. (By Air Mail)—“South Pacific,” in the Todd-AO 70mm version, has been booked for an extended run at the Associated British Cinemas Astoria, Brighton, from June 30.

The deal has been negotiated between J. F. Paton, managing director of 20th Century-Fox, Sam Eckman, Jr., representing the Magna Theatre Corporation, and D. J. Goodlatte, managing director of ABC.

“South Pacific” is currently playing to capacity business at the Bank Organisation’s Dominion, Tottenham Court Road, and Gaumont, Manchester, where advanced bookings are reported to be very heavy. It has just opened at Century-Fox’s New Drake Theatre, Plymouth.

New Book on Copyright To Be Issued in August

“The Universal Copyright Convention: An Analysis and Commentary,” a new book treating copyright law for those who deal in literary properties on either a local or international basis. Among its authors is Arpad Bogsch, legal advisor in the copyright office of the Library of Congress, and will be published in August by R. R. Bowker Co., in cooperation with the Copyright Society of America.

The work, written in a style which it is intended will be equally clear to lawyer or layman, analyzes each article of the copyright convention separately and includes chapters devoted to the three protocols adopted. An introduction has been written by Prof. Walter Devenberg, president of the Copyright Society of America.

Dallas Variety Tent Closes Boys Ranch

Special to THE DAILY

DALLAS, June 5. — Chief Barker Edwin Tobolowski announced that a lack of operating funds has caused the Dallas Variety Club to close its Boys Ranch at Bedford, Tex. Tent 17 has sponsored the ranch’s operation for 15 years, but the $2,000 required weekly to meet the operation’s requirements could not be met. The 60 residents have been returned to their homes and foster homes.

Funds realized from the sale of the ranch will be used to help support other area charities for needy children.

Builds Georgia Drive-in

ATLANTA, June 5.—The Gwinnette, a deluxe drive-in, is being constructed on the Norcross-Tucker road near Norcross, Ga., by Larry McGhee, owner of several drive-ins. The Tom Jones agency will do the buying and booking.

Astor Renews Ruff

Astor Pictures Corp. and Edward Ruff Associates, the latter holding the New England franchise for new England, have renewed their association for another two years, it was disclosed yesterday by Fred Bellin, Astor president.

TOA to Study

(Continued from page 1) about a firmer playoff base for bar exhibition and distribution.

The Justice Department recently formed National Theatres that would oppose the latter’s entry in production, saying it believed its theatres pre-emptive rights to the picture made. The reply to N.T.’s long standing request for permission to engage in production so as to help increase the number of pictures produced, was the trade as effectively barring production activity by Stanley Warner, well, which had also been interested in having its consent decree restored against TOA members eased.

Justice’s action came at a time when American Broadcasting - Paramount Theatres, which has no decree restrainer barring it from engaging production, had entered into a production hiatus after completing four features.

Post-’48 Films an Item

Also on the TOA convention agenda, the bulletin disclosed, will be discussion of means keeping post-’48 films off television to obtain priority in the release of product throughout the year and how to keep pay TV in any for the air and cables. The last named subject is an expansion of TOA’s continuing campaign against restricted TV, which heretofore has been centered mainly on attacks against the exploitation of the free airwaves rather than against closed circuits, on which many TOA members have used to their profit in handling specific sports events in their theatres.

A bulletin reports that Ern, Sable, TOA president, and S. Rosen, executive vice-president, Stanley Warner, received reaffirmation of opposition to the sale of post-’48 film libraries to TV from A.M. Norcross, president of Universal and Joseph Vogel Loew of Universal’s directors of the company made by the two exhibit leaders recently.

Bank Commitments a Factor

They were received cordially, the bulletin says, and were told by Robert Benjamin, chairman of Unit, and Arth Krain, president, shortly after U.A. had concluded sale of some post-’48 films that there had been necessitated by commitments. It was revealed, however, that other distributors did not sell the post-’48 libraries, they were told that at U.A. “could forestall further sales.”

Vidor Signed for Two

HOLLYWOOD, June 5. — Charles Vidor has been signed by Samuel Briskin, Columbia Pictures vice-president with the Columbia Coast activities, to direct two of the company’s forthcoming productions: Richard Schenker’s “The Beach Boys” and “Franz Liszt Story” to be produced by William Goetz.
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**Television Today**

FCC’s Budget At $8,900,000

From THE DAILY BUREAU

WASHINGTON, June 5. — The Senate Appropriations Committee today voted $8,900,000, the same figure as approved by the House of Represen- tatives, for the Federal Communications Commission for the year starting July 1.

The figure is $500,000 below the budget request, but $533,000 above this year’s total. The committee said the increase was to be used to expand FCC personnel.

Heavy TV-Spot Drive For ‘Time to Love’

More than 400 television spot announcements in 23 cities are now being used by Universal - International as a featured part of its record advance promotion campaign on Erich Maria Remarque’s novel “Time to Die,” which will reach its climax with a series of selected key city openings for the Fourth of July weekend.

Cities Coast to Coast

Areas covered by the TV spots are Aimes-Des Moines, Atlanta, Dallas-Ft. Worth, Dayton, Denver, Green Bay, Houston, Kansas City, Los Angeles, Milwaukee, Montgomery, Nashville, New Orleans, Oklahoma City, Philadelphia, Rochester, St. Louis, Salt Lake City, San Antonio, Washington, San Diego, Seattle, Wilkes-Barre-Scranton and York.

CBS Signs Gleason; Series Starts Oct. 3

Jackie Gleason will return to the air as the star of a new “live” comedy series starting Friday, Oct. 3, on the CBS Television Network. It has been announced by Louis G. Cowan, president of the division.

The new series, cast and details of which will be announced later, will be sponsored on alternate weeks by Lever Brothers Co. and Pharmaceuticals, Inc. It will be presented on Fridays, 8:30-9:30 P.M., EDT.

Form Globe Video News

Formation of a subsidiary, Globe Video News, to make and distribute commercial and entertainment, loan- ional films for television has been announced by Globe Photos, Inc., independent news and feature photo syndicate. The announcement was made jointly by William Embree, president, and head of the New York office, and Charles Bloch, vice-president, head of the Hollywood office.

Coast Broadcaster Unit Holds Officer Elections

LOS ANGELES, June 5. — Pat O’Reilly, director of radio and television news for the ABC Western division, has been elected president of the Radio and Television News Clubs of Southern California, succeeding Joseph Micciche, now assistant director of Civil Defense, City of Los Angeles.

Other Officers Named

Serving with O’Reilly will be Alan Lissner, KBIG, vice-president; Jacqueline Brown, General Public Relations, Inc., secretary-treasurer, and a new board of directors consisting of Jack Beck, CBS; John Thompson, NBC; John Holbrook, Mutual Don Lee-KJH; Bill Cagro, KPVB; Hugh Bundage, KMPC, and Lennie Blond- heim, KTTV.

Serling Signs One Year Contract with CBS-TV

Rod Serling has been signed to a one-year exclusive television contract with the CBS Television Network, it was announced by William Dozier, vice-president, programs, in Holly- wood.

Minimum of Three Plays

Serling, three-time Emmy Award winner, will write a minimum of three television plays for the “Playhouse 90” series during the next season and will adapt or write original scripts for one or two dramatic specials. He will also write the pilot script for a pro- posed new half-hour science-fiction series created by him, called “Twi- light Zone.”

TV Commercials Subject Of FPA Session July 12

Advertising executives, heads of TV departments, film production super- visors, art directors and copy person- nel are invited to attend the second TV-commercials showcase which will be conducted at the Avon Theatre here on Thursday, July 12, by the Film Producers Association of New York. The session will be held at the theatre from 3:30-5 P.M., and attendance has been limited to 500.

Subjects to be covered include photogra- phy, animation, effects, concepts, processes, trends, sound and color.

Named Division Head

Barney L. Kemendo has been ap- pointed central division manager of Interstate Television Corporation, Lloyd Lind, vice-president and general sales manager of the company, has announced. Kemendo, who as- sumed the duties of his new position June 2, will headquarter in Dallas, Texas.

**Fox Unveils 3 Films At Coast Press Preview**

By SAMUEL D. BERN S

HOLLYWOOD, June 5. — Two- tieth Century-Fox sent three of its latest films into orbit today in an impress- ive preview press of sample footage for work prints of “The Barbarian and the Geisha,” “Blown Away” by Gene Frenke and directed by J. Huston; exciting, incredible photo- graphy of jet planes in action by portrayals by Robert Mitchum a Robert Wagner in “The Hunter” produced and directed by D. Powell; and provocative worldills of spitting newcomer Christine Carr in “Sally, My Sweet” which was directed by Mario Bava and written by Rossano Brazzi and Joan Fontal produced by Henry EFFrnon and racted by Jean Negulesco.

Title song in the latter by San Far and Paul Francis Webster as- destined to be one of year’s best. Capital use was made of color

CinemaScope in all three products.

File Order to Ban Sal (Continued from page 1)

ident, and Bernard L. Goldberg director. The Attorney General said the investigation had revealed that "a handful of houses have been wi- ing in telecasting film oper- ering investments made by company are a preposterous exag- enation."

The Selectivision system causes staining when described at the Nu- tre Owners of America convention Miami last fall, with the announ- ment that it would be ready to be- inations in televising first films from neighborhood theatre home television receivers early 1938.

Films Will Continue (Continued from page 1) they believe," Y. Frank Free stated today at a luncheon here oring his tenth year as chairman the board of directors of the Mo- ture Research Council.

Theodore R. DeBary represented F- man with a plague signed by MPBC board member in which was praised for "his contributio- MPBC and through it to the mi- picture industry as a whole.”

long-term pacts between all eigh- the major defendants and Nati- itive licensing of first-run pictures to NT division- ing Fox West Coast houses. One such agreement signed in late 1944 years and have FPC an elusive first run right to Paramec films. In 1943 the agreement was con- in 1940, it was renounced against a long mount. Another for nine years signed in 1936 with Leew's.
Exhibition at Fault

Rockson Hits Housekeeping, Advertising

Executive Says Time Change Policies is Now

From THE DAILY Bureau

LYWOOD, June 6—A three-phrased indictment of theatre operating practices and a change in the nature of H. Rick, Jr. vice-president is publicized by Samuel A. Ricketson, company's general manager. It is lily vitriolic as it refers to adenoidal practices but runs out of exhibition practices and in all will be discussed at an annual convention to be held here 1-3. The convention dates were fixed by the new executive, some of the ills of which will be discussed. (Continued on page 6)

Unveils Big New Theatre in Great Britain

By PETER BURNUP

MOUTH, England, June 8.—The 250,000 St. Francis Drake here Friday night with a special benefit showing of "Pacific." In attendance were the Mayor of Plymouth and the Lord Mayor of London. (Continued on page 4)

Television Today Page 6

N.T.'s Quarter Income About Equal to Last Year, With Good Chance of Bettering It, Rhoden Reports

From THE DAILY Bureau

HOLLYWOOD, June 8—General operating income of National Theatres for this quarter is about equal to last year," Elmer Rhoden, president of National Theatres, revealed in a message to the company's managers with the start of the three weeks circuit business drive in his honor, which runs to June 24.

If the goals, as Rhoden, said, of the three weeks circuit business drive are realized, Rhoden says, "we should exceed last year's G.O.I. by a safe margin. This will be welcome news to our stockholders."

Rhoden reported it on Cinemiracle openings in Europe which he attended recently, and, pointing to other current and future N.T. activities, emphasized that the company "is on the march." With these and the business drive, he said in a message in the current issue of the company's Showman, "we should be in a position to start the fourth quarter and establish a real record in gross and G.O.I."

Irving Asher Executive V-P Of 20th-Fox Television

Irving Asher has been named executive vice-president of Twentieth Century-Fox Television, in charge of sales, it is announced by Spyros P. Skouras, 20th Century-Fox president.

The appointment has been made in line with the film company's newly expanded operation following recent integration at the company's Beverly Hills Studio of both theatrical and TV film production. Asher will move his headquarters in Hollywood, but will divide his time between New York and California.

Allied Move Vs. Post-'48 Sales

Allied States will endeavor to arrange meetings with top company executives for the period from June 24-27 to seek commitments of a definite order against the sale of the company's post-1948 film libraries to television. Horace Adams, Allied president, said in New York on Friday.

Adams is a member of the Allied committee named to confer with the distribution executives. Other members are Irving Dollinger of Allied Theatre Owners of New Jersey and Jack Kirsch of Illinois Allied. They will endeavor to arrange meetings, on a company by company basis.

The Allied president said the committee will endeavor to arrange meetings, on a company by company basis. (Continued on page 6)

Called 'A Showmanship Approach' 'B-B Day' Planned to Spark Fund Raising

Committee Defers Radio Schedule But Reaffirms Whole Campaign

The executive committee for the Business Building Campaign at a special meeting Friday reaffirmed its intention to move ahead with all phases of the campaign, including both the radio schedule and the newspaper advertising. The radio campaign, however, originally scheduled to start July 1, will be postponed until a "Business Building Day," the date and plans for which will be announced in the near future.

The committee declared its belief that "after the Business Building Day sufficient funds would be realized to move forward." The radio material being prepared by Donahue & Coe, received the "enthusiastic endorsement" of the committee, an announcement issued after the critical meeting in A. Montague's office at Columbia Pictures, said. It was reported that the decision to proceed with the campaign was unanimous.

Prior to the meeting, it is under-

Depreciation Plan May Aid Small Business

WASHINGTON, June 8.—The House Ways and Means Committee is working on a plan to permit businesses to depreciate in one year a small part of their annual investment. The provision, if worked out, would be part of a small business tax relief bill the committee hopes to pass this year. (Continued on page 2)

Kenin to Try for Studio Musicians' Settlement

PHILADELPHIA, June 8.—Herman D. Kenin, new president of the American Federation of Musicians, reiterated his determination to make immediate efforts to heal the rift between the A. F. of M. and the rebel-


PERSONAL MENTION

Cecil B. DeMille arrived in New York from Hollywood on Sunday for a brief stay before going to Philadelphia, where on Thursday he will receive the degree of Doctor of Laws at the Commencement exercises of Temple University.

Horace Adams, Allied States president, returned to Cleveland from New York Friday night.

Ernest G. Stelling, president of Theatre Owners of America, left here for Charlotte at the weekend.

Sam Paniski, head of American Theatres, returned to Boston from New York at the weekend.

Sherrwin Kane, editor of Motion Picture Daily, is in Charlottesville, Va., for the graduation of his son, Sherrwin, Jr., from the University of Virginia tomorrow.

Ilya Lopert, president of Lopert Films, and Mrs. Lopert returned to New York Thursday in the weekend which the "United States" from a two-month trip to Europe.

Samuel Goldwyn, Jr., will leave here by plane today for Brussels.

Nick M. Justin, managing director of the Rivoli Theatre here, will leave New York on June 14 aboard the "Olympia" for a five-week trip to Europe.

J. Clyde Fuller, Jr., manager of Loew's State Theatre here, became a grandfather over the weekend with the birth of a son, John Timothy, to his daughter-in-law, Mrs. Jack Fuller.

Louis A. Novins, president of International Tokemeter Corp., returned to Hollywood over the weekend from New York.

Bernard Feins, Paramount studio story editor, will arrive in New York today from the Coast.

MRS. SHAEVISON and Jack Rose, producers, are scheduled to arrive here tomorrow from Hollywood.

Robert Dunbar Heads WB's Chicago Branch

Robert H. Dunbar, Warner Brothers branch manager in Des Moines, has been promoted to branch manager of the company's office in Chicago, succeeding George Lekso, resigned.

Warner Brothers also announced the following additional changes in its distribution personnel: Joe Young, Memphis branch manager, has been promoted to branch manager in Des Moines. Jeff Williams, local sales manager in Indianapolis, has been transferred to the post of national sales activity, operating out of the company's New Orleans exchange. Virgil Jones, New York salesman, has been transferred to salesman in Indianapolis.

All changes are effective immediately.

'T-B-B' Day Set

(Continued from page 1)

stood, about $65,000 in cash and over $100,000 in pledges had been received for the campaign. The planned "Business Building Day," the committee announcement said, would be a "showmanship approach to the fund raising."

Present at the meeting besides Montague and Ernest Stellings, co-chairmen of the campaign were: Paul Lazars, Jr.; Horace Adams, Sam Rosen, Wilbur Snaper, Sam Finniski, Robert W. Coyne, Sidney Schroeder, Harry Brandt, Eugene Brown, Arthurdale, Al Florencehizer and Joseph Alman.

Depreciation Plan

(Continued from page 1)

year. Other provisions would provide easier estate tax treatment and make other changes. The committee renews work Thursday.

The key provision, however, is the one-year depreciation scheme. It could provide major benefit to film companies hoping to modernize their equipment.

Several Factors to Be Weighed

The committee has pretty well decided to make available to some investors the one-year depreciation privilege, replacing the present requirement for depreciation over long periods of time. What still must be determined is exactly what the annual investment should be given this privilege—$10,000, $20,000 or what; whether it should apply to both new and used equipment; whether it should apply to inventory as well as capital assets; whether it should apply to all types of capital assets or just so-called tangible property assets; and, as many others have suggested, similar items. Final decision will probably be made on the basis of the revenue loss involved in the different schemes.

RCA Dividend

A quarterly dividend of 25 cents per share on the common stock of the Radio Corporation of America, payable July 28, 1938, to holders of record June 20, 1938, has been declared. Also a dividend of 67 1/2 cents per share has been declared on the first preferred stock for the period July 1, 1938, to Sept. 30, 1938, payable Oct. 1, 1938, to holders of record Sept. 8, 1938.

Defer Glen Alden Meet

The annual meeting of stockholders of Glen Alden Corporation was again adjourned for two weeks, until Friday, June 20, 1938, without further action. Litigation over a proposed merger with List Industries is still pending.

UFA Names Rive Agent in Britain

By William Pay London, June 5 (By wire) —As part of the re-establishment of its foreign organization, UFA, many's largest motion picture producer, has appointed Kenneth Rive agent in Britain, Australia, New Zealand, South Africa and East Africa.

Convincing this at a trade conference, Rive, who operates Film Distributors, the largest firm and leading distributors of British films here, stated that he signed an agreement to sell and arrange distribution for UFA in these territories. The organization, he reported, has program this year of 20 features and 14 will be co-productions. Four of these will be with producers.

Studying Co-Production

A delegation of UFA executive expected in London next September to discuss co-production with producers. Rive is at present going the British market for projects.

As a further step in his own expansion programme, Rive announced the formation of an Anglo-French organization, to be called the British Film Corporation to be based in Paris to take advantage of the French distribution system in Eastern Europe.

"We are going further away, from home to other distribution. We will now take British pictures and channel through Pathé. A Paris cinema involved in the deal and it is to make this exclusively for films. The deal will be said to be helpful and we will reach the market in a wider type of scene," claimed Rive.

Aiming for 50 Houses

Rive has a five-year expansion programme with a target of 50 theatres. Earlier this year he joined forces with William Boxer, South African, and distributor, and Ben Novins, British producer, in a large-scale development and expansion, in addition to the extension of distribution of its films, Gaia also to build a luxury London cinema showing Continental films and certain productions.

Gavin Contest Big

A record 15,000 entries have received in the five-month Universal-Photoplay contest, which John Gavin, star of Erich Maria Remarque's "A Time to Love, Time to Die," with 12,000 entrants applying for membership charter members in the John Gavin club.
The Year's Big Triple Laugh Treat!

Paramount Presents

JERRY LEWIS

IT'S GOT SONGS...
IT'S GOT LAUGHS...
IT'S GOT TECHNICOLOR!

Rock-A-Bye Baby

SONGS!
DORMI-DORMI-DORMI
(Sleep-Sleep-Sleep)
THE LAND OF LA-LA-LA
LOVE IS A LONELY THING
ROCK-A-BYE BABY
THE WHITE VIRGIN OF THE NILE
WHY CAN'T HE CARE FOR ME

RILYN MAXWELL
REGINALD GARDINER • BACCALONI • CONNIE STEVENS

Produced by JERRY LEWIS • Directed by FRANK TASHLIN • Screen Story and Screen Play by FRANK TASHLIN • Based on a Story by PRESTON STURGES
Associate Producer • Ernest D. Glucksman • Musical Numbers Staged by Nick Castle • Songs by HARRY WARREN and SAMMY CAHN

Top July Records — with this Blockbuster from Paramount!
FEATURE REVIEWS

The Haunted Strangler
M-G-M—Amalgamated

Boris Karloff, whose long career established the horror picture as a Hollywood fixture as well as a standard money-making formula, retired ten years ago from the field that made him famous. But fortunately not for good. He returns here in one that ranks with some of his best and which should re-establish his superiority and marquee power.

The picture—an Amalgamated Production produced by John Croydon—is a Jekyll and Hyde story with a new twist, set in grimy and gloomy London of the mid-nineteenth century. The atmosphere, particularly lengthy scenes in Newgate Prison and Gold-bath Fields, notorious insane asylum, is used effectively to build the horror and suspense.

The story, an original by Jan Read, starts with the hanging of a one-armed sailor for a series of Jack the Ripper murders. Years later, Karloff, writer and social crusader becomes interested in the case and sets out to prove the sailor innocent in spite of the fact that he was identified by chorus girls at an infamous café as the assailant. His inquiry leads him back to the cafe to Newgate Prison and to exhumation in the dead of the night of the sailor’s body. During the course of it, it becomes apparent that Karloff himself was the original, insane mur-d-derer, nursed back to sanity, and for-getfulness, by his wife. The fits re-c-ur; he realizes his own guilt, but is unable to convince the authorities that he is committing the new series of murders. His death finally solves the crimes.

A capable British cast supports the star in his comeback and the staging, editing and direction, by Robert Day, contribute much to the impresssive horror effect.

The picture is being double-billed with “Fleuod Without a Face,” also an Amalgamated Production, but could well stand on its own as a Karloff classic.

Running time, 81 minutes. General classification. June release.

JAMES D. IVENS

Fiend Without a Face
M-G-M—Amalgamated

This entry in the science fiction, horror division, sweepstakes is well and logically constructed, capably acted and directed with an eye toward building suspense. The cast is substantially unknown but exploitation of the horror angle is indicated and should be effective.

Marshall Thompson, U.S. Air Force major at an atomic-radar base in Canada is involved, as security officer, when mysterious deaths start occurring in the neighborhood. The Canadian farmers blame radiation from the atomic plant but this is ruled out when autopsies show the murder victims have had their brains and spinal cords removed.

The trail leads to Kynaston Reeves, retired scientist living in the neighborhood, Thompson, with the help of Ken Parker, working as Reeves secretary, discovers that Reeves has developed a method of projecting thoughts and making them objective entities, drawing on the Air Force atomic plant for the necessary power. Having done so, however, he can no longer control the monsters he has created. The bloodless, soulless three, MULTIPLY, take over the place and are only disintegrated when Thompson blows up the plant.

The idea, in spite of its inconsistencies, is credibly presented and the direction by Arthur Crabtree keeps the action moving fast enough to bridge any gaps. Romance between Thompson and Miss Parker helps, too.

Production values are kept in hand and the acting is uniformly good. The picture was produced by John Croydon for Amalgamated Productions.


J. D. I.

Fox Release

(Continued from page 1)


In each city, Norris and Mosk decided the company’s release plans for such top summer products as Bravados,” “Sierra Baron,” “A Time To Smil,” “Quick Draw,” “The Hunters,” “Harry Black,” “Cl Smiley Gets a Gun” and “The Tabby.”

The sales executives plan to trips to the field in the future to facilitate over-all planning on forthcoming releases.

Fox Unveils

(Continued from page 1)

this port city made famous by theatre’s namesake.

A prominent audience, who contributed $2,000 to Naval Charity uttered gasps of amazement as curtains drew back to expose the Tubb-AO screen. The Flynn citizenry was obviously impressed by the potentials of the new theatre.

Skouras is Praised

Commentators on hand paid tribute to 20th-Fox president Spyrros Skouras, who in this period of alleged de deney, approved the investment in this new theatre. It is regarded as another prime example of the fidence in the industry’s future by Skouras, always known this as a “bricks-and-mortar” man.

Schneider Letter

(Continued from page 1)

the fiscal year of the company June 28, 1958.

A loss of $1,047,000 is reported the company’s first nine months of operations, compared with a profit $1,504,000 for the comparable period of the previous year.

‘Solid Base’ for Future

In a letter to shareholders tran lings the earnings statement, pres A. Schneider stated that, “The duced loss in the most recent quarter reflects improvements in our o-erations which will continue into fourth quarter, when we expect show an operating profit. . . . A ing operations of the studio closely in line with new conditions ou industry has revealed the or special year-end adjustments which are being discussed with auditors, to establish a solid ba the future.”

Sign Greene and Rous

Seven Arts Productions has the independent producing and dir team of Clarence Greene and Russel Rouse to an exclusive 6 year deal. They will produce 10 tures during the period.

Kenin to Try

(Continued from page 1)

ious former members of its Holly-wood Local 47.

Kenin indicated it will receive his early attention on returning to his Los Angeles from the A. F. of M. con- vention which closed here at the weekend. If successful, Kenin’s effort would end the split in the Hollywood musicians’ ranks and could lead to an early settlement of their strike against film producers.

With the backing of James C. Pe-trillo, retiring president, the conven- tion in a late session revoked by unanimous vote a constitutional pro- vision which gave dictatorial power to the union’s president by empowering him to amend any section of the constitution, by-laws or other basic rules, and to substitute rules of his own.

Never Used It, Says Petril-lo

Petrillo said the clause had been in the constitution when he took office 18 years ago and said he had never used it.

On Petrillo’s recommendation the convention also voted to hold its conven- tions over a two-year period instead of annually hereafter as an economy measure. Also, to help the union’s weakened treasury, Kenin declined a salary increase from the $30,000 paid Petrillo to a proposed $35,000 per year.

The key to successful motion picture advertis- ing is to reach as many movie-going families as possible.

For this reason, Columbia Pictures has chosen McCall’s, the magazine of Togetherness, to help promote its newest release, “The Key”... a romantic adventure drama of a man, a girl and a key... starring William Holden, Sophia Loren and Trevor Howard.

Columbia’s “The Key” opens the doors to a big box-office potential through the pages of July McCall’s.

The magazine of Togetherness... circulation now more than 5,000,000

McCall's
Trailers go to bat regularly in every smart manager's line-up because trailers lead the league in RBI's (receipts brought in) with a smash .429 batting average!* 

No wonder you get the best BB (business building, not baseball) services at prices that are a steal . . . at a cost of pennies each time the Prize Baby gets up and slams a pitch right off your screen!

*Based on a survey of trailer impact for a group of theatre clients, Sindlinger & Co. states that trailers influence the expenditure of $429 out of every $1,000 taken in at the box office. Trailers also get "top mention" as the most reliable film advertising, according to Opinion Research Corp. of Princeton.
Ricketson Hits

(Continued from page 1)

motion pictures to be sought from the compa-

nies will be one of the definite enough to

permit exhibitors to state in their advertising that "This film will not be shown on television."

The competition of feature films shown on tele-

vision is the most serious and injurious problems which exhibitors have been obliged to face," Adams said. "If we are un-

able to have definite contracts from every major company with re-

spect to withholding post-1948 films from television, further inculcable damage will be done to the theatres of this country.

Waldron, Photographer

For Movietone, Is Dead

Special to THE DAILY

MIAMI, June 8.—Alfred Waldron, 57, veteran United Press Movietone photographer, who witnessed every-

thing from wars to guided missiles in his cameras, died here on Thursday after a long illness. He had been in

falling health for the past two years. He is survived by his wife, Winnie, three daughters and a son.

Waldron’s long career with Movietone took him around the world to cover coronations, royal weddings, wars, revolutions, hurri-

canes and other big news events of recent years.

Show Strong Arc in

Boston and New Haven

The Strong “Caravan of Light” will demonstrate the Strong Electric Corpa-

rate’s new Mill EMC arc for the Boston area on June 10. The demon-

stration will be conducted at the Med-

ford Twin drive-in, 100 Revere Beach

Parkway, at midnight. The Twin has a

120-foot screen.

The following night, at midnight, a demonstration will be conducted for New Haven, Conn., exhibitors and producers. The demonstration will be at Brantford, New York, Philadelphia and Baltimore showings are to follow.

A.A. Signs Sanders

HOLLYWOOD, June 8.—Steve Briddy, president of Allied Artists Pictures Corp., has announced the signing of an agreement with Terry and Dennis Sanders to produce “Crime and Punishment, U.S.A.,” for a high-

company. The film, to roll on June

16, will be based on Dostoevsky’s classic, “Crime and Punishment,” and will be shot at least seven films to go before the cameras. Briddy

predicted the film will be the biggest of the season.

Color Commercials Set

New RCA color commercials for the Perry Como and Eddie Fisher show will have been produced at Caravel Film Studio. Also commercials for Theatre Guild's U.S. Steel Show and G. E.’s dramatic program have been com-

pleted at Caravel.
THAT'S MAINLINER SERVICE, SIR

Whenever a Mainliner® traveler needs a hand, whether he's 5 or 95, there's always someone from United right there to help. Concern for you is a principle as basic with United Air Lines as the Theory of Aerodynamics. This extra care is evident, too, in the fact that there's radar on every plane. Whether you fly First Class or Air Coach... get more-for-your-money travel—all the way.

IT COSTS NO MORE FOR EXTRA CARE—
FLY UNITED, THE RADAR LINE
ACTION!
ADVENTURE!
SHOWMANSHIP!

all yours in one big box-office package from 20th in July!

Sierra Baron

STARRING
BRIAN KEITH • RICK JASON • RITA GAM • MALA POWERS • STEVE BRODIE

PRODUCED BY PLATO A. SKOURAS • DIRECTED BY JAMES B. CLARK • SCREENPLAY BY HOUSTON BRANCH
COLOR BY DE LUXE Cinemascope
Golden Time Puts Faith, And Cash, in Heavy Ads

‘Attila’ Distributor Tells Campaign Success ‘Secret’

By JAMES D. IVERS

States rights distributors who can specialize on selling a particular picture and follow through on every phase of its advertising, promotion and exploitation, have a golden opportunity in today’s market. That is the opinion of Joseph Levine of New England’s Embassy Pictures.

Levine has proved his proposition and is proving it now with distribution of “Attila,” Italian spectacular in color, which had a box office gross of $690,000 in 27 RKO theaters in the New York area and is on its way to an

(Continued on page 3)

Senator Passes Bill for Loans to Small Firms

From THE DAILY Bureau

WASHINGTON, June 9. — The Senate today passed a bill to help small businesses get long-term loans and equity capital.

A similar bill is pending before the House Banking Committee. It would set up a special division in the Small

(Continued on page 5)

Killbuck, Ohio, Theatre Installs CinemaScope

Special to THE DAILY

KILLBUCK, Ohio, June 9. — Just as it was generally conceded that CinemaScope equipment had long since been installed in all possible theaters in this area, Carl Duncan, owner of

(Continued on page 5)

Television Today Page 5

Paralab to Consolidated

Negotiations for the purchase of Paramount’s New York film processing laboratory by Consolidated Film Industries, a division of Republic Pictures Corp., have been completed, Herbert J. Yates, Republic president, announced yesterday.

Under a term agreement Consolidated will handle all the black-and

(Continued on page 5)

Quigley Awards Judging

Judging for the 24th annual Quigley Awards for Showmanship will take place Wednesday at Toots Shor’s Restaurant. This year, for the first time, the judges will be an especially selected panel of exhibitors familiar with the latest approaches to exhibitor selling and public relations problems. The judging panel includes operators of theaters in all parts of the United States. They are:

Leo Brecher, head of Leo Brecher Theatres and an officer of Metropolitan Motion Picture Theatre Association.

Ned E. Depinet, well known exhibitor and former president of RKO Pictures Corp. and RKO Theatres, Inc.

Russell V. Downing, president and managing director of the Radio City Music Hall.

Leopold Friedman, president of Loew’s Theatres.

Emanuel Frisch, executive of Randforce Amusement Co. and former president of Metropolitan Motion Picture Theatre Owners Association.

Harry Goldberg, director of advertising and publicity for Stanley Warner Corp.

Edward L. Hyman, vice-president of ABC-Paramount Theatres, Inc.

Walter Reade, Jr., president of Walter Reade Theatres, Inc.

Charles M. Reagan, theatre operator and former vice-president and general sales manager of Loew’s, Inc.

Joseph M. Seider, president of Associated Prudential Playhouses.

Gerald J. Shea, president and general manager of Shea Enterprises, Inc., and Jamestown Amusement Co.

George P. Skouras, president of United Artists Theatre Circuit and Magna Theatres Corp.

Out of many hundreds of campaign entries received 60 campaigns from all parts of the world are represented among the contestants who have won quarterly awards during the past year and are eligible for the grand awards. Many of the campaigns emphasize the public relations elements of theatre management as well as the individual selling efforts in behalf of pictures. Winners will be announced as soon as final tabulations of the judges’ selections are completed.

Urges More Funds for British ‘2nd’ Films

By PETER BURNUP

LONDON, June 9. — The Producers’ Association here is urging the Board of Trade to take steps to prevent the producers of “second” features going out of business by authorizing increased payments from the British Film Fund, formerly known as the Eady Fund.

BFPA’s executive council unanimously reaffirmed its policy that, sub-

(Continued on page 5)

Decline Shows Up

See Attendance On Upturn in Great Britain

By WILLIAM PAY

LONDON, June 9. — While most exhibitors here remain cautious about the future trend of business at their box-offices, the rate of decline in the level of cinema admissions shows definite signs of slowing up. The latest Board of Trade statistics on the film industry, due for publication shortly, are expected to show that the drop in admissions between the fourth quarter of 1957 and the first quarter of this year was not so sharp as that between the third and fourth quarters last year, when they fell from 235.2 million to 189.5 million.

Primary reason for this improved

(Continued on page 2)

English Visitor Makes Comparisons

By FLOYD STONE

(Picture on Page 5)

Robert Parker, who manages a theatre in Exeter, England, for Associated British Cinemas and is here because he’s their Champion Manager, has, so far, Radio City, St. Patrick’s, the United Nations, quite a parcel of Broadway shows; and, because he is also curious about our small town life, Greenwich Village.

What he wants to see now, he says with candor, are some of the night

(Continued on page 5)

‘Bravados’ Bow Will Benefit Urban League

The National Urban League will sponsor a benefit world premiere of 20th Century-Fox’s “The Bravados,” June 25, at the Paramount Theatre here, it was jointly announced by Spiros P. Skouras, president of the film company, and Theodore W.

(Continued on page 5)
**PERSONAL MENTION**

HARRY M. KALMINE, vice-president and general manager of Stanley Warner Theatres, and Bernard G. Kranze, vice-president of Stanley Warner Cinerama, returned to New York yesterday from Los Angeles.


Rushe D. Puche, film executive of India, has arrived in New York from Madras.

Bud Grossman, television writer, has left New York for London via B.O.A.C.

Harold Robbins, novelist and producer, has returned to Hollywood from New York.

Joe Sargys, sales manager in the Warner Brothers exchange in Los Angeles, will receive an LLB this week from Loyola University, and will take his California bar examinations in September.

Mrs. Robert Kinsey, of the La- throp, Alaska, theatre circuit, has left there for the Orient.

M. B. Horwitz, head of the Washington Circuit, Cleveland, has returned there with Mrs. Horwitz from Miami Beach to attend the graduation from Western Reserve University of Janet Horwitz, wife of their son, Lewis.

Joel Lewis, manager of the Five West Theatre, Baltimore, will be mar- ried to Barbara M. Nevitt.

**Directors, Producers Continue to Negotiate**

From THE DAILY BUREAU

HOLLYWOOD, June 9. — The Screen Directors Guild and film producers have not yet reached an agreement on terms of a collective bar- gain contract. There are still to be resolved, several of them major issues. We are continuing to negotiate on those issues," it was announced in a joint statement issued at the weekend by George Sidney, president of Screen Directors Guild of America, Charles S. Boren, Association of Motion Picture Producers vice- president, and Dena F. Johnson, counsel for Alliance of Television Film Producers:

"We are meeting the problems of our negotiations amicably and objectively, with the result that much progres- s has been made. We have strong hope that soon all the problems will be resolved on a contract agreement," the announcement stated further.

**Arizona Popcorn Tax Cut Down to 1%**

Special to THE DAILY

PHOENIX, Ariz., June 9. — The State Tax Commission of Arizona has ruled that certain items sold at theatre con- ception stands, including pop- corn, will in future come under the classification as "double- taxed" at only 1 per cent instead of 2, as previously. The ruling was campaigned for by the Arizona Theatre Association, newly formed executive group headed by George M. Aurelius of Phoenix and Paramount Theatres.

This group was also instrumental in securing passage of the Arizona legis- lation to the bill to nullify the double taxation in licenses. In the past thea- tres situated in the city limits have been required to purchase both city and county licenses. Hereafter only one license will be neces- sary and never both.

**Mobile Unit to Promote 'Island' in New England**

Columbia Pictures today launches a special mobile display on a two-week tour of New England cities in con- nection with the 225-theatre saturation of "The Camp on Blood Island" beginning in the territory on June 18. The truck-drive display, which will have action and sound, will be accom- panied by a field exploder who will visit editors and television and radio stations while the outfit is in each of the 19 cities on the itinerary.

All details of the situation will be in town either prior to opening day or on the first day of the engagement of the Hamner film, which will be unduplicated with "The Snake."
Milwaukee Group Hits 'Salacious' Film Ads

SPECIAL TO THE DAILY

MILWAUKEE, June 9—The use of "salacious" advertising in newspapers to promote motion pictures has been protested by the Greater Milwaukee Lutheran Parent Teacher League in a letter sent to the "Milwaukee Journal" and "Sentinel" with copies going to the mayor and Better Business Bureau.

The letter said in part: "We hereby protest the growing trend of salacious, suggestive, obscene and lewd advertising of motion pictures. This kind of advertising is unworthy of your newspaper because your news columns and editorials reflect a high regard for the citizens of our community. This protest is registered because we have a choice when we refuse to atomize a movie that we feel objectionable; but this advertising is sought into our homes for young and old to read via our daily newspaper."

World-Wide Network to Promote 'Vikings' Bow

The two-theatre world premiere of Kirk Douglas' "The Vikings" at the adjoining Astor and Victoria on Wednesday will be carried by a network of radio and television stations in 12 countries on four continents.

U.S. coverage will be highlighted by the Dave Garroway Today (NBC-TV) show, which will shoot the proceedings on film Wednesday for national telecasting on Thursday morning when Douglas, also star of the United Artists release, will make a special appearance. The international angle will be handled by the Armed Forces Radio and Television Services and the Voice of America.

Resumes Pike Control

HARTFORD, June 9—Robert J. Cloth has resumed control of the Pike Theatre Corporation, which operates the 700-seat capacity Pike-Drive-In, Newington, Conn. Cloth becomes president and treasurer, with Phil Simon relinquishing his interest. Paul W. Amadio continues as general manager.

Taplinger in UK, France

Robert S. Taplinger Associates has announced the opening of public relations offices in London and Paris to represent clients in the U.S. which have overseas interests, as well as to service its new European accounts.
Major Realignment of MCA Executives

Major realignment of the executive staffs of the MCA companies was announced here yesterday by Jules C. Stein, founder and chairman of the board. He said the changes were made because of expansion of international operations.

Lew R. Wasserman becomes executive chairman and chief executive officer of the companies.

Lawrence R. Barnett was elected president of Music Corporation of America. Maurice B. Lipesy was elected president of Management Corporation of America. Herbert L. Rosenfeld was elected president of MCA Artists, Ltd. Taft B. Schreiber was elected president of Revue Productions, Inc., and David A. Werblin was elected president of MCA TV, Ltd.

Miller to Executive Committees

Charles Miller was appointed to the executive committees. Karl Kramer was named honorary chairman of Revue Productions, Inc., and the following senior vice-presidents were elected: Dave Rummaging to Music Corporation of America; George Chasin to MCA Artists, Ltd.; Alan J. Miller to Revue Productions, Inc.; Michael J. Rockford to MCA TV, Ltd.; and Morris M. Scherier to Management Corporation of America.

Showdown at Boot Hill

Hollywood, June 9

A bounty-seeking deputy marshals rides into Mound City, tracks down an outlaw and is shot by his victim. This is the theme of "Boot Hill," a western that is slated for release in 1955.

Blue Murder at St. Trinian's

Lion International—Continental

British cartoonist Ronald Searle's projection of public school life, as it probably has never been viewed, goes onward and upward with hilarious abandon in "Blue Murder at St. Trinian's," a sequel to—though perhaps even funnier than—"The Belles of St. Trinian's," released this side in 1953. The sack Brits manage one of the most traditional, guaranteed to delight large numbers of art house audiences.

St. Trinian's, of course, is a girl's boarding school where normal behavior is always a bit of a surprise, and which is accepted by the world outside. The students come in two sizes, little groan-like creatures in oversized smocks and matted pigtails, and big, immaculately-groomed British beauties who seem always to wear tight shorts and sweaters no matter what the occasion. Though they seldom attend classes, their talents are many. They can make books, distill whisky and, having seen "Riff-Raff," they can even crack a safe in the Education Ministry's offices to obtain necessary exam papers.

Heading the cast are two of the stalwarts of the first "St. Trinian's" film Joyce Grenfell, as a crazy, mixed-up policewoman assigned to find a diamond thief hidden out in the school, and George Cole, as "Flash Harry," a jaunty "spiv" who acts as the girls' agent in their various business ventures. Missing, except for brief appearances in the opening and closing sequences, is Alastair Sim as St. Trinian's headmistress. A placard in the school entrance hall notes that the headmistress was "taken tragically from us in the middle of the term."

She's in jail.

The plot this time round has to do with the machinations of the girls to get to Rome to see a wealthy nobleman who plans to marry one of their senior class. To do this, the girls enter a UNESCO contest, the prize of which is a European tour which, of course, they win by cheating. They also need a headmistress and blackmail the hiding diamond thief into masquerading as the school head. Eventually the girls win all their goals, but not without threatening the future of even the United Nations.

Prominent in the cast, besides Miss Grenfell and Cole, are Terry-Thomas, as a retired Army major who undertakes to lead the girls to Rome in two broken down buses, known as the Dreadnought Tractin Co.; Lionel Jeffries, as the diamond thief, and Terry Scott, as Miss Grenfell's suitor.

Vincent Canby

War of the Satellites

Corman—Allied Artists

GROTON, Conn., June 9—Roger Corman, fast looming as one of the U.S. film industry's most promising younger producers, is responsible for this compact, dramatically compelling treatment aimed primarily for the action market, at the moment flourishing for space-age stories. Some of the faces and names here will be readily recognizable by those action aficionados who've viewed past Corman productions.

Jack Rubin and Irving Block, credited with the original story, garner additional status as co-producers, working with producer-director Corman. The shooting screenplay is by Lawrence Louis Goldman and best known principals are Dick Miller and Susan Cabot.

The time is now, the setting Earth and its outer, uncharted regions. Scientist Richard Devon urges the United Nations to proceed with a comprehensive, large-scale space exploration project despite warning by space elements that such activity will be doomed from the start. Killed in an automobile accident, Devon is dispatched back to earthling stature by outer space, latter guiding him via telephone control. The answer from the Earth still Ahead in the all-out to control the galaxy as it is known. The aforementioned Miller and Miss Cabot are seen as Devon's aides.

Special effects are handled professionally by Rabin, Block and Louis Dewitt. Running time, 86 minutes. General classification. Release, current.

J. T. Kirwan Dies

BALTIMORE, June 9—Funeral services were held here for John Theodore Kirwan, manager of the Century Theatre, and previously at the New. His widow survives.
Television Today

National Board Sets Up Chicago Viewing Unit
Special to THE DAILY

CHICAGO, June 9—The National Audience Board has set up a previewing committee for the Chicago chapter. Peter Goelet, president of the organization devoted to helping raise standards in television, has announced. Preview boards already are functioning in New York, Los Angeles and San Francisco.

Previews Start This Week
Mrs. Joseph, Hector, Illinois State chairman for radio and television of the Federation of Women's Clubs and also state chairman of the National Audience Board, will now chair Chicago previewers group. Starting this week, she will inaugurate special previews of television programs for leaders identified with 46 organizations.

FPA, IATSE Sign New Videotape Agreement

The Film Producers Association of New York and the International Alliance of Theatrical Stage Employees have signed a videotape jurisdiction agreement at the weekend after a month of negotiations.

FPA committee head, Walter Lowendahl, signed on behalf of the Association's 35 producer members, while Walter F. Diehl, assistant president of the International, signed for IATSE. The contract, which is effective as of May 29 and runs through Dec. 31, 1960, was ratified by FPA members at their meeting last week. It will also be signed individually by them subsequently.

LaBrea Prod. Buys Out McGowan Interest

The purchase of McGowan Productions, Inc.'s interest in LaBrea Productions by the latter's management has been announced jointly by the two Hollywood producing firms. LaBrea Productions will soon move to new quarters. Its president, O. Gail Patinou, and its secretary-treasurer, James E. Baumeister, will announce their plans for operation as an independent company within the next month.

Killbuck Theatre
(Continued from page 1)

the 350-seat Duncan, only film house in this town of under 800 population, has contracted with local Theater Supply branch manager Bud Mutchler for "the works," including Bausch & Lomb lenses and a Walker wide screen.

Mutchler said it is two years since he sold a CinemaScope installation to a drive-in and still longer since he sold an indoor theatre installation.

Ackerman Named Head
Of Nat'l. TV Academy

The election of Harry Ackerman as president of the National Academy of Television Arts and Sciences, was announced here yesterday. Ackerman, who is vice-president of Screen Gems in charge of production, will begin a one-year term of office on July 1.

Ed Sullivan, retiring president of the Academy, also announced the election of Robert F. Lewine as first vice-president, Sheldon Leonard as second vice-president, Walter Cronkite as secretary, and Loren Ryder, treasurer.

Head Coast and Local Chapters

Ackerman and Lewine, who is vice-president of NBC, television network programs, are presidents of the Los Angeles and New York Chapters of the Academy, respectively. Leonard is the producer of the Danny Thomas Show. Cronkite is a news analyst and host of "The 20th Century," and Ryder, the head of his own sound studios organization.

Educational Station's
Auction Raises $31,500
Special to THE DAILY

SAN FRANCISCO, June 9—KQED's fourth annual fund-raising auction came to a live-day successful conclusion in the wee hours of this Sabbath morning. The total take was $31,500. Auctioneers for the community-sponsored educational station's telethon were recruited from the ranks of civic and business leaders and KQED staffers.

In the previous years, local and some national TV personalities took part, but AFTRA clearance problems made KQED decide to keep this year's affair strictly amateur.

Ford Renews Contract
For 'The Ford Show'

The Ford Division of the Ford Motor Company has renewed its sponsorship of the NBC-TV Network's "The Ford Show," starring Tennessee Ernie Ford, for the 1958-59 season. The 52-week renewal order, effective Oct. 2, marks the third consecutive season the advertiser has sponsored the program (telecast Thursdays, 9:30-10 P.M., EDT). J. Walter Thompson is the agency.

Meyer, Mazur Elected
New NBC Directors

Election of two new members to the board of directors of the National Broadcasting Company was announced by Robert W. Sarnoff, president of NBC. The new directors are Andre Meyer, senior partner of Lazard Freres & Company, and Paul M. Mazur, partner in Lehman Brothers.

U. K. Visitor
(Continued from page 1)

clubs. All in the interests of comparative showmanship: everything here he's comparing with London, he's here till the 16th, a guest of Stanley Warner, under a cross-host, cross-the-seas arrangement: ABC does the same for their winner. Stanley Warner took him two days touring Washington, and thereabouts; he was most impressed not by a drive-in, but by a shopping center—a "most amazing thing."

Stresses Public Relations
He's 47, with ABC 16 years, the past three managing the Savoy. He won for publicity, salesman ship, staff relations, administration, good housekeeping, public relations; and of all these, he opined, the most important is public relations. His patrons are his friends.

Bravados' Bow
(Continued from page 1)
Kheel, president of the Urban League. Proceeds from the event will be utilized by the League to further its program of promoting inter-racial understanding and cooperation.

The opening will be attended by Stars of motion pictures, stage and television, in addition to Gregory Peck and Joan Collins, stars of the picture.

Senate Passes Bill
(Continued from page 1)
Business Administration with $250,000,000 to make loans to small business investment associations and state and local development corporations. These groups would, in turn, make long-term loans and investments in small business firms.

James M. Barnes, 59
WASHINGTON, June 9. — James M. Barnes, whose law firm of Barnes and Hill for some years represented the Society of Independent Motion Picture Producers here, died of a liver ailment. Barnes, a former Democratic Congressman from Illinois and an administrative assistant to President Roosevelt in the mid-forties, was 59.

Motion Picture Daily
Tuesday, June 10, 1958

Consolidated
(Continued from page 1)
white film processing of Paramount's theatrical and television productions, both at the East Coast and in Hollywood.

With the acquisition of the Paramount plant, Consolidated will have our laboratories in operation. The others are located here, at Fort Lee, N.J., and in Hollywood.

In Operation Since 1927

The Paramount plant, which is on West 43rd Street, has been in operation since 1927 handling Paramount's Premiere prints for theatrical black-and-white processing.

U奔驰 More Funds
(Continued from page 1)
ject to safeguards, payments out of the fund be made at a greater percentage than that which is commonly applied.

The association's president, Arthur Watkins, told newsmen that the majority of "second" features are booked on flat rates and that his members were concerned for the plight of such producers. He felt that it would be "undesirable in every instance for the fund to disappear completely. The association realised, Watkins said, that some would definitely go out of business if payments from the fund were discontinued. And, he urged, the proposed change might cause more "second" features to be made.

'School for Actors'

He claimed that "second" features provided a school for actors and technicians and that research had shown that the great mass of filmgoers still liked a double feature programme.

'N.O. After Dark'
To Bow at Benefit
Special to THE DAILY

NEW ORLEANS, June 9—"New Orleans After Dark," which was filmed here with the use of many local police personnel, will have its world premiere on June 17 at the Tudor Theatre as a benefit for two police fraternal organizations. Sharing in the proceeds will be the Police Benevolent Association and the Crescent City Lodge No. Two, fraternal order of the police and the lodge auxiliary.

On the following day the film will begin its regular run at the theatre. Arrangements for the premiere were made by Carl J. Mahry, president, MPA, producers of the picture; Henry Glover, branch manager of Allied Artists, which will distribute it; John J. Richards, president of Tudor Theatre Corp., operators of the Tudor; and P. A. Davies, superintendent of New Orleans police.

Lloyd Hughes Dead
Hollywood, June 9. — Lloyd Hughes, 60, star of silent and early talking pictures, was killed in a head-on crash early Friday. His widow, ex-actress Gloria Hope, a son and daughter survive.

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THE NEW AND GREATEST FRANKENSTEIN MONSTERPIECE

THE REVENGE OF FRANKENSTEIN

IN SUPERNATURAL TECHNICOLOR®

From the makers of THE CURSE

…and twice as terrifying!

PRE-SOLD BY A SCREAM-LINED PROMOTION CAMPAIGN

PRE-SOLD BY SMASH EXPLOITATION!

Movie Horrorthon kicked off by midnight openings! News-making stunts! Contests! Ballyhoo gimmicks for deep public penetration!

PRE-SOLD BY A TRAILER TERRORAMA!

TV saturation trailers! Special theatre trailer! Sensational teasers!

PRE-SOLD BY TERROR-TOPPING ADS, POSTERS, ACCESSORIES!

For Special Summer Business—BOOK IT NOW from Columbia
George Skouras
Sees Industry
Entering New
'Golden Age'

Reports on Engagements
For 'Pacific' Abroad

By RICHARD GERTNER

The motion picture industry is on the verge of a new "golden age" in which it will enjoy greater success than it has ever had before, according to George P. Skouras, president of Magna Theatre Corp.

Judge 60 Campaigns for
Quigley Awards Today

About 60 outstanding exploitation campaigns, winnowed from the hundreds received during the year by the Managers' Round Table of Motion Picture Herald, will be judged by a panel of leading exhibitors this afternoon for the Quigley Grand Awards.

Many of the campaigns emphasize the public relations element of theatre (Continued on page 2)

N. Y. Variety to Honor
International Officers

Variety Club of New York, Tent No. 35, will pay tribute to the international officers of Variety Club at a special membership luncheon next Tuesday, June 17, at Foo's Shors Rest. (Continued on page 3)

REVIEW:
The Key
Foreman—Columbia—CinemaScope

The company and the star whose resources—tangible and intangible—helped make "The Bridge on The River Kwai" one of the all-time great films in motion picture history, have combined again to make a picture of true stature. The talents of Columbia Pictures and William Holden this time out are joined with those of producer-writer Carl Foreman and director Sir Carol Reed. "The Key," the result of this collaboration, is a magnificent modern sea saga at the heart of which is a strange and haunting love story.

Co-starring with Holden, and contributing her most impressive performance to date, is Sophia Loren. In an extremely difficult role, she acts with a warmth and appeal which are essential to the final success of the emotionally complex tale. Not surprisingly another noteworthy performance is that of British star Trevor Howard, They all are fine.

Based on the novel "Stella" by Jan De Hartog, "The Key" is out. (Continued on page 6)

Stockholders Hear Good News

UA's Gross Revenue,
Profits Continue Up

Report for First 1958 Quarter Shows
Net Earnings $636,000 — Up 11.7%

By JAMES D. IVERS
(Picture on Page 3)

United Artists' growth in both gross revenue and profits of the last seven years is continuing this year, Robert S. Benjamin, chairman of the board, happily reported to stockholders at the company's second annual stockholder meeting yesterday.

The meeting, at which 83.2 per cent of the outstanding stock was represented in person or by proxy, was held at the Rivoli theatre. Stockholders almost unanimously re-elected the directors of the company and approved, by a vote of 831,381 to 8,591, a restricted stock option plan which the board had proposed for key employees.

Calling the meeting to order shortly after 10:30, Benjamin referred to the annual report, published some weeks ago, which showed a healthy increase for 1957 over 1956, and then reported that the net earnings for the (Continued on page 3)

Reopen WB, Memphis;
Follows Albany Move

Special to THE DAILY
MEMPHIS, June 10—Warner Brothers will reopen its Memphis exchange a week from today. The exchange was closed May 1 by Joe S. Young, former branch manager, who was kept on in Memphis as a salesman, will be transferred to Des Moines, Jeff Williams, transferred to (Continued on page 2)

Col. Int'l. Announces
Changes in Personnel

Several changes in executive personnel for Columbia Pictures Interna-
tional in Latin America, Australasia and Japan were announced yesterday by Lucy W. Kastner, president.

Joseph E. McConville, who has been assistant supervisor of Latin America for a number of years, has (Continued on page 6)
Sees 'Golden Age' for Trip to Europe (Continued from page 1)

Quality product, using outstanding plays and books as source material, will be the key factor in the resurgence of legitimate theatre business, Skouras said. He also feels that films must be made with the family audience in mind. “Anyone who ignores these two elementary requirements will retire from the business,” he said.

A film believer in the “blockbust-er,” Skouras emphasized in several ways the need for a strong-story oriented film. Jitter over all other considerations, including that of the stars selected for the film. Actors should be chosen for their roles on the basis of how well they can play them, he said, adding that the day when a “star” personality can sell a picture on his or her draw alone is over. He cited recent films which, he said, were failures because they were meshed on this theory.

Loans to Producers in U.K. $6,863,718

By PETER BURNUP

LONDON, June 10. — Approved loans to producers by the National Finance Corporation in the year ended March 31, 1958, totalled to £2,451,328 ($6,863,718), the greatest since the creation of the corporation with the exception of the period when £3,000,000 was advanced to the old Rank Organization.

Repayments during the year amounted to £979,241 ($2,741,883) compared with £1,017,325 ($2,848,510) in the previous year.

Annual Outing Set by Conn. Theatre Group

Special To THE DAILY

NEW HAVEN, Conn., June 10. — The annual golf tournament and outing of the Motion Picture Theatre Owners of Connecticut will be held at the Mill River Country Club at Stratford, Conn., June 22. It has been announced by George H. Wilkinson, Jr., and Harry Fein- stein, co-chairmen. Guest of honor will be Alex Harrison, 20th Century-Fox vice-president.

Reopen WB Exchange

(Continued from page 1)

Indianapolis, two months ago, with a return to Memphis as manager.

Charles Jones, transferred from N. C., will make a trip to the Memphis office, Mrs. Taylor Davis, secretary, in charge of the office, will be the assistant at the office, and the change will be at the same address.

The WB announcement from Memphis follows by slightly more than a week the reopening of the company’s exchange in Albany, N. Y., which had been closed since March 28.

Cites Fox as Leader in Quality Production

Theatre grosses everywhere would jump from 25 to 30 per cent if all the major studios would make the same number of quality pictures that 20th Century-Fox has produced in the past two years, James Skouras, president of Magna Theatre Corp., said yester- day. He said the Fox company should be given credit for the high stand- ard it has set in production.

Fox Plans (Continued from page 1)

the company’s production head in England.

Adler said the British production program will be “diversified and fl- exible” with both small and big budget films to be made to be integrated with the schedule for American products. He also expressed optimism that other companies will also increase their production programs.

Adler flies to Paris on Thursday to meet with producer Dar- Zaneck. He will return to California next Monday.

Daff to Europe for Foreign Sales Meeting

Alfred E. Daff, executive vice-president of Universal and vice- president of Universal International Film will leave New York tomorrow for a three-and-one-half week business trip to Europe during which he will hold sales meetings in France, Germany, Italy, England, Holland, Belgium and Denmark.

Abboi Will Go Along

America Abboi, foreign gene- ral sales manager of Universal and vice- president of the company’s foreign distribution subsidiary, will accompany Daff to France, Germany, and Italy for his meetings in those countries.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwood Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stin- Photo Editor; Herbert V. Fecke, Advertising Manager; Gun H. Faust, Production Manager, TELEVISION TODAY, Charles S. Aarsen, Editorial Director; Pinky Herman, Vice- President, Continental Publishers, 72-334; Washington, J. A. Otten, National Press Club, Wash- ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2; Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor, Correspondents in the capitals of the world. Motion Picture Publishing Company, 325 West 43rd St., New York. Rocke- ty, the official organ of America’s Independents, and better Refreshment Merchandising, each published 11 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Herald, Monthly Motion Picture Publishers Association, Chicago, ill. Entered as second class matter Sept. 21, 1934, 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
Big Pictures

(Continued from page 1)

one of them being UA’s “Trapese”; about a dozen have grossed in excess of $10,000,000, two of them being UA’s “Vera Cruz” and “Not a Stranger”; and “many current pictures” are headed for a gross of better than $5,000,000, including UA’s “Run Silent, Run Deep,” “God’s Little Acre” and “Witness for the Prosecution.”

Film Leaders to View

‘Vikings’ at Dual Bow

A large group of industry leaders will be among the capacity audiences totaling 2,100 which tonight will attend the two-theatre world premiere of Kirk Douglas’ “The Vikings” at the adjoining Astor and Victoria Theatres on Times Square.

The side-by-side openings will be held for the benefit of the Crown Princess Martha Friendship Fund under sponsorship of the American-Scandinavian Foundation and the moviemakers’ Federation.

Kirk Douglas, Tony Curtis and Janet Leigh, who are starred in the United Artists release, will make personal appearances on the stage of each theatre before a distinguished assembly which will include Senator Jacob Javits and Norwegian Consul General Thor Brodtkorb.

UA Executives to Attend

United Artists officials to be present are: Arthur B. Krim, Robert S. Benjamin, William J. Heineman, Max E. Youngstein, Arnold M. Picker, Herbert L. Golden, Seymour M. Peier and Leon Goldberg.

Other film industry notables present will include Barney Balaban, Elmer Rhodes, Bernard Kranze, Abe Schelinger, Spyros Skouras, Herman Sobel, Leopold Friedman, Si Fabian, George Marshall, George Schaefer, Sam Spiegel, Walter Reid, Kenneth Jaregaves, Arthur Hornblow, Marcello Gori and Sol Schwartz.

The premiere will receive worldwide press photo, radio and television coverage.

N.Y. Variety Club

(Continued from page 1)

launturned, it was announced yesterday by Ira Meinhardt, chief Barker. The international officers, headed by chief Barker George Ely, will be present at the annual district meetings with the press and with the chief barkers of the Northeastern tents of Variety Club.

New ‘Bargain Matinee’

HARTFORD, June 10.—The Rivoli Theatre, Chicopee, Mass., which recently inaugurated a “bargain matinee” policy on Sundays, with adults charged only 50 cents from 1 to 3 P.M., has been joined in the practice by the Falls Theatre in nearby Chicopee Falls, Mass.

UA Reports to Stockholders

(Continued from page 1)

first quarter of 1958 were 11.7 per cent over the first quarter of 1957. The 1958 figure was $636,000, compared with $560,000 for the first quarter of last year. This growth trend is continuing, he reported, citing the fact that the company’s world-wide theatregoers for the first ten weeks of the second quarter of 1958 was $12,150,000 compared with $11,150,000 for the comparable period of last year, an increase of 9.2 per cent.

Stock Option Plan Outlined

The chairman outlined the restricted stock option plan submitted for approval, under which an estimated 20 key employees of the company, excluding six of the principal officers, would be offered options on stock over a period of ten years. The plan, he emphasized was designed to attract and retain executives and key personnel in a managerial structure adapted to expanding production and diversified activities.

He detailed the status of the involved negotiations for the purchase of Associated Artists Productions, which owns the Warner backlog of pre-1949 pictures and said that every step had been taken to insure an early trial of the suit by NTA which has sought to halt the purchase. UA has purchased 700,000 shares of AAP stock from 12 stockholders in that company and has made an offer, now halted by injunction, to all other stockholders to purchase their shares for 86 in each and 56 in debentures in the new UA subsidiary set up to own AAP.

Touches on Public Financing

Benjamin also referred to the announcement, made last week, that the board is considering additional public financing but said that he was barred by SEC rules from discussing it until the prospectus is approved. He mentioned that the company was studying a pension and retirement plan which would be submitted at the next meeting and then introduced Arthur B. Krim, president of the company, to outline prospects for the future.

Mr. Krim pointed out that the results of the public financing of a year and a half ago were only beginning to be reflected in the company’s release program. In 1958 the company had nine releases in the top “A” bracket, 12 in 1956 and 14 in 1957. So far this year there have been eight and another 12, already seen and evaluated, are listed for release during the balance of the year. These are “The Vikings,” “Kings Go Forth,” “Une Parisienne,” “The Big Country,” “China Doll,” “Man of the West,” “Separate Tables,” “Ten Seconds to Hell,” “The Defiant Ones,” “The Gun Runners,” “The Horse’s Mouth” and “I Want to Live,” plus the broad release of “Around the World in 80 Days.”

Inventory Largest in History

In addition, the president said, the company has a backlog of 35 other pictures of varying types, the largest inventory in the history of the company and one of the largest in the industry.

On long range plans, Mr. Krim said the company was “most optimistic.” This he based on the premise that “even the pessimists agree on one factor in this market—the successful pictures are constantly reaching new high grosses.” United Artists, he declared, was insuring its position for the next two or three years by increasing the number of pictures aimed at big grosses, making them as economically and efficiently as possible, and obtaining them from as many different sources as possible.

“Our formula,” he continued, “is to create a climate in which top people, who can work in relative autonomy, can be attracted to society.” This has resulted in an ever increasing trend toward affiliation with our company by independent producers. We have literally hundreds of minds working for us on hundreds
THE SCREEN'S MIGHT

Actually Filmed Amid The Ice-Capped Fjords Of Norway And The Sea-Lashed Cliffs Of Brittany!

In Horizon Spanning TECHNIRAMA® And Magnificent TECHNICOLOR®!

STARRING
KIRK DOUGLAS · TONY CURT

with JAMES DONALD · ALEXANDER KNOX · Screenplay by CALDER WILLIAMS
Produced by JERRY IX
Nothing ever matched its violence...its vengeance...its vastness! Spectacle poured upon spectacle...as the Vikings put an age to the torch!

"A BLOCKBUSTER FROM THE WORD GO!"

—FILM DAILY
**Television Today**

**Foreign Operations Of NTA Are Expanded**

National Telefilm Associates' foreign operations have been expanded to include representation in Japan, Australasia and the Philippine Islands, Oliver Pugach announced yesterday. The three new offices will act as representatives for NTA's television and theatrical properties in the three market areas.

In Australia, the NTA representative will be David Yaffa, of the Yaffa Syndicate in Sydney. Representing NTA in Tokyo will be Akin Shimizu of the Pacific Television Co., Chuo-oku. The Philippine Islands office will be handled by Felice Ysmael, at Quezon City, Manila.

**‘Concentration’ Starts On NBC-TV on July 28**

“Concentration,” described as a new entertainment game, will make its debut on the NBC-TV Network, Monday, July 28, Carl Lindemann, Jr., director, daytime programming, announced. He is replaced by Kelton W. Ford, who has been named director of the NBC Television Network, has announced. The new show will be seen from 11:30 A.M. to 12 noon, E.D.T., Mondays through Fridays. It replaces “Truth or Consequences.”

Based on Juvenile Game

“Concentration” will be produced for NBC-TV by Barry & Enright. The host will be announced later. The program is based on the children’s game of the same name, Lindemann explained.

**One Man’s TV Views**

By Pinky Herman

CBS will launch two off-peak television programs, “The Invisible Man” and “World of Giants” a weekly, back-to-back coupling of imaginative thrillers. Skedded for the Fall (Wednesdays in the 7:30-8:30 P.M. slot) the first is a TVersion of H. G. Wells’ story of a British scientist, while the latter deals with an FBI agent’s adventures in espionage. Edgar Peterson will produce “Invisible Man” (filmed in London) with Otto Lang to pilot “Giants” which will be filmed in Hollywood. Oldsmobile has signed to sponsor at least two and possibly four Bing Crosby 90-minute extravaganzas for next season, the first to back up ABC’s new 5-year exclusive contract with the Crooner. Richard Hayes will CBS for Stan Freeman’s June 28 and July 5 radio programs. Howcome this talented songster isn’t signed up for his own TV series? In addition to handling the ABCShores as producer-director of the new “Andy Williams Show,” Bill Hobin will guide the net’s top-ranking “Pat Boone Show” when the latter resumes in the Fall.

Since returning to Chicago, this time to WGN, “Ding Dong School” has been adding new laurels to its stock of local and national awards. The program will be Ampex-taped for syndication starting in August (another well-deserved golden apple for the teacher, “Miss Frances.”). Walter Mirisch has signed Harry Lauter to portray Bat’s brother in the forthcoming western flicker, “The Cat Masterson Story” starring Joel McCrea. Lauter is star of the ABC-Cowboy TVer, “Texas Rangers.”

Here’s a unique “sell” negotiated by MGM-TV: Bud Barry. Through Tom McDermott (Benton & Bowles) and Ed Ebel (General Foods) Bud sold the TVersion (half-hour film series) of “Father of the Bride” a full year before air time—and a five-year deal at that. Pilot of the situation-comedy will be made on the MGM lot next month. The Walt Freamers expect their newest “Big Payoff” in Feb. Mom and Pop “struck it rich” six times already, four boys and 2 girls. Headed for Broadway is the talented Morton J. Metzler, Jr., who gets his sheenplus and English Majorit at Cornell next week. The young author and newshawk is editor-in-chief of the Cornell Widow and honorary member of the Quill & Dagger staff. With Carl Jampel Producing and Dick Schneider megging, a new audience-participation TV series, “Lucky Partners” will NBCome to a new slot.

Winners Next Week:

Winners of the Two Awards, one for large situations and one for small situations, as well as the Outstanding Plaques, will be announced next week.

Columbia Int’l (Continued from page 1)

been appointed supervisor, replacing Sigward Kusiel, resigned.

Leroy Brauer has resigned as managing director of Australasia and has been replaced by Colin Jones, who has been sales manager of this territory for 23 years.

Fernando Rodriguez has resigned as general manager of Japan to take a similar position with Allied Artists. He is replaced by Kinisho Yokosawa, who has been sales manager of Japan for seven years.

The territory of Michael Berger, who is vice-president and supervisor of Japan and the Far East, has now been expanded to include Australasia.

Judge 60 Campaigns (Continued from page 1)

management in both small towns and large municipalities.


June 11, 1953

Wednesday, June 11, 1953
A PROVEN B.O. SMASH
FOR YOU RIGHT NOW!

Here's Proof!

PRODUCTION
or
SMASH
FOR
YOU
RIGHT
NOW!

PROVEN B.O. SMASH FOR YOU RIGHT NOW!

David O. Selznick's Production of Mark Twain's Adventures of Tom Sawyer

A blockbuster wherever played! All engagements doubled (and sometimes tripled) regular business
... causing this great picture to be held over...
in situation after situation.

Southwest sensational on Fox Circuit and other big circuits are booking this outstanding winner
from coast to coast.

For a smash in your territory, don't hesitate another moment. Assured pay-dirt awaits you if you . . .

Phone or wire today—H. H. Greenblatt, General Manager

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311 North 12th St.
Phone: Rittenhouse 6-1420

Beverly Hills
Herbert Bregstein
6902 Santa Monica Blvd.
Phone: Crestview 4-8849

Chicago
Louis Aurello
612 N. Michigan Ave.
Phone: Michigan 2-5561

Minneapolis
Donald Swartz
3011 Curve Ave. N.
Phone: Federal 5-7013

Charlotte
Roy Branon
1563 Clayton Drive
Phone: Edison 4-1373

Kansas City (Mo.)
Harry Gaffney
1227 West 60th Street
Phone: Emerson 1-3866

*Headquarters in N.T.A. office
Plunderers, the hunted, the lawless, the bold—and their women—in a spectacular drama of the West filmed in the vast lands of historic Arizona in COLOR!

M-G-M presents
AN ARGOLIA PRODUCTION
starring

ALAN LADD • ERNEST BORGNINE
in THE
Badlanders

co-starring KATY JURADO • CLAIRE KELLY

Screen Play by RICHARD COLLINS • From a Novel by W. R. BURNETT
In CinemaScope and METROCOLOR
Directed by DELMER DAVES
Produced by AARON ROSENBERG

MGM BACK ON TOP IN '58!
In Boston

Neil Agnew Dies at 62; Fox Executive

Services for Industry Veteran Set Tomorrow

Neil Agnew, widely known film distribution executive, died early yesterday morning in Massachusetts General Hospital, Boston, where he was recovering from an operation. He was 62 years old.

Funeral services will be held at 11:30 Friday morning at the Frank E. Campbell Funeral Chapel, 81st St. and Madison Avenue. He is survived by his wife, Henrietta, who was with him when he died.

Agnew, an industry leader for many years.

AFM, TV Subsidiary Of MCA Sign Deal

From THE DAILY Bureau

Los Angeles, June 11. - A contractual agreement with a subsidiary of Music Corporation of America which produces filmed shows for television whereby music scoring will be done by live musicians rather than from library sound track was announced today by Herman D. Kenin, president of the American Federation of Musicians. He said the deal "will guarantee about $1,500,000 of added live music employment of this nature."

The agreement was reached in New York.

Domestic, Overseas Entries Judged For Annual Quigley Grand Award

By JAMES M. JERAULD

Theatres in 39 widely scattered United States and Canadian cities and eight overseas countries were represented in the 24th annual judging for Quigley Grand Awards for Showmanship held yesterday by Manager's Round Table of "Motion Picture Herald." The "jury" was limited to 11 top theatre circuit executives and independent operators with national reputations. Their theatre interests cover the 48 states.

Overseas countries represented in the display of campaigns included Australia, England, Finland, Italy, New Zealand, Nicaragua, Singapore and South Africa.

The campaigns were presented on three separate tables—large and small situations and overseas, each suitably identified by cards. The large and small United States and Canadian situations were separated in order to make it possible for managers of houses with 1,000 seats or less in medium-sized communities to compete on fair terms with managers in larger downtown theatres.

AFM Violates Pact: Faris

By SAMUEL D. BERNS

Hollywood, June 11. - Marvin Faris, executive secretary of the Society of Independent Motion Picture Producers, has stated that the American Federation of Musicians has repudiated the interim agreement negotiated between the organizations two months ago. The federation now demands an additional clause barring recording on films to be released by major companies against whom the union was operated.

Benjamin, Krim '58 Pioneers

Robert S. Benjamin, chairman of the board of United Artists, and Arthur B. Krim, UA president, have been named the Motion Picture Pioneers of 1958, it was announced yesterday by Ned E. Depinet, president of the Pioneers organization.

The UA executives, who were selected by the Pioneers' board of directors at its annual meeting this month, will be honored at the 20th annual Pioneers' dinner at the Waldorf-Astoria Hotel on Nov. 24.

In 1951 Benjamin and Krim formed a five-man management group to take over the then-faltering United Artists. Their partners were Faris, John Johnston, Clark, Depinet and Hurst.

In Britain

KRS Accepts Plan to Control Films to TV

By PETER BURNUP

London, June 11 (By Cable).- The Kinematograph Renters Society today formally accepted the industry's plan for controlling the release of feature films to television.

The plan, under which the film industry will buy the rights to particular pictures, involves the payment by exhibitors of a special levy on all paid admissions other than children's matinees or charity performances or where a theatre's weekly takings are less than £200 ($300). The KRS agreed that its members will incorporate a clause in all renting contracts ensuring the levy payments either to an organisation to be known as the Film Industry Defense Organization, Ltd., which will administer the funds.

All MPEA Officers Re-elected for Year

Officers of the Motion Picture Export Association were re-elected for the ensuing year at the annual meeting of the board of directors on Tuesday.

The officers are as follows: Eric Johnston, president; Ralph Hetzel, Kennneth W. Clark, G. Griffith Johnson, Robert J. Corkery and Irving A. Mass, vice-presidents; Sidney Schreiber.

$100,000,000 Is Voted

By Senate for USA

Washington, June 11. - The Senate today voted to give the United States Information Agency $100,000,000 for operating expenses in the coming year. The bill now goes to conference with the House which voted only $97,000.
'58 Pioneers

(Continued from page 1)

William J. Heineman, vice-president in charge of distribution; Max E. Youngblood, assistant vice-president; Arnold M. Picker, vice-president in charge of foreign distribution. Within six months they had taken the company out of the red and in the succeeding year progressed on a major program of development and expansion. In 1957 UA announced a record profit of $83,262,000, following six years of progressively larger returns.

Under the Blumberg-Kirk leadership UA has been instrumental in making independent production a dominant force in the industry. Today the company has multiple production-distribution agreements with more than 60 top independent artists.

Other Leaders Honored

Other outstanding film industry leaders who have been honored in the past as Pioneers include Cecil B. DeMille, Sybrus P. Skouras, Adolph Zukor, Jack Warner and Harry Warner, Barney Balaban, Simon H. Fargue, R. R. Vogelins, and Robert J. O'Donnell, Nate J. Blumberg and Gus S. Eyssell.

Brothers File

$1,000,000 Trust Suit

Special to THE DAILY

GREENVILLE, Tenn., June 11.—An anti-trust suit asking $1,000,000 in damages has been filed in the U.S. District Court here by Samuel Brothers, who operate the Fox Theatre, Kingsport, Tenn.; the Taylor Theatre, Gate City, Va., and the Taylor Drive-in, Webber City, Va. The civil action charges that the Warners charge monopoly and conspiracy against them by the Kings-Sul Theatres, et al., the eight majors and Allied Artists. Listed in the defendants are William-Willy-Kings and Wilco Corp., who supervise the operation of the State Theatre, Kingsport, which is owned by Kings-Sul Theatres; the Nu-Strand Corp., who own the Strand, the Rialto and the Center Theatre in Kingsport, and the Crescent Amusement Corp., who operate the Strand, the Rialto and Center.

"Vikings' Bow Raises $22,000 for School Fund

A total of $22,000 was raised for Norwegian - American exchange scholarships at the world premiere of the Kirk Douglas production, "The Vikings," last night at the Astor and Victoria theatres here. The money was collected by ticket sales and added to $21,000 packed into houses for the event, which was sponsored by the American-Scandinavian Society for the benefit of the Crown Princess Martha Scholarship Fund, which underwrites the scholarships.

Showing of the United Artists release was preceded by personal appearances on the stages of both theatres by the actors, Kirk Douglas and Janet Leigh, who are starred in the film. The players were backed by a 70-piece Viking Junior band staffed by young Norwegian-Americans.

Opening Beamed Overas

The premiere festivities were covered by a large number of international news services, Hollywood writers, reviewers and news photographers. NBC's Monitor and Dave Garroway's Today Show were represented by reporters and cameramen whose coverage will be aired on NBC's national network. The opening was also filmed and recorded by the Armed Forces Radio and Television Services and the Voice of America for overseas beaconing in 22 countries.

House Passes Five-Year Reciprocal Trade Act

From THE DAILY Bureau

WASHINGTON, June 11.—The House passed by a one-sided 317 to 98 vote the five-year reciprocal trade act extension sought by the President.

Earlier, the House had rejected, by surprisingly large margins, two motions offered by protection-minded Congressman. Intense pressure from the international businessmen and leaders of both parties put the bill through in a form closely resembling the President's original request, which was backed by many film industry leaders. The House voted for the Senate, and forces are far stronger there.

Griffith to Make Tour

Andy Griffith, star of Warner Bros. "No Time For Sergeants," will kick off the Southern saturation premiere of the Mervyn LeRoy production, with a personal appearance in Raleigh, N. C., his home state, on Tuesday, July 1, the day the picture opens at the Ambassador Theatre there. Griffith will follow with personal appearances in behalf of the picture's openings in Charlotte on July 5, in Greensboro and High Point on July 3, in Winston Salem on July 4.

Entries Judged

(Continued from page 1)

big houses with larger advertising and promotion budgets. Theatres having from 1,000 seats up were classified in large situations.

The campaigns presented were the winners of Awards and Scrolls of Honor for the most outstanding efforts during the quarterly judging of 1957.

Contests Unidentified

Numbers were placed on the campaigns for each of the judges. The hits lots contained no way of identifying the competitors. The judging began at 4 P.M. The display of entries was continued in the cocktail and dining room at Toots Shor's Restaurant.

The judges were:

Leo Breahee, chairman of Leo Breche Theatres and an officer of the Metropol itan Motion Picture Theatres Association.

Fred E. Depinet, well known exhibitor and former president of RKC Pictures Corp., and RKO Theatres Inc.

Russell V. Downing, president and managing director of the Radio City Music Hall, Inc.

Leopold Friedman, president, Loew's Theatres, Inc.

Emanuel Frisch, executive of Rand force Amusement Co. and former president of Metropolitan Motion Picture Theatre Owners Association.

Harry Goldberg, director of advertising and publicity for Stanley Wex ner, Inc.

Edward L. Hyman, vice-president of ABC-Paramount Theatres, Inc.

Walter Reade, Jr., president of Wal ter Reade Theatres, Inc.

Charles M. Reagan, theater opera tor and former vice-president and gen eral manager of Loew's, Inc.

Sol A. Schwartz, president and gen eral manager of RKO Theatres, Inc.

Ray Smith, vice-president of S.E. Enterprises, Inc., and Jamestown Amuse ment Co.

'Key' Contest Slated

The lock and key division of the Yale & Towne Mfg. Co. will cooperate with Columbia Pictures in a "Lucky Key" contest to promote "The Key." The promotion will be staged in key stores in conjunction with the openings of the film. Point-of-sale displays and local media will be used to call attention to the fact that "Lucky Key" cards can be picked up at Yale and Towne dealers. Winners numbers will be posted in the theatre lobby and announced through local media, with the winners receiving a Yale and Towne wall safe and travel laces.
A half-acre, animated billboard spectacular, the biggest ever built for a motion picture, symbolizes the scope of Kirk Douglas' "The Vikings" and the flair of its dual world premiere, held last night at the adjoining Astor and Victoria Theatres on Broadway. Charity bow of the United Artists release raised $22,000 for the exchange of Norwegian and American students, and drew banner TV-radio coverage by U.S. networks and services blanketing 22 foreign countries. A $4,500,000 Technirama spectacular, "The Vikings" is being presold by UA's biggest national drive.

Stars Kirk Douglas, Tony Curtis and Janet Leigh dedicate Viking Square to begin the official New York celebration of Vikings Week.

Prestige-building side-by-side premieres at the Astor and Victoria were seen by 2,100, with thousands more getting a curb-side view of the colorful doings.

Tony Curtis and Janet Leigh, who will tour Coast-to-Coast with Kirk Douglas on "The Vikings," are greeted at the premiere by UA board chairman Robert Benjamin (left) and producer Jerry Bresler (right).

Kirk Douglas, arriving for the dual bow with Sophia Loren, is welcomed by UA vice-president Max E. Youngstein. The charity event aided the Crown Princess Martha Friendship Fund.
Agnew Is Dead

(Continued from page 1)

years, was one of the best known and best liked sales executives in the field. For ten years he was Paramount's vice-president in charge of distribution and for as many more years he was closely associated with David O. Selznick. Since January of this year he had been handling special distribution problems for 20th Century-Fox.

Served in World War

Born in Grand Rapids, Mich., November 11, 1895, he entered the industry immediately after Army service in World War I as a booker in Chicago for Paramount. He became a salesman and in 1923 was named branch manager in Milwaukee. Rising rapidly in the fast moving sales organization he became district manager in Chicago that same year. With a wide network of contacts among middle western exhibitors, his reputation grew nationally and in 1932 the late Sidney Kent brought him into his sales staff as western division manager. When Kent moved to Fox later that year, Agnew became assistant general sales manager and in 1934 he succeeded to the top sales post with the company.

With Selznick in 1944

He was elected vice-president in charge of distribution for Paramount in 1933, a post which he held until April, 1944, when he resigned to become vice-president and general manager of Selznick's national distribution organization, Vanguard Pictures. During this association he became a board member of United Artists, and later president of the Selznick Releasing Organization, successor to Vanguard.

In recent years he was special assistant to Herbert Yates at Republic Pictures, vice-president of the Fred Astaire Dance Studios, and chairman of the United States Defense Department's committee of film activities.

MPEA Officers

(Continued from page 1)

her, secretary; Stanley R. Weber, treasurer; Herbert J. Erlanger, assistant secretary and assistant treasurer; and Thomas J. McNamara, assistant treasurer.

Directors Elected June 3

Previously, the following directors were elected at the annual stockholders' meeting on June 3: Eric Johnston; Allied Artists International: Steve Brodie and Norlin V. Ritchey; Columbia Pictures International: Lucy W. Kastner and Bernard E. Zeeman.

REVIEW:

Gunman's Walk

Columbia—Cinemascope

Nothing has rejuvenated the western so much in recent years as the switch from an emphasis on action and violence for its own sake to stronger stories and realistic characters. This movement has tended to broaden the audience for the genre and attracted many who previously wouldn't go near a film in which there was a cowboy or horse.

"Gunman's Walk" is an outstanding example of the newer western tradition. The story itself is the main thing, and it's a good one, penned byBrackett. Nugent, author of many of the Western masterpieces made by John Ford. The action comes as an integral part of the plot, and although there isn't as much activity as in some other westerns, what there is packs force. It includes some hard horseback riding and some fast shooting on two or three occasions.

This Columbia picture, which Fred Kohlmar produced, has some other major assets to exploit. It has some vigorous acting from the reliable Van Heflin; from Tom Hunter, who is surprisingly adept in a role that is unsympathetic; and from James Darren, a relative newcomer. Columbia is grooming for stardom. Romantic interest is supplied by Kathryn Grant, as a girl who is half-Indian, and Mickey Shaughnessey and Ruy Teal are fine as other western characters. Photography in Cinemascope and Technicolor takes full advantage of the vast expanses of the Wyoming plains.

The story deals with a universal problem—a father's difficulty in bringing up his sons. Heflin portrays as middle-aged cattle man of the 1890's who resists the changes that are occurring in the customs of the west. He has brought his two sons up in the old tradition and is pained when they fail to meet up to his expectations. The younger son, played by Darren, is not so hard and aggressive as his father wants him to be, and the boy's love for a half-breed girl ultimately causes a break with the parent.

The trouble with the older son is much more serious. Reasonable because he feels he is cramped by the "tall shadow" his father casts in the community, this boy carries his rebellion to the point of two murders—the first of an Indian during a horse race on the trail and later of an unarmed sheriff's deputy. At the end of the picture the father is forced to track down his son and kill him to prevent him from taking any more lives.

This moral demonstration of the dreadful price paid by a parent for over-avenging of his children has timeless parallels the audience will recognize as true. The picture could have had stronger emotional appeal, perhaps, if Nugent had softened the character of the father somewhat. But the writer has kept the role honest and Heflin plays it that way—brusque, arrogant, and proud. Hunter makes the older son despicable and vicious almost without relief, and most of the audience sympathy thus falls to Darren, whose part is less colorful by comparison.

Nugent tells this intriguing story clearly and concisely, and Phil Karns has directed in tune with it.

For further exploitation there is a catchy song called "I'm a Runaway," which Hunter sings in a tuneful baritone in a barroom scene. Running time, 97 minutes. General classification. Release, in July.

Richard Gertner


Three Reports Presented

At the meeting this week the MPEA board also heard reports on various problems in the Far East, Japan and Israel and took action involving two international film festivals. Attendance in Ceylon and Burma has fallen off in the evening due to a curfew in the former place because of street violence and also to similar political unrest in the latter. New license allocations are expected in Japan soon, where few have been released lately pending the national elections.

Berlin Festival Budget OK'd

Action taken by the MPEA board regarding festivals included approval of a budget for the 1954 Berlin festival and the making of an agreement by all companies to submit films to the MPEA Festival Committee for screening by June 25 for selection of those to be sent to Venice.

Broston's 'Jones' Truly International

By FLOYD STONE

Samuel Bronston yesterday talked about "John Paul Jones."

He's three quarters through with it and now he's back in New York to talk with Warner sales vice-president Ben Kalmenson. Now is the time to thim of selling it. He hopes to complete in August, and believes the company can make a good market, possibly before Washington's Birthday, most highly a great patriotic spectacle.

In fact, Bronston is, he avers, making propaganda for this country. He says he is not trying to sell the greatest picture ever made, ever, now is certain it will be this country's biggest and best message. It will for one thing, be three hours long and so far has cost $4,000,000.

John Farrow Directing

Hollywood failed to realize a need for pictures about America's courage and past glory and presence might, he commented: he has take on the job: he is making this picture along with director John Farrow, previously with the help of corporates, adds wealthy men who feel as he does.

So far he has shot in Scotland, London, France, Spain, and country, he says, has the feeling it their picture. He told, too, about the picture in the Mediterranean from the Sixth Fleet, prior aid from Anna, and about intended shooting in Philadelphia, New York, Williamsburg, and cleared his current problem: the right Washington, possibly a actor, merely or who is "it." Names, in fact, naming to him, although he has a few---Charles Coburn, Robert Stack, bio Davis: it's the story.

Story Based Strictly on Fact

The story, as he intends to tell, has no fiction; not even in dialogue he chias, adding John Farrow is intelligent and convincing writer. He added, however, in England, as not because it is cheaper, but because of geography and mostly in Spain because it is central. John Paul Jones went everywhere, he said even in Russia. His life was four fifths in Europe.

He pointed out apropos of the Hollywood outcry about shooting abroad firstly he could not have made it in Hollywood, secondly that he has Americans with him, more than on some pictures, and some of the union local heads, and none of the complaining.

Sees Market 65% Foreign

He has his mind, he observed, on one facet of industry life these days that some 65 per cent of our market is foreign. Hence, there is need for international stories, and pictures be enough to impress. The naval heroine in was international. Bronston's, in fact, just now even as "John." That is why the picture title will remain, despite suggestion "John Paul Jones."
AFM and MCA

(Continued from page 1)

York earlier this week. Under its terms the members receive in return some $800,000 of contributions estimated to be due the Music Performance Trust Funds for recorings of music tracks to direct wages for musicians to be unemployed. This amount will be matched by the producer, creating a fund of approximately $1,600,000 for the employ- ment of about $5,000,000. Thus the fa- mility. The employment starts im- mediately and is guaranteed over a three-to-five-year period.

Negotiations are being nego- tiated which promise to supplement this "back-to-work" drive by the musi- cians union, Kenin said. He also noted that "jobs come first, as they always have with our union."

$100,000,000 Voted

(Continued from page 1)

300. The agency had sought $105,- 000.

This year USIA is operating on a budget of only $95,100,000.

Under the original administration request for $105,000,000, the motion picture service would have received $6,433,700, compared to only $4,- 00,924 this year. Under the House- approved $97,000,000 figure, it would receive about $5,000,000. Thus if the Senate figure should hold, it should receive between $5,000,000 and $6,- 00,000.

Financial Aid to Railroads

in Senate-Approved Bill

WASHINGTON, June 11.— The Senate passed without objection today a bill that would set up a new program of government guarantees for loans to railroads. The program is similar to one that exhibitor Sam Mansky recently suggested be pro- vided for film companies.

The bill passed by the Senate is designed to help railroads raise money to solve their financial difficulties. The House Commerce Committee is considering a similar bill and may approve it shortly.

Under the bill, the government would guarantee up to $700,000,000 of private loans made by private com- mercial lenders to the railroads. The money could be used to finance or re-finance equipment purchases, mod- ulation or other improvements, or operating expenses.

The Senate Commerce Committee, in recommending the bill, pointed out that similar programs have been used for housing, airlines, shipping com- panies and others.

Mrs. Sam Perrin Dies

HOLLYWOOD, June 11.— Peg- gye Perrin, 53, wife of the Jack Benny riter, Sam Perrin, died Tuesday night at Cedars Sinai Hospital. Funeral services will be held Thursday at 10:30 A.M. in the Church of the Good Shepherd, with intern- ment at Forest Lawn.

Faris Sees Violation

(Continued from page 1)

federation is striking. The SIMPP in- terim deal, which had been offered to and used by all independents, pro- vided for services of musicians at rates stated in expired contracts, with the further understanding that any improvements later negotiated between SIMPP and the federation would be paid retroactively.

Word received yesterday from AFM in New York, following Mon- day's executive board meeting, was to effect that the federation would no longer recognize the AFM and in- sist on a "non major release clause" before any new recordings could take place.

Faris stated he assumed that indepen- dent producers would follow the majors in going abroad for scoring. Such a development would further reduce employment of musicians to a new low since most of the major contract musicians are already on strike.

Federation Claim Rejected

The only reason given by the fed- eration for backing away from the agreement is that it has just found out that independents release their films through major companies. SIMPP re- fects this contention on the ground that it has long been a well established practice.

The decision of the federation is for reaching since only those indepen- dents not releasing through major companies could sign such a deal.

Coming aboard of Thursday's NLRB hearing involving SIMPP, the Associa- tion of Motion Picture Producers and the Independent Motion Picture Pro- ducers Association it is difficult to know what the federation may be planning.

Queen's List Names

Four from the Industry

From THE DAILY Bureau

LONDON, June 11.— The Queen's Birthday Honours List, announced today, includes awards of the CBE (Commander British Empire) to actor Jack Hawkins, screen writer Terence Rattigan, actress Celia Johnson, and screen writer and radio and television producer Val Gielgud.

Gielgud already holds the OBE (Order British Empire) and is now promoted to CBE.

Fox Signs Cummings

To Long-Term Pact

From THE DAILY Bureau

HOLLYWOOD, June 11.— Jack Cummings, long one of industry's top producers, is the newest addition to the 20th Century-Fox roster of pro- ducers, it was announced yesterday by Robert B. Lafia.

Jack Cummings Productions, Inc., is title of his producing company, and Cummings will start operations at the Fox lot on Monday. He re- vealed that he and Adler already have several properties under con- sideration for filming under his long- term contract.

Television Today

Foreign Regional Heads

Appointed by SMPTE

In a move to encourage wider par- ticipation in its technical paper pro- gram, the Society of Motion Picture and Television Engineers announced the designation of National Regional Chairs for countries out- side the United States and Canada. These chairman are expected to stimulate the flow of technical papers from the more than 50 members of the SMPTE who are foreign nationals, for publication in the Society's jour- nal. One has already been received from Kiyohiko Shimasaki, managing director, Motion Picture Engineering Society of Japan.

Five in This Hemisphere

Presentation in the Western Hemisphere countries includes Argent- ina: Héctor Keren, Buenos Aires; Brazil: Os- waldo C. Kemeni, Rex Filme, S.A.; Sao Paulo, Colombia: Pablo E. Car- rasco, Kodak Colombiana, Ltd., Bo- to, Brazil: Alfredo J. Rosano, Bolivar Films, C.A., Caracas.


Processing in India


Dr. Coffin Elected

Research Council Head

Dr. Thomas E. Coffin, director of research for the National Broadcasting Company, was elected president of the Radio and Television Research Council at the organization's monthly meeting this week.

Also elected officers of the council — an association of professional re- search people in the broadcasting field — were Mrs. Mary McKenna, director of research and sales development for radio station WNEW, who was elect- ed vice-president, and Marian Jack- son, media research supervisor at Foote, Cone and Belding advertising agency, who was elected secretary-treasurer.

Radio, TV Set Sales

Drop in Jan.-Apr. Period

From THE DAILY Bureau

WASHINGTON, June 11.— Con- sumers bought fewer radio and tele- vision receivers at retail in April com- pared with March, the Electronic In- dustries Association announced today.

Less spending for such items was also recorded by EIA in comparison with April a year ago. Television sales in April totaled 243,132 compared with 416,756 sold in March and 337,905 TV sets sold in April 1957.

Cumulative television sales during the January-April period totaled 1,091,191 compared with 1,029,576 TV receivers sold during the corresponding four-month period in 1957.

Consumers bought 402,583 radios, excluding auto receivers, during April compared with 538,993 radios sold at retail during March and 543,092 ra- dios sold during April 1957, excluding auto sets.

Hallmark Slates Six

Productions on NBC

"The Hallmark Hall of Fame" pro- gram will present five 90-minute pro- ductions and an original one-hour Christmas show, all in color, on the NBC-TV Net- work next season. Annunciation was made jointly by Joyce C. Hall, president, Hallmark Cards, Inc., and Robert E. Kintrer, executive vice-president of NBC Television.

The series will be produced by Milberg Productions.
“No. 1 Boxoffice Champion!”

RODGERS & HAMMERSTEIN’S

SOUTH PACIFIC

The Greatest Show IN TODD-AO!

Has grossed to date

$2,297,340.25

In only 23 engagements, playing only 10 shows per week!

And this is only the beginning!

12th week New York • 11th week Miami Beach, Chicago, Philadelphia
10th week Washington, Baltimore • 9th week Cleveland • 8th week Pittsburgh, Boston, Detroit • 7th week Dallas, St. Louis • 6th week Indianapolis, Cincinnati, Denver • 5th week Montreal, New Orleans • 4th week Louisville
3rd week Buffalo, Los Angeles • 2nd week Atlantic City, Seattle, Portland

And in LONDON & MANCHESTER, England

SOLD OUT SINCE OPENING!

NOTE — ‘SOUTH PACIFIC’ will be shown only in TODD-AO indefinitely!
EDITORIAL

Time of Decision

By Sherlein Kane

As the trade awaits the setting of the date for Business-Building Day when campaign fund raising meetings will be held in all key cities, exhibitor contributions continue to trickle in at disturbingly slow pace. The total of all cash contributions to date passed the $60,000 mark yesterday.

There is needed $300,000 for the initial 60-day radio promotion campaign alone, so that even after distribution has matched the cash on hand there is available less than half the amount required for the initial project.

Exhibitor pledges are another matter. They are being received in fairly good volume and at a consistent rate. However, in distribution is not matching pledges. It is matching cash contributions only.

In addition to the fact that pledges cannot be counted—nor used—as cash contributions, there are two other factors which tend to slow down the financing of the all-industry business-building campaign. One, quite obviously, is that an insufficient number of exhibitors are among the contributors to date. The other is that a large number of those that have sent in contributions have elected to employ the six-payment plan instead of sending in their entire contribution in a lump sum.

On the matter of exhibitors who have not yet been heard from at all, it is particularly disturbing to note that some of the largest circuits have given no indication of their intention to support the campaign. Among these, most notably, are the dominant circuits in the Far West and in the South. To all appearances they are among those that not only can most easily afford the contribution but which, also, stand to benefit the most from it.

It is to be recalled that when Hollywood failed to deliver its personalities for the proposed promotional star tours some months back, there was widespread resentment among exhibitors everywhere.

Are exhibitors to be found guilty not only of the failing they condemned in Hollywood but of being unwilling to help themselves? The next few weeks will provide the answer.

Drive-in Patrons Become 'Selective'; Change Booking Policy in N. Y. State

ALBANY, N. Y., June 12—Drive-in theatre patrons in this area are becoming more "discriminating and selective" and thereby causing a change in booking policies, according to Robert Lamont of Lamont Drive-Ins, which operates in Kingston, Rotterdam Junction, Vail Mills and Leeds.

Patrons are demonstrating a strong preference for "big pictures," he explained, and drive-ins are now playing top product on weekends. This constitutes a reversal of previous policy, under which top features were shown at mid-week on the theory that weekend business would be substantial regardless of the films shown. As a result of this trend product has assumed a new importance in outdoor theatre operation, Lamont said.

Some drive-in operators have expressed the fear that long-running 'blockbusters' might hurt business at the concession stand. This was based (Continued on page 2)

Columbia to Release Seven Films in July

Columbia Pictures will release seven films in July, its biggest one-month schedule in many years, Babe Jucker, general sales manager, has announced.

Heading the releases will be three designated as Columbia "Super Seven" films— "The Key," "Guinan's Walk," and "The Revenge of Frankenstein._The other pictures are "The Camp on Blood Island," "The Snorkel," "Curse of the Demon," and "Life Begins at 17." (Continued on page 2)

DeMille to Testify on Labor-Management Relations

WASHINGTON, June 12.—Film producer Cecil B. DeMille will testify before a House Labor Subcommittee Monday on labor-management relations.

The subcommittee has asked DeMille's views on possible amendments to the Taft-Hartley Law to improve labor-management relations and to safeguard the rights of individual citizens. Chairman Perkins (D., Ky.) said DeMille's testimony was being sought "because of his great contribution to the motion picture industry and the prestige he enjoys with millions of Americans." (Continued on page 2)

Kansas City Projectionists Agree on One-Man Booth

KANSAS CITY, Mo., June 12.—Local theatre exhibitors have reached an agreement with officials of the Motion Picture Operators Union which will provide in effect for one-man projection booths here. Both sides are reported to have made concessions in settling a contract dispute.

Union requirements that theatres employ more personnel "than are reasonably needed" were discussed by the board of directors of Allied States Association at its annual meeting in Baltimore late last month. Allied is seeking to meet with IATSE officials and others to discuss the issue.

On Admissions

Final Chance For Tax Cut on Senate Floor

Would Now Have to Be In Separate Amendment

WASHINGTON, June 12—The Senate Finance Committee approved without change a House-passed bill to continue present corporate and excise tax rates another year.

The bill is expected to come up on the floor early next week, and a strong fight is expected then to cut the transportation tax. If that should succeed, it would open the way for attempts to cut other excises, including possibly the admissions tax.

The committee today tabled a (Continued on page 2)

Largest Turnout Yet

At Annual Golf Fete

Over 200 golfers, gin rommy players and just plain "relaxers" took advantage of yesterday's perfect weather (after four days of rain) to attend the seventh annual film industry golf tournament at the Vernon Hills Country Club at Tuckahoe, N. Y. (Attendance on page 3)

Embassy Trial Heats

Ed Zabel Deposition

Special to THE DAILY

SAN FRANCISCO, June 12.—Product splitting which purportedly left independent theatres out in the cold for the first run rentals was detailed in Federal Court here today in the Embassy Theatre eight-million-dollar anti-trust suit against Paramount Pictures, National Theatres and others. The evidence was adduced from the (Continued on page 2)

Television Today Page 6
PERSONAL MENTION

SAMIUE BRONSTON, producer, will leave New York today for Spain.

JOHN J. O’CONNOR, vice-president of Universal Pictures, this week because he will be there for the second time when his daughter, Mrs. JAMES DANIEL VAUGHN, Jr., gave birth at New Rochelle Hospital to a son, JAMES DANIEL VAUGHN, III.

ALLEN M. WIDEM, motion picture editor of the “Hartford Times,” will leave there today for Chicago. He will return on Tuesday.

LORS HAPLERN, wife of BEN HAPLERN of United Artists Television, gave birth here yesterday to a son, ANDREW JAMES, at Lenox Hill Hospital.

JERRY ADLER, of NBC’s London office, will return to England from New York tomorrow via B.O.A.C.

STANLEY KRAMER will leave Hollywood at the weekend for New York.

MORRIS KEPMAN, of the Burndside Theatre Corp., East Hartford, has returned there from New York.

NORMAN ROSEMONT, general manager of Loewal, Inc. (Lerner and Loewe) will leave New York tomorrow for Europe.

PAUL GREGORY, producer, will come to New York over the weekend from Hollywood.

O’NEIL BUYS INTEREST IN ELECTRIFYTE COMPANY

THOMAS F. O’NEIL, president of RKO Teleradio Pictures, and associates have purchased controlling interest in the National Electrotype Co. here, leading manufacturer of electrotypes, mats and plastic plates. Associated with O’Neil in the new ownership is William J. Mahon, who will serve as chairman of the board, and William M. Regan, who has been elected president of the company.

DUTCH TO SEE CINERAMA

DETROIT, June 12. — Frank Up- ton of the Music Hall Theatre believes he has a world-record long distance order for seats written in for “Search for Paradise.” Reservation came 4,000 miles from Holland and was for 31 tickets for a party of Dutch tourists.

Embassy Trial

(Continued from page 1)

pre-trial deposition of Ed Zabel, former chief buyer for National Theatres.

Zabel’s sworn statement revealed that Blumenfeld Theatres had an ar- rangement with Fox West Coast Theatres to split rentals on a 50-50 basis for Warner Brothers and United Artists films in Oakland, Sacramento, and Stockton, Berkeley.

After Embassy attorney Robert D. Raven had completed reading of the Zabel deposition he called Charles M. Thall, who has been appointed assistant manager for FWC, as the division manager for FWC, who is expected to occupy the witness stand for several days as will an elaboration and substantiation of the testimony in Zabel’s deposition.

PROCEEDINGS STORMY

Thall had been waiting more than a week to be called to the stand but frequent outbursts between opposing counsel over defense objections delayed the start of his testimony.

Film Attorney Arthur B. Levine objected vigorously to portions of the Zabel testimony on the ground that Raven was going far afield beyond the exhibition territory affecting the Embassy box-office, but Judge Edward P. Murphy overruled the defense lawyer by stating.

You can’t prove a conspiracy, either civil or criminal, by just segre-gating it and confining it to the limitations to which counsel for all the defendants seem to want to confine it.

On completion of Thall’s testimony, he will be followed on the stand by several other subpoenaed FWC executives.

House Unit Okays

(Continued from page 1)

nally certain that this type of relief will be voted the railroads by Congress this year.

Exhibitor Sam Pinsker has urged a similar program be proposed to help the film industry going through Congress now is frankly aimed at helping the railroads out of their current problems of raising money for modernizing, buying new equipment, and operating.

The bill approved by the House committee today puts ceiling on the amount of private loans the government could guarantee. The Senate-approved bill has a $700,000,000 ceiling.

Set 2 ‘Vikings’ Dates

Kirk Douglas’ “The Vikings” will have its first regional premiers in Chicago at the State Lake Theatre on June 17 and Los Angeles at the Wilshire Theatre on June 19.

Large Press Corps Will Cover ‘Kings’ Premiere

Special to THE DAILY

MONACO, June 12. — The largest press corps to invade this principality since the marriage of Prince Rainier and Hollywood star Grace Kelly is on route to cover the world premiere of the Frank Ross Production, “Kings Go Forth!” at the New Casablanca Theatre on Saturday. Two days of festivities will be held in connection with the gala opening, with all proceeds going to the United Nations Refugees Fund.

Saritna to Perform

The celebration will be highlighted by a one-man show by Frank Sinatra at the International Sporting Club of Monte Carlo following the showing of the film in which he stars with Tony Curtis and Natalie Wood.

Arthur B. Krim, president of United Artists; producer Ross, Charles Smadja, UA vice-president in charge of European production; Francis Wragge, UA representative, Paris, and Mort Nathan, UA publicity manager, are en route here for the premiere, which is attracting celebrities from two continents.

Drive-in Patrons

(Continued from page 1)

on the belief that patrons want to eat sometime after the first 90 minutes, while some of the newer pictures run well over two hours.

Louis has found on the other hand, that concession business holds up well when such pictures are shown. The customers make purchases at the end of a three-hour stretch—now around 11:30 P.M.—and return to their cars for the second feature. This naturally makes the exit hour very late.

Would Welcome ‘Break-Time’

Although he had not yet seen one, Lamont said he welcomed the news that 20th Century-Fox will provide prints with a drive-in "break-time." This would allow the arbitrary interruption of long-running films.

With an improvement in weather Lamont said he looks for a drive-in season "as good as last year’s."

NLRB OPENS HEARING ON AFM-MGA ROW

From THE DAILY BUREAU

HOLLYWOOD, June 12. — The National Labor Relations Board today opened hearings on the jurisdictional dispute between the American Federa- tion of Musicians Local 47 and the newly formed Musicians Guild of America.

The latter seeks representation rights to negotiate with major film studios.

The hearing will continue tomorrow.

Final Chance

(Continued from page 1)

motion by Senator Douglas (D., Ill.) for a $6,000,000,000 tax cut on indi- viduals, small corporations and cities. The motion included the tax cut with a tax hike on corporations. If the amendment was adopted, it is certain to be rejected.

The only chance for amendments to pass would come either in a separate amendment or in one covering tax cuts only. Sentiment is overwhelm-

No Cuts Discussed

The transportation tax amendment was not offered in the finance commitee this morning because, according to Senator Smathers (D., Fla.), backer, "the climate and timing was not right." Nor were any other excels discussed today, members said.

The bill approved by the committee is modified by the Administration; it would continue the $2 per cent corporate tax rate until June 30, 1959 and also various excise rates raised during the Korea War.

The House Ways and Means Com- mittee, meanwhile, continued executive session work on its small business tax relief bill, but made no decisic and will go back to work tomorrow.

Videotape Talks

(Continued from page 1)

field. That was the consensus of forum conducted at the conclusion a TV Commercials Showcase stag here yesterday afternoon by the Fi- Producers Association.

The Showcase, conducted by the FPA at the Avon theatre, was tended by over 500 advertising agency and network executives a production people.

Members of the forum were William Unger, Martin Ransohoff a Walter Lowndehl for the FPA, a Saul John of Movieland Chris Val- line of McCann-Erickson, and William Trevarthen of ABC, who guest.

Opening from the forum 35 TV cor- porations, including nine examples color, were shown to illustrate various techniques and uses of materials each illustrating a particular produc-

NEW YORK THEATRE

RADIO CITY MUSIC HALL

Radio City • 61-6450

“NO TIME FOR SERGEANTS”

ANDY GRIFFITH

A Warner Bros. Picture and GALLA NEW STAGE STARRING
Record Crowd at Golf Tourney

(Continued from page 1)

Perry Acquires Univ. Rights to ‘Ataturk’

Nick Perry, independent producer, has acquired from Universal-International, an option to the rights which U-I have in “Ataturk,” the life story of Kemel Ataturk, the builder of the new Turkey and one of the foremost national leaders of modern times. These rights include the rights to the book “Ghost on Horseback” by Bay Brock and to the script by Borden Chase.

Perry plans to produce “Ataturk” upon completion of his production and distribution arrangements. Exteriors will be shot in Turkey and interiors in Rome, according to Perry.

Brotherhood Awards

Theatre managers who obtained the best results in the 1958 Brotherhood campaign will be awarded savings bonds at a luncheon to be held in the Waldorf Astoria Hotel here on June 23. The affair, an annual one, will be presided over by Harold Rinzer, chairman of the Metropolitan New York exhibitors division of the campaign.

Windjammer’ Big Here

‘Windjammer,’ first picture in the Cinemartacle process, has grossed better than a half million dollars in the first nine weeks of its run at the Roxy Theatre here, the management reports.

New Title for Jarratt

LONDON, June 12. — Sir Arthur William Jarratt, president of the Kineograph Reel, has been made a Knight Commander of the Victorian Order in the Queen’s Birthday honours list.

WOMPI Holds Dance

ATLANTA, June 12. — The Atlanta WOMPI have improved dance and installation of officers for the year at the local Variety Club.

National Pre-Selling

"LIFE" selected "No Time for Sergeants" for review in their June 9 issue because the motion picture lacked "the most funniest things to come along this year." A photo from one of the most hilarious scenes in the film leads off the article. It is a scene in an Air Force bathroom where some of the utilitarian fixtures are shown coming to attention during the commanding officer's inspection tour. "Life" photographed Jack Warner and Director Le Roy so thoroughly enjoying one of the comedy scenes that they showed up production of their film a Georgia hill-billy played by Andy Griffith.

The stormy success story of Harry Belafonte was written by Eleanor Harris for the May issue of "Red Book." This angry young man born in New York speaks frankly of his ambition and what it means to be a Negro in America in "Red Book" article. His next film is titled "End of the World."

Edwin Miller of Seventeen traveled to West Berlin where UIT’s "A Time to Love and a Time to Die" based on Erich Maria Remarque’s World War II novel was being filmed. Miller brought back an interest provoking photo of the film’s stars John Gavin and Lilo Pulver which appears across a two-page spread in the June issue.

Miller wrote biographies of these two stars which appear along side of the photo. Emotionally and mentally these two stars are poles apart and it is our humble guess that these opposite personalities will make an electrifying team.

Bob Hope reports his visit to Russia in the June 10 issue of "Look." He has a series of conferences with some of the toughest Soviet officials, including Minister of Culture Mikhalov.

Bob found the Russians particularly responsive to some of the international language of laughter. He said "they can be reached through it. They openly hunger for American humor, music and talent.

The leader of a trio-piano, guitar and bass who Hope was particularly impressed with pleaded with him for the latest American arrangements. Victor Moscow Hotel from Ooster Mongolia, Uzbeks and Georgians requested the orchestra play old Glenn Miller arrangements.

Bob concluded by saying "I’m glad I made my trip to Moscow. I saw a ray of hope for a divided world when I found I was able to laugh with the Russians." Hope’s latest film "Paris Havocc" is having an extended run on Broadway.
Hollywood, June 12
A highly imaginative, intriguing force, shapeless in contour, yet resembling a brain and pulsing eyeballs that glow is the focal interest in this science-fiction fare. "Space Children" will be sold in a combination package program with another Paramount feature, "The Colossus of New York." The master producer of science-fiction shockers, essays, on a Biblical quotation for the thought-provoking premise of the story: "Yea, I say verily unto you, except ye become as little children, ye shall not enter the kingdom of heaven." This quotation is filtered through the screenplay by Bernard C. Schoenfeld, from the story by Tom Filer, in which a group of children, led by Michael Ray, find the object in a cave on a beach front near their temporary trailer homes, on a guarded site where their parents are involved in the launching of a new guided missile. The missile has a war head greater than any of its predecessors.

The living mass sends thought waves to the children which causes them to prevent the successful launching of the missile. The men are powerless to destroy the mass, but realize as it makes its way skyward through a shielding ray that building a better war head is no solution to finding peace in the world. The film was directed by Jack Arnold, with an impressive musical score by Van Cleef.


**SALVIO D. BRISS**

**The Colossus of New York**

Hollywood, June 12
Producer William Alland, a champion at building suspense and intrigue through the use of highly imaginative gadgets to satisfy science-fiction thrill seekers, has evolved a monster a la Frankenstein, with the brain of a genius and eyes capable of emitting a death ray. This feature will be sold in a combination show with another of Alland's productions, "The Space Children."

John Barryage, Mala Powers, Otto Kruger and Robert Hutton handle their co-starring roles with a degree of sincerity to offset some of the innumerable situations and effects drawn from the Thelma Shaeue script and story by Willis Goldbeck.

John P. Fulton's special photographic effects, and direction by Eugene Lourie supply the adhesive for a story which has Kruger transferring the brain of his peace-prize winning son, killed in an accident, to that of a monster which he creates in collaboration with another son, Barryage, who is also a genius. Mala Powers, widow of the peace-prize winner, and her son are subjected to some of the monster's antics—the son having a better "in" with the brain.

In a climax which takes place in the foyer of the United Nations' building, the colossus, who has become cynical and evil, uses his death ray eyes on a number of innocents, until the boy pulls a lever on his body to destroy him. Running time, 70 minutes. General classification. Release, in June.

**S. D. B.**

**Kings Go Forth**

**Frank Ross—United Artists**

**The Camp on Blood Island**

Hammer—Columbia

Hammer Films, the British production outfit current making a very successful mark in this country with its artfully conceived horror films ("Horror of Dracula"), is represented now by a grim drama of P.O.W.'s held by sadistic Japanese in World War II. "The Camp on Blood Island" is not a horror film in the strict exhibition sense of the word, though it has some terrifying incidents. Rather it is a drama of sensational design aimed for the exploitation market.

Like most exploitation-sensations, it teeters on its subject with a primitive all-black or all-white approach. The Japanese villains of the piece are as brutal and psychopathic a lot as ever were employed by film makers of World War II. One might purposefully ask what good such an oversimplified presentation of fact or fiction serves today.

On the credit side, however, the film has an exceptionally neat screenplay and it has been directed with a good deal of intelligence as to what keeps a motion picture moving and suspenseful. It is certainly not dull.

The locale is a small jungle island somewhere in the Malay pen archipelago in the final days of World War II. On the island are two prison camps, one for men and one for women commanded by a near-mad Japanese colonel who has vowed to kill all his prisoners should the Allies win the war. The story concerns the valiant, yet tragic efforts of the prisoners, who have a secret radio, to keep the news of the Allied victory from the colonel until a rescue mission arrives. How they succeed, and the lives and tortures they must pay, makes for an always exciting film and one that occasionally touches on true heroism.

The cast is very good, though probably totally unknown in these parts. Especially effective are Andre Morell, as the British colonel who masterminds the prisoners' plans for salvation; Carl Mohr as a Dutch planter, and Walter Fitzgerald, as a British Colonial Office official. Joan Manchip White and Val Guest wrote the screenplay from a story by White. Guest directed and Anthony Hinds produced. Michael Carreras was executive producer. All quite obviously know their trade. The film has been photographed in what Columbia calls "Megascope" which approximates the CinemaScope ratio. It's a Hammer Film Production.


**SHERWIN KANE**

**New Method of Color**

**Ads for Newspapers**

A new method of full color advertising in newspapers will be launched this morning in the "New York Herald Tribune." Developed by Young & Rubicam, the ads, instead of being printed in colored ink on newsprint in the regular run of the paper, are pre-printed in lithographic ink on coated paper in a continuous roll. This roll is fed into the end of the rotary press run with the rest of the
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**Motion Picture Daily**

**Friday, June 13, 1935**

**FEATURE REVIEWS**

**Television Today**

**NBC Signs Affiliation Deal with WGR, Buffalo**

The National Broadcasting Co. has signed a television affiliation agreement, effective October 1, with WGR-TV in Buffalo, N.Y., it was announced by Harry Bannister, NBC vice-president for station relations, and David C. Moore, president of Transcontinental Television Corp., owner of the Buffalo station.

At the time the contract becomes operative, NBC will discontinue operation of WBUF, the ultra high frequency station the company now owns and operates in Buffalo.

"NBC's experience in Buffalo demonstrates that this UHF station cannot compete effectively against multiple VHF stations in the area, and its situations will worsen when the third VHF station assigned to Buffalo comes on the air," Bannister said. "The company has devoted maximum efforts and resources to develop a productive UHF service in Buffalo. Nevertheless, the station is not succeeding, either competitively, financially, or as a service to the public and the advertisers. NBC is investigating various other markets looking toward the possible acquisition and operation of a UHF station where the competitive handicap is not so extreme, and where there may be a reasonable expectation of an effective operation."

**New TV-Film Producer Rate, Data Service Set**

Establishment of the "International Screen Production Handbook," a new publication service for sponsors, advertising agencies and producers, was announced yesterday by John E. Allen, general manager of the enterprise. An editorial office has been set up here, and publication offices in Port Ridge, N. J.

The new handbook will be issued in a loose-leaf binder with a periodic revision service to keep its data up to date. Revisions will be issued as changes are made in the working rules and wage scales of the production crafts and talent involved, and as raw stock and processing charges are altered.

Designed as a combination directory and working production manual, the handbook will cover all production centers in the U.S., Canada, Mexico, Cuba and Puerto Rico. Eventually, it is intended to extend the information to world-wide centers.

**TV Spots For 'Dracula'**

Universal-International has set a large scale television spot campaign with NBC's New York television station, WRCG, and RCA in conjunction with the 100-theatre Greater New York multiple opening of "Horror of Dracula," starting Friday, June 27.

**Hearings Set**

(Continued from page 1) authorities and popularity of TV programs. Chairman Magnuson (D. Wash.) said many complaints about the national rating services have been received lately by his committee. The ratings on television, and that "they have given rise to certain questions as to the possible effect of such rating upon the program services being filled by the public."

Officials of American Research Bureau, Trendex, Pulse, and A. C. Nielsen have been asked to testify of their methods of operation.

**Gins, Branson on Sales Staff of NTA Pictures**

Joe Gins and Roxy F. Branson, two veteran motion picture executives, have been appointed to NTA Pictures' sales positions, H. H. Greenblatt, NTA's general manager, announced. Gins has been named to the post of sales manager, and Branson is the company's new Southeastern division manager. Branson will have charge of sales in the Charlotte, N. C., Atlanta and Jacksonville area.

Gins comes to NTA Pictures from Universal Pictures, where he was Eastern division manager. Branson formerly was manager of the Charlotte branch office for RKO. Branson replaces H. H. Hearn, who recently resigned.

**Goldston, Morris Join Legal Staff of NTA**

Attorneys Robert Goldston and Joseph Morris are recent additions to National Telefilm Associates' legal staff, H. I. Bucher, NTA general attorney, has announced. Goldston joins NTA following a two-year association with Screen Gems and a similar period with the Trachtan and Wol law firm. Morris comes to NTA from DeMont Broadcasting Corporation where he was assistant general counsel for three years. Prior to that he was with the theatrical law firm of Davis and Gilbert.

**‘Swamp Fox’ Series Will Start Here on July 1**

Production of a series of 13 half-hour television programs based on the life and adventures of Francis Marion, the Revolutionary War hero, is to begin July 1 by Motion Picture Stages, Inc., according to "Swamp Fox," has been set for July 1 by Motion Picture Stages, Inc., according to

Comprehensive research activities concerning the exploits of the character, was completed during the last six months, and script for the 13 subjects are finished. Location shooting is planned for South Carolina and Florida.

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**DESERT HELL**

**Regal—20th-Fox—Regalscope**

**Hollywood, June 12**

Charles Marquis Warren, executive producer and director of this French Foreign Legion story, found an offset opportunity to prove singer Johnny Desmond’s ability as an actor, and added his name to this Brian Keith-Barbara Hale vehicle for marquee bait. Outstanding among the character portrayals of the nearly-all male cast, is Richard Denning, in the role of a bearded French legionnaire.

Warren’s story, scripted by Endre Bohm, and produced by Robert Stabler, is built on the premise that 25 years of peace in the desert is threatened by dissident Tuareg tribesmen who are anxious to start a holy war by having their holy leader shot as he emerges from a legion outpost, and then blame the shooting on the legionnaires.

Most of the action takes place in the desert, after it is established that Keith’s wife, played by Miss Hale, is hurt by the knowledge of Keith’s past and finds Desmond more attractive. The conflict between the two men is resented by the troop under Keith’s command, as they attempt to reach the garrison through desert-laden “unseizable” Arabs. Most of the men are killed, including Keith, but Desmond is able to get through in time to warn the holy leader and prevent a desert war.

Good direction and a fine musical background by Raoul Krauszak give the film a lift.


S. D. B.

**ATTACK OF THE 50 FOOT WOMAN**

**Woollen—Allied Artists**

**GROTON, Conn., June 12**

The Woollen Bros., no strangers at the precarious task of admirably predicting marketing trends in this industry, are releasing this science-fiction entry via Allied Artists. At the outset, it’s assumed that packaging “Attack of the 50 Foot Woman” with “War of the Worlds” is indication of guaranteed audience reaction. Together, the two releases aggregate more than two hours running time, ample indeed for the particular audience in mind.

Producer Bernard Woolner and director Nathan Hertz, working from a Mark Hanna screenplay, relate the story of a wealthy woman (Allison Hayes), who proceeds to grow, suddenly, tragically, from normal size to a towering 50 feet after suffering radiation burns in a chance desert encounter with an outer space satellite. From then on down—on a downward ride for our pivotal character, she sets forth to kill her husband who’s been romantically inclined towards another female. Miss Hayes is eventually killed off by the pursuing gen- darmes, Jacques Marquette, executive producer, supervised photography.


A. M. W.
On Royalty Basis

'Ten' Is Now Open for Dates At Drive-ins

Paramount Sets Summer Plan; Rental ‘Per-Person’

By JAMES D. IVER'S

(Picture on Page 3)

Paramount Pictures is offering Cecil B. DeMille's "The Ten Commandments" to selected drive-in theatres this summer, subject to a special policy which includes a minimum of two weeks playing time and with film rental based on a per person royalty. The announcement of the policy (Continued on page 3)

Business Building Will Keynote NT Convention

From THE DAILY Bureaus

LOS ANGELES, June 15—A three-day program, with the agenda dedicated to an analysis and round table discussion of stimulating business at the box office will be the key. (Continued on page 2)

Warners May Decide on Move to Coast This Week

Jack L. Warner, president of Warner Bros., who arrived here from the Coast over the weekend, will confer during his New York visit with Serge Semenenko, a director and financial executive, and Benjamin Kalisman, executive vice-president, on a proposal to move the company’s headquarters to the Burbank studios. Whichever way the decision goes, it is certain that a number of home office functions will continue to be based in New York.

RKOTheatres Strike Looms

A general membership meeting of Local 116-83, Home Office Employees Union, has been called for tomorrow night to authorize support of a possible strike of RKO Theatre home office employees, Russell Moss, executive vice-president of the local, disclosed on Friday.

Moss said the strike action would result in picketing of all RKO theatres in Greater New York.

He charged that RKO Theatres, (Continued on page 2)

AFM and MGA Agree To NLRB Consent Vote

From THE DAILY Bureaus

HOLLYWOOD, June 15—At the suggestion of the National Labor Relations Board, the American Federation of Musicians and the newly-formed Musicians Guild of America have agreed to a consent election to be held within the next three weeks, to determine jurisdictional authority for current negotiations with major film studio heads.

Exhibitors Should Work Closely with Town Clergymen, Mantzké Urges

MINNEAPOLIS, June 15—Pointing out that 60 per cent of the nation’s population is affiliated with some religious denomination, Frank Mantzke, newly-elected president of North Central Allied, last week urged exhibitors to work closely with clergymen in their home towns.

Not only is it a wise public relations gesture, Mantzke declared in an NCA bulletin, but “it might help, not only to stop the evil of bingo, but to correct the misunderstanding between the church and the theatre.” The NCA presi added: "Check your grosses on 'A Man Called Peter,' 'The Robe,' 'The Ten Commandments' and 'Martin Luther' and you will find what a tie-up with a church can do for you.”

Mantzke reported on his attendance at the Allied States board meeting in Baltimore and Washington at which exhibition leaders tackled a diverse list of industry problems including television competition, business-building, daylight saving, consent decree violations and bingo.

"If the film companies would give the theatres a steady flow of good pictures without holding them up for the holiday bookings, the customers would again flock to the theatres as they did (Continued on page 4)
**TRADEWISE**

**By ONLOOKER**

**ERYING northward in the Shenandoah Valley last week we made a right turn into the Blue Ridge foothills near Winchester, Va., and on the edge of the small town of Millwood drove up to the hilltop home of Tyree Dillard, Jr., erstwhile right hand man to J. Robert Rubin in the Loew's-MGM home office legal department. Tyree handled a huge amount of work in connection with Loew's defense in the government's all-industry anti-trust suit until he entered naval service in 1942, and again after his discharge from service in 1945. With Rubin, prepared a motion for dismissal of the suit. While still chairman of the Southern Canners Association, he commenced the civilities of his seven-year contract as general counsel. Although a young man then and now, Ty had had his fill of the big city, and of the kind of life that goes with it. He had made up his mind to return to the green hills of his native Virginia and to the simpler life there of a country lawyer. And return he did. He has his law office in the nearby town of Berryville. . . . Among the staff men he employed before leaving Loew's was a wide-eyed beginner, not long out of law school at the time, name of Benjamin Melniker. He is now vice-president, general counsel and a director of Loew's-MGM. . . . Tyree, still a stockholder of Loew's, continues well posted on the company's affairs. Like most everyone else in the industry he has a great respect for Joe Vogel's accomplishments and unbounded confidence in his ability to put the company back in the black. Meanwhile country lawyer and country gentleman, with time to indulge his favorite sport, fishing, Ty relates he has never once regretted his decision to leave the city and still is convinced that the view from his front porch, across the valley to the Blue Ridge mountains, is far more beguiling than the one from his old office overlooking Times Square.

HORACE ADAMS, Allied States president, whose interests include race tracks in Ohio and Kentucky in addition to theatres, reports that as of June 1 the tracks (two) were more than $2 millions ahead of a year ago; his theatre business about the same as last year or a little behind. He attributed the slack in his theatre operations to the bad spring experienced by drivers, etc. His theatre operations are zeroers. The recession has had no effect on either the theatres or the tracks, he believes, unless to aid attendance. Perplexing angle is why a wet, cold spring should hurt drive-ins but not discourage the improvers of the breed from patronizing the pari-mutuels. . . . Bernard Kreisler may toss a bomb into the US-Soviet film negotiations any day now. He's head of International Film Associates and had opened his own negotiations with Moscow and satellites last year. Begins to look as though it will take a bomb to make the moribund negotiations move off their present resting spot. . . . Sam Bronston plans to anchor the ships being used in his "John Paul Jones" production in a lagoon in Venice during the film festival there in late August. Manned by costumed members of the cast they will be opened first to press representative visiting the festival, then to tourists for an admission charge. Principal idea, of course, is to familiarize press and public with the picture and its title.

REPORTS of 20th Century-Fox moving home office operations to the West Coast, which were revived recently, were given far more significance than warranted. Such a move has been suggested and examined from time to time by company executives, along with other "streamlining" proposals. There appear to be no clear advantages to the company's making such a move, at least not enough to clinch a decision without plenty more consideration. With it's a possibility—as it has been for several years—it is probably not much more than one when then first broached.

**RKO Theatres**

(Continued from page 1) now a division of Lids Industrials, whose agreement name separate location for the local community companies expired last Aug 31, and that after intermittent negotiations rec ently refused to continue with them questioning whether the union representation of its employees. However, Moss said, the company refused to applied to the NLRB for a de certification election.

**Tells of Talks with Walsh**

At the same time, he said, pamphlet was distributed to the employees stating that they "formerly were represented by the union an that they would receive most of the benefits previously received under the union contract," with or without union. He said thereafter Richar Walsh, IATSE president, conferred with Sol A. Schwartz, RKO Theatre president, but no solution was found and no negotiations took place.

At a subsequent meeting general membership action to support the possible strike of the RKO Theatres home office employees "unquestionably will be authorized," Moss said.

**Business Building**

(Continued from page 1) note of the convention of Nation Theatres, Inc. July 1-3, at the con place.

Over 100 of the circuit's division presidents, district managers, film buyers and bookers, advertising publicity and other department heads will attend from 20 states served by N.T.

Top echelon will include Elgin Rhoden, president, president, present for the meeting; Frank Eckton, Jr., vice-president and general manager of theatre operations; John Bertero, vice-president and chief legal counsel; Al May, treasurer; M. A. (Pete) Langer, general counsel; and the Epsteen, vice-president in charge of real estate and insurance.

**Senate Group Approve SBA Extension Bill**

From THE DAILY Bureax

WASHINGTON, June 15. - To Senate Banking Committee approve a bill to continue the Small Business Administration for another three years.

The bill would also abolish the loan policy board, which presently sets loan policy. The board, consisting of the SBA administrator and the Secretaries of Commerce and Treasury, has been under fire from some high officials as setting too restrictive loan policies for the agency.

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**More Thall Testimony**

**Today in Embassy Trial**

SPECIAL TO THE DAILY

SAN FRANCISCO-J. Thall, having completed its presentation of damages allegedly suffered through inability to obtain first-run films because of a "conservancy" among all major distributors and National Theatres and its subsidiaries, counsel for the owners of the Embassy Theatre has settled down to the task of attempting to prove such a conspiracy did exist in violation of the government anti-trust laws.

Due to return to the witness stand Monday is Charles M. Thall, who, after nearly three decades, retired as Northern California division manager for Fox West Coast Theatres in 1946. At the closing session last Wednesday in Federal Judge Edward F. Murphy's court, the veteran showman testified that bookings, clearances and availabilities were not worked out among the local exhibitors and distributors, but instead were established "at the head offices" in either Los Angeles or New York. He frankly admitted local bookers and buyers had little to do with film licensing.

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**Personal Mention**

**HARRY MANDEL, RKO Theatres vice-president in charge of theatre operations, and MATTY POLON, chief film buyer, will leave here today for Cincinnati, Dayton and Columbus.

**LEO F. SAMUELS, president of Buena Vista, and Charles Levy, advertising-publicity director, are in Denver today from New York.

**KENNETH N. HARGREAVES, president of Rank Film Distributors of America, will leave New York today for Denver.

**JOHN J. O'CONNOR, vice-president of Universal Pictures, became a grandfather for the first time, not the second, as reported here Friday. In the excitement Universal reported the birth of JAMES DANIEL VACHA, III, to his daughter, Mrs. James Vacha, as his second grandchild.

**JAMES H. NICHOLSON, president of American International Pictures, will leave Hollywood today for Albuquerque, N.M.

**NORMAN ROSENST, general manager of Loew's, (Lerner and Loew's) sailed from New York on Saturday for Europe.
‘Commandments’ Open for Dates at Drive-ins

(Continued from page 1)

was made Friday by Edward G. Chumley, special U.S. and Canadian sales manager for the picture, at a press conference at which Jerome Pickman, vice-president of advertising and publicity, and Leonard Kaufman, of the Paramount legal department, expanded details of the plans.

Chumley said the decision to license drive-ins was bolstered by the success of an engagement in Tucson, Ariz., last week, W. H. Olenow's Cactus drive-in operated the film and did $10,000 in its first week in spite of fact that “Commandments” had played three different dates in Tucson totalling 11 weeks and 2 days. The Cactus gross, Chumley said, was “four to five times the average normal gross for top subsequent run attractions,” and almost equalled the first two weeks' gross at the Catalina Theatre, where the film had rental for week run last winter. Prices at the Cactus were $1.25 top.

Terms Clarified

Terms on which drive-in dates will be accepted were explained by Chumley, Pickman and Kaufman. Three principal points were made; engagements will be made only during the period that children are on summer vacation; a minimum of two weeks' playing time must be allotted with the engagement to open on Wednesday, Thursday or Friday; and film stock will be computed on a per person royalty basis.

On this latter point the instructions to the sales staff read: “We are seeking film rental from drive-in theatres a specific amount for each person 12 years of age and over, and a lesser amount for each person under age 12, excluding infants.

In order that we may obtain a fair rental based upon the number of persons admitted to the theatre the per-person royalty which you shall seek shall be computed on the basis of the appropriate percentage of the net admission price which other exhibitors in the area have charged for admission to their theatres on this production.”

Questioned on whether or not this royalty per person basis constituted admission price fitting within the meaning of the decree, Kaufman declared that the Department of Justice twice had ruled that it was not.

Edward G. Chumley and Leonard Kaufman discuss the drive-in release of “The Ten Commandments.”

Sell-Out for Charity Premiere of ‘Kings’

Special to THE DAILY

MONACO, June 15.—Hundreds of internationals and celebrities of the people of Monaco fully subscribed the almost 800 charity tickets allotted for Saturday night's world premiere of the Frank Ross production, “Kings Go Forth,” at the New Gaumont Theatre here. Showing of the film and the one-man show starring Frank Sinatra benefited the United Nations Refugee Fund.

Prince Rainier and Princess Grace of Monaco were patrons at the fundraising festivities, which were covered by the largest press delegation to “invasion” the tiny principality since the wedding of Prince Rainier and the former Grace Kelly.

‘Vikings’ Has Bow at Chi. State Lake Today

Special to THE DAILY

CHICAGO, June 15.—Kirk Douglas, Tony Curtis and Janet Leigh will participate in a city-wide celebration here tomorrow held by the national premiere of United Artists’ “The Vikings” at the State Lake Theatre. The stars of the film will take part in a State Street parade and make appearances outside the State Lake and on its stage.

U.K. Labs, Technicians Settle on Work Changes

From THE DAILY Bureau

LONDON, June 11 (By Air Mail).—The Film Laboratory Association and the Association of Cinematographic Television and Allied Technicians have settled their negotiations, which started early this year, for changes in working conditions.

Eight shillings off the existing cost-of-living bonus will be consolidated into basic wages and, in addition, basic wages will be raised by eight shillings and an extra five shillings per week for adults and five shillings per week for juniors.

Pact Is Highly Cooperative

Having regard to the financial state of the industry and the need to ensure that the negotiations of just wage claims do not further prejudice the economic situation, the two parties have agreed on the need to consult on ways of adopting improvements in the technical means of processing films and of improving efficiency and economy in the operation of British laboratories, whilst at the same time maintaining and protecting the interests of all those engaged in the industry. The agreement covers approximately 3,000 workers and is effective as of May 3, 1958.

$25,200,000 Rental for ‘Commandments’

Cecil B. DeMille's “The Ten Commandments” has returned about $25,200,000 in film rental to Paramount in the 15 months since its release, Edward C. Chumley, in charge of sales of the picture, said Friday. It has played 3,000 engagements and about 400 prints, costing $22,000 each, are in circulation. About 200,000 prints have had to be scrapped.
Mantzke Asks
(Continued from page 1)
for Peyton Place,' 'Old Yeller,' "Rain-
tree County," Bridge on the River Kwal, etc. Every exhibitor in this
territory should buy stock in the film
companies so that he would have a
voice in the releasing of pictures, and
have more of a say so," Mantzke said.
"The evils of our business could be
cured if the producers made more
Technicolor pictures that cannot be
seen on television, and have pictures
so spaced as to have a top picture
released every three weeks. Pictures
should be released for all theatres large
and small, the same time in this territory
as in other territories, so that the ex-
hibitor could benefit from the ad-
vancing campaigns in the various
magazines.

Bresler Gives Views
(Continued from page 1)
(‘It’s far from dead’), the star system
(‘It’s a big mistake to think we’re stack with it’) and its own future plans
(two pictures on the immediate hori-
zontal).

Plans ‘Peer Gynt’

One of the two projects on the
agenda of his newly formed Jerry
Bresler Productions is ‘Peer Gynt,’
utilizing the Ibsen play and music
by Grieg.

The other project on his agenda is a
film adaptation of the John Sanford
novel, The Old Man’s Place,” a drama set in the post-war middle-west.
He would like to be able to produce
two pictures a year. At the moment
he has made no commitments with
any particular distributor.

5 Chief Barkers Guests
At Variety Fete Tuesday

The chief barkers of five Nor-
eastern tent--Michael Redstone of
Boston; Nat Taylor of Toronto; Sam
Diamond of Philadelphia; Sam Rosen-
blatt of Albany; and Spencer Baker of
Buffalo--will be guests of the Va-
riety Club of New York, Tent No.
35, at their special membership
luncheon at Toots Shors here today.
The event will honor international
chief Barker George Eby.

In addition to Eby, other interna-
tional officers who will be present at
the lunch are include Edward Emanuel,
first assistant chief Barker; George.
G. Hoover, international director; and
William Koster, international repre-
sentative.

Christine Carere, French actress
who makes her American film debut
in 20th Century-Fox’s "A Certain
Smile," will be a guest at the lunch-

FCC Refirms
(Continued from page 1)

announced that it would start pro-
cessing toll-TV applications 30 days
after Congress adjourned.

The letter discussed the possible
adoption of so-called Senate solutions
which would require the com-
mision to maintain the status quo
indefinitely until there is specific leg-
islation on toll-TV. This approach,
which omits reference to any terminal
date for the period during which the
status quo would be maintained,
creates obvious difficulty," the com-
mision said.

Suggests Alternative

"It would be preferable to designate
a period of such length as the com-
mision may consider sufficient to afford
ample opportunity for the enactment
of such legislation as may be deemed
appropriate, rather than to request an
informal 'extension' of indefinite duration," the letter said.

An FCC spokesman said that the
letter was sent in reply to an oral
inquiry Harris made recently asking
what the commission proposed to do
after Congress adjourned. His
committee has already adopted a resolu-
tion saying it felt the commission
should withhold toll-TV action until
Congress had a chance to act on the
matter. A resolution saying it was
the sense of the Senate that the com-
mision wait for Congressional action
has passed the Senate Commerce
Committee but has not yet been sched-
uled for the Senate floor.

Probe Could Become ‘Moot’

The FCC letter said it was difficult
to anticipate what future action it
should take on toll-TV "without know-
ing the precise nature of such action
as Congress might take in the in-
ferior," if prohibitive legislation were
adopted, the letter went on, the pend-
ing Commission proceeding on pay-
TV "would become moot and would
be terminated." On the other hand,
the FCC said, if Congress passes leg-
islation empowering the Commission
to authorize toll-TV, "such legislation
would be controlling."

The letter listed other possibilities,
such as the passage of resolutions by
the House and Senate and the passage
of bills without final enactment. "You
may appreciate the difficulty in at-
tempting, at this stage, to determine
finally what action by the com-
mision would be appropriate," the
letter said.

Points to Previous Review

The commission said it noted "with
great respect" reservations expressed
earlier this year by Harris on the com-
mision's jurisdiction over toll-TV. The
commission reviewed the question of
its jurisdiction, the letter said, and is

AFTRA Rejects SAG
Proposal to Split Work

The American Federation of Tele-
vision and Radio Artists at the week-
end stated its desire to effect a
merger with the Screen Actors Guild
and at the same time rejected an SAG
proposal that jurisdiction over artists
engaged in the production of video
tape and Skyway films be divided
between the two unions and that so-called
"grey areas" be submitted to arbitra-
tion.

The statements were made in a letter
to SAG by Donald F. Cona-
way, AFTRA national executive sec-
retary.

Conway said in the letter that
AFTRA had several times "proposed
a merger with SAG on terms which
have given the executive and counsel
of the SAG the top positions, and the
headquarters of the merged organiza-
tion would have been in Hollywood."

The proposal by SAG, he said, that
George Meany, president of AFL-CIO be
appointed to arbitrate the "grey area"
was countered by an AFTRA proposal
that the elements of a merger would be a
more appropriate subject for arbitra-
tion "rather than the limited area sug-
gested by SAG."

AFTRA has petitioned the National
Labor Relations Board for an election
in which performers would vote by
secret ballot to select the collective
bargaining agent they want. Technical
hearings by NLRB are scheduled for
June 24.

Dony Move to Arbitrate
C & C, Skyway Suit

A motion to arbitrate a suit by C &
C TV Corp. against Skyway Broadcast-
cing Co., operators of a television
station in Asheville, N.C., was denied
here on Friday by New York Supreme
court Justice Edgar Nathan. C & C
had charged in its suit that Skyway
signed a deal to acquire 740 films
from the station and then refused to
complete the agreement. Skyway
asked for arbitration on the grounds
that block-booking had been forced
on it.

The suit will now go to trial.

(Continued from page 1)
(Continued from page 1)

U. K. TV on Way to
Profit

LONDON, June 11 (By Air Mail)
—By the end of 1958, the big con-
central television programme com-
pany will have put their losses comfort-
fully behind them and will be making
profits, states a pamphlet on the fate
of television in Britain published by
the Daily Mirror Newspapers.

The author suggests that if Brit-
tish television advertising continues to
develop at the present rate, it can ex-
guarantee this year of about £5
million and hope for a future aver-
ross income of at least £5 to
£5.5 million a year.

In the year to March 1958, be-
that the big four contractors are like-
to show a combined trading profit
the region of £10 million.

Future Seen Bright

Associated Television may record
trading profit in excess of £3.5 mil-
while Associated-Rediffusion’s re-
tes is likely to be between £2.5 mil-
and £3.5 million, and, while much
this will be swallowed up by exist-
losses and the need to build up
vates, the future for the com-

A trading profit of £2 million a
year and £2.5 million next year
being predicted for ABC Television
subsidiary of the Associated Brit
Picture Corporation, and Granada.
The trading profit this year is likely
to approaching the £2.5 million mark.

Both Scottish Television and Te-
vision Wales and West have re-
venu producing from the st-

Good Profit for ITA

The ITA (Independent Televis-
Authority) can now expect a year
income of some £3.3 million from con-
tractors and, after deducting it is
going to be left with substantial
profits. "A wise Postmaster-General
would die, with Treasury approval
and after consultation with the Go-
ernment, that the ITA should spe-
its money on a third television ser-
for Britain," the author concludes.

The Daily Mirror group has a fis-
cial stake in Associated TeleVis-
the London and Midlands commer-
tv contractors.

ACT Pushes Drive
(Continued from page 1)

individual members and subscribe
to a newsletter it will start publish-
this fall.

The committee said it was stepping
up its activities to forestall Federal
Communications Commission action
on subscription television once Con-
gress adjourns.
What a beautiful day!

Cinema Lodge's great and successful annual that lovely Thursday, up at the Vernon Hills Club is displayed in some of its chief aspects for those who didn't attend, and recalled for the more than 200 who did. These familiar faces above are Seymour Florin, Larry Morris, Harold Rinzler, Marty Levine, Ed Fabian, Leon Gruenberg, Bill White, Maury Miller, Abe Dickstein.—Floyd Stone

Frank Marshall, Bill Heineman, Frank Damis, Hugh Owen.

George Dembow, Si Fabian, Max Cohen, Bill Edor.

Clem Perry, Harry Fellerman.

Leonard Schack won these...
In the proud tradition of
"FROM HERE TO ETERNITY"
"THE CAINE MUTINY"
"THE BRIDGE ON THE RIVER KWAI"
Columbia Pictures presents

"...with this key
I thee wed..."
New for N. B. Spingold

Services for N. B. Spingold

Columbia Vice-President Died After Long Illness

Funeral services will be held today for Nathan B. Spingold, 72, vice-president and member of the board of directors of Columbia Pictures, who died at his home here on Saturday morning after a long illness. Services will be at 10:30 a.m. at Temple Emanuel, Fifth Avenue and 65th Street. Dr. Juline Mark, senior rabbi of the congregation, will officiate. Interment will be at Mt. Pleasant, Westchester.

Spingold was a native of Chicago where he was born March 6, 1886, the son of Kalman and Esther Spingold.

(Continued on page 6)

Urges Germans to Push Films in U.S. Market

If the German film industry today lags behind in the American market, it has largely itself to blame, Munio Podhorzer, president of United German Film Enterprises and Casino Film Exchange said at the weekend, prior to his departure for Europe. Podhorzer, who is also the representative of the Export Union of the German Film Industry in the United States, plans to attend the Berlin International Film Festival and to confer with German producers. He will pre-

(Continued on page 4)

TV Action Committee Is Formed To Advance Production in N. Y.

By VINCENT CANBY

Formation of the Televis Action Committee of New York, comprising 75 members representative of all the various talents and talent union groups in the TV media, was announced here yesterday by David Susskind, chairman of the group and executive vice-president of Talent Associates.

As outlined by Susskind at a press conference at the Waldorf-Astoria, the committee is designed to advance and improve the production of quality television in New York. It will pay particular attention to the promotion of a return to live TV and to encourage the construction here—perhaps on a private-public financing basis—of a television city.

The specific lines of attack will be taken by the committee, in the way of public relations and research (Continued on page 5)

DeMille Speaks Out for Right to Work Law

From THE DAILY Bureau

WASHINGTON, June 16.—Urging that "you can't use a pension to cure a cancer," Cecil B. DeMille told the House sub-committee on Labor-Management Relations if you want to strike at the root of evil, you must assert and protect the individual worker's most important right—his Right to Work.

Speaking before the committee as an individual, the producer reviewed the labor movement since passage of the Taft-Hartley Act in 1947 and declared that the law's provision against closed shops had stood the (Continued on page 5)

Gen. Aniline Suit Is Revived by High Court

Special to THE DAILY

WASHINGTON, June 16.—A unanimous Supreme Court today revived a suit by the Swiss holding company, Interfabel, to recover control of General Aniline and Film Co.

The government during World War (Continued on page 5)

FPC Expects 'Satisfactory' Profit for Six-Month Period

Special to THE DAILY

TORONTO, June 16.—Famous Players Canadian Corp. expects to show a "satisfactory" profit for the first six months of 1958, the company has announced in releasing figures for the first quarter. The circuit had a net income of $846,535 for the 13 weeks ended March 29. This compares with $807,595 for the same period in 1957.

Income taxes took $566,000 this year against $550,000. Net income includes $5,204 in 1955 and $101,220 in 1957 as profits on sale of fixed assets.

Exhibitors to Attend WB Ad Forum Monday

Warner Bros. will hold the first of a new series of merchandising-advertising forums on new products in which exhibitors have been invited to participate at the home office next Monday, Charles Boasberg, WB general sales manager, announced yesterday. On the agenda will be "Home Before Dark," which will be screened prior to the meeting.

The home office meeting will be (Continued on page 2)

On Pay-TV

Congress Seen Unperturbed By FCC Move

Magnuson Is Expected to Oppose Further Test Delay

By J. A. OTTEN

WASHINGTON, June 16.—Neither the Senate nor the House Commerce Committee showed any signs of rushing into action to respond to the latest Federal Communications Commission statement on subscription television.

The FCC earlier was on record saying it would withhold processing till TV applications until 30 days after Congress quits. On Friday, in a letter to House Committee chairman Harris (D., Ark.) the FCC said it would review the whole situation once Congress adjourns.

It also urged the two committees, in any action, to fix a deadline for a final decision by Congress on toll TV, and not merely to (Continued on page 4)

Univ. Reports 26-Week Loss at $519,249

Universal Pictures and its subsidiary companies had a net loss of $519,249 after a Federal income tax credit of $207,000 for the 26 weeks ended May 3, the company reported yesterday. This compares with a net profit of $1,727,023 for the 26 weeks ended May 4, 1957, after provision of $1,705,000 for Federal taxes.

Of the $519,249 loss for the 26-week period this year, $426,900 was sustained in the first thirteen weeks (Continued on page 4)

Justice Move vs. RCA, NBC to Supreme Court

From THE DAILY Bureau

WASHINGTON, June 16.—The Supreme Court has agreed to rule whether the Justice Department is barred from bringing an antitrust suit against a broadcast situation approved by the Federal Communications Commission. It said it would hear argument and decide on a Justice Depart-
**PERSONAL MENTION**

BUDDY ADLER, 20th Century-Fox executive in charge of production, has returned to New York from Europe.

Robert Shapero, managing director of the Paramount Theatre here, has returned to New York from Hollywood.

Joe Hyams, Eastern publicity manager of Hekt, Hill and Lancaster, has returned to New York from the Coast.

Eunice Austin, M-G-M director of exploitation, has left New York for Atlanta, Cincinnati and the Southwest.

Samuel Goldwyn, Jr., has returned to New York from Brussels.

Frank Sinatra returned to New York yesterday from Monaco.


William T. Orr, Warner Brothers executive producer, has arrived here from Hollywood.

Robert W. Cowen, COMPO special counsel, will return to Washington today from New York.

Set July 4 Dates for 'Time to Love, Die'

Universal's "A Time to Love and a Time to Die" is scheduled to open in a number of key cities for the Fourth of July weekend for extended run engagements. Starting Friday, June 27, the dates include the Centre in Denver; Arcadia, Philadelphia, Lafayette, Buffalo, Towne, Milwaukee; Fulton, Pittsburgh; Apollo, Atlantic City; Oriental, Chicago; Joy, New Orleans; Ontario, Washington, and Newport, Norfolk.

More than 150 dates have already been set for July 4 weekend kickoff, including a dual New York opening at the Mayfair and Little Carnegie Theatres.

**ASSISTANT FOR THEATRE TREASURER'S OFFICE**

Excellent opportunity. Phone or write Radio City Music Hall Corporation, attention James F. Gould, 1260 Avenue of the Americas, New York 20, N. Y. Circle 6-4600.

**See Thall Testimony**

**Aiding Embassy Claim**

**Special to THE DAILY**

SAN FRANCISCO, June 16.—Back on the witness stand today for more questioning in the Embassy Theatre anti-trust suit, Charles M. Thall, re- turned West Coast correspondent for seven years, successively strengthened the claim of the plaintiff that major distributors "conspired" with National Theatres and circuit subsidiaries in cornering the San Francisco first-run film market. Leland C. Dibdale and Daniel O. McLean, operators of the Embassy, are seeking triple damages in Judge Thallon's Federal court. Over $8,000,000 from Paramount Pictures, other important distributors and National Theatres with its individual chain circuits.

Cites 'Cooperative Effort'

Film bookings, clearances and availabilities, Thall testified, comprise the cooperative effort between distributors, Fox West Coast and other exhibitors." Then, under questioning by Embassy attorney Robert D. Raven the witness said all pertaining to clearance were in the hands of John B. Bertero, president of FWC.

Bertero's testimony on this phase of the Embassy suit is slated for the near future either by deposition or an actual court room appearance.

**Beatrice Ross Resigns**

**Republic Ad Post**

Beatrice Ross has resigned as Republic Pictures' director of advertising and publicity, effective the end of this month.

She has been affiliated with the company since its inception in 1935, initially as sales promotion manager and house organ editor, then in exhibitor and trade relations. Appointed exploitation manager in 1945, she served in this post for 11 years.

**List Ind. Merger Suit Postponed Indefinitely**

Justice Walter F. Hart in State Supreme Court, Brooklyn, yesterday postponed indefinitely an action by a List Industries stockholder to prevent the merger of the company with Glen Alden Coal Co.

The adjournment was ordered to await a decision on an application to the Appellate division from an interin ruling by Justice Hart.

**Caravan in Phila.**

PHILADELPHIA, June 16.—The Strong "Caravan of Light" will demonstrate the Strong Electric Co. equipment "A" view projection lamp at the Airport drive-in Airport Circle, in South Philadelphia, at midnight, Thursday.

**Alied 1958 Year Book Committees Are Named**

**Special to THE DAILY**

CHICAGO, June 16.—Chairman of the Year Book Committees to edit and secure advertising for the manual to be distributed at the annual convention of Allied States Association in the Beverly Hotel here, was announced by Jack Kirsch, president of Allied Theatres of Illinois and general chairman of the 1958 Allied meeting.

The convention will be held at the Beverly Hotel Oct. 13 through 15 in conjunction with trade shows and conventions of Tessa and Teda.

Named as chairman of the year book committee is S. J. Papas, Auto- mobile Distributors, Inc., Schenectady, N. Y., chairman of the publicity and beverage group is Charles Cooper of Theatre Concessions Company, and heading the theatre equipment group is Spiro Charshas of Abbott Theatre Equipment Co. Co-chairman of the latter group is Erwin J. Peterson, also of the Abbott Co.

**Catholic Award Goes To 'Old Man and Sea'**

**Special to THE DAILY**

BRUSSELS, June 16.—The International Catholic Office of the Film (OCIC) has awarded Warner Bros., "The Old Man and the Sea" a special prize following its screening at the Brussels Film World Fair last week. The prize was accorded the picture because "it best furred the moral and spiritual values within the framework of humanist criteria." The organization currently is holding its annual meetings in Brussels and Paris, for the promotion of good films. Among those attending the conferences is Monsignor Thomas F. Little, executive secretary of the National Legion of Decency.

**Welles 'Best Actor'**

BRUSSELS, June 16.—Orson Welles was given the best actor award at the Brussels Film World Fair for his role in the Universal-International "Touch of Evil." The film also was named the best picture outside the competition by the foreign press corps.

**Phil Lauffer, Publicist**

Phil Lauffer, 57, veteran free lance writer and film publicist, died at the Brooklyn Jewish Hospital on Friday night following a prolonged illness.

Lauffer started in the motion picture business in 1918. He held positions with Universal Pictures; Warner Brothers; Loew's, Inc.; B. M. Moss Theatres; the Rivoli Theatre and others for Israel. He had survived by his wife, Etta, a daughter and a son. Funeral services were held Sunday.

WB Ad Forum

(Continued from page 1)

followed, at a date to be announced later, by a similar conference at the Warner Burbank Studios, with merchandising heads representing West Coast circuits in attendance.

Among the exhibition advertising, publicity and promotions men expected to attend the meeting Monday are Seymour Morris, Schine Circuit; Ted Vanett, Wm. Goldman Theatres; Ed Seguin, Bahaban & Katz Theatres; Sheldon Borden, Bender Theatres; H. Pettingell, Florida State Theatres; Norris Hadaway, Wilby-Kinsey Theatres; Irving Paley, Paramount Theatres; Harry Hyams, and Ed Feck, publicists.

**NEW YORK THEATRES**

**RADIO CITY MUSIC HALL—**

**NOT TIME FOR SERGEANTS**

Starring

ANDY GRIFFITH

A Warner Bros. Picture

and GALA NEW STAGE PREMIERE

**MOTION PICTURE DAILY**

Tuesday, June 17, 1956

**PHILADELPHIA**

Military Affairs

PHILADELPHIA, June 16.—The Strong "Caravan of Light" will demonstrate the Strong Electric Corporation's "A" View projection lamp at the Airport drive-in Airport Circle, in South Philadelphia, at midnight, Thursday.
They met...
They knew they shouldn't have...
They couldn't stop.

This is Warners' next great attraction for Radio City Music Hall—immediately following Warners' great "No Time for Sergeants"!
RCA and NBC

(Continued from page 1)

ment appeal from a lower court ruling throwing out a government anti-trust suit against Radio Corp. of America and National Broadcasting Co.

Chief Judge William H. Kirkpatrick of the U.S. District Court at Philadelphia has been named to which charged the companies had illegally exchanged radio and television stations with Westinghouse Broadcasting Co. He held the exchange had been approved by the FCC and that this barred the Justice Department from bringing anti-trust action.

Case to Be Heard in October

The high court will hear argument some time in the term starting in October. It is scheduled to recess for the summer at the end of this month.

The government suit, filed in December, 1956, charged RCA and NBC with forcing Westinghouse to exchange Westinghouse-owned stations in Philadelphia for NBC stations in Cleveland. It also charged the two firms with conspiring to obtain radio and TV stations in the largest cities of the country.

FCC Ned Given in 1955

The swap was approved by the FCC in December, 1955. Kirkpatrick said the FCC approval was granted a full four months after the Justice Department had been alerted of the proposed swap, and that Justice should have appealed the FCC decision approving the transfers rather than waiting a full year to bring a separate anti-trust suit.

In appealing the case, Justice argued that Kirkpatrick's decision had far-reaching implications in the broadcast field and also in other fields controlled by Federal regulatory agencies.

NBC Shifts Adams to NAB Television Board

Special to THE DAILY

WASHINGTON, June 16.—David C. Adams, the National Broadcasting Company's executive vice-president for corporate relations, has been named to represent NAB on the National Association of Broadcasters' television board of directors. He succeeds Frank M. Russell, who is resigning as vice-president in charge of NBC's Washington office to become a consultant to the network.

Succeeded by Sugg

P. A. (Buddy) Sugg, NBC vice-president in charge of owned stations and recently appointed general manager of WNBC, succeeds Adams as the network's representative on the NAB's radio board of directors.

Urges Britain Have 2 More TV Services

From THE DAILY Bureau

LONDON, June 14, (By Air Mail)—Britain should prepare to produce two more television services—a third popular service and a strictly educational one—is recommended Sir Robert Fraser, director-general of the ITA (Independent Television Authority), when he addressed the Commonwealth Press Union annual conference here.

Sir Robert forecast that in the next generation there would be a social revolution with the whole population becoming an increasingly leisureed class. He stressed the need for three general television services to be "all-around" and not to become "socially stratified."

Opposes Tax on Ads

Referring to suggestions for a tax on advertising, Sir Robert said he hoped that such an idea would find no friends among democrats.

Community Antennae in Canada on Rise

Special to THE DAILY

TORONTO, June 16.—Community antennae in Canada are taking on added importance, as witness the fact there are 77 operating companies as members of the National Community Antenna Television Association of Canada. This was reported by K. J. Easton, Montreal, the organization secretary, who said there were ten trade members from among the firms supplying equipment.

Some of the NCATA members are purchasing and telecasting feature films as well as delay in TV signals received. Brit. Columbia has eight companies, New Brunswick five, Ontario, 14, Quebec 48, Saskatchewan one, and Alberta one.

A three-day convention elected A. Rossouw, Transview (Sherbrooke) Inc., as successor to F. T. Metcalf, Neighborhood Television Limited, Guelph, Ont., as president.

Toronto International Film Studios Opened

Special to THE DAILY

TORONTO, June 16.—The studios of Toronto International Film Studios, Ltd., located in the heart of the downtown area, were opened this week to a public reception. General manager of the studios is Emile Har-

vord, whose Harvard Productions was taken over by the new company backed by the Nathan A. Taylor interests.

The new studios have a large modern studio with a large stage and facilities for producing feature and television films and live broadcasts.

ask the FCC to hold off until some time next year.

Senate Commerce Committee officials interpreted the FCC letter as indicating that the commission planned to move ahead with toll TV if Congress adjourns without further action and if valid applications are filed. The FCC's letter Friday pointed out that no valid application has been filed.

Senate Committee chairman Magn-

nison (D. Wash.) said the resubmission of the FCC to go ahead with toll-test TV's. An earlier committee resolution asking the FCC to withhold action was approved over his strong opposition. All indications were Magn- nison would attempt to block any new committee action to request a further FCC delay.

Of the seven firms that toll TV oppo- nents in the committee had somewhat

Frisch, Marcus

(Continued from page 1)

appointed on recommendation of Robert W. Coyne, COMPO special coun- cil, in accordance with agreements reached with Allied for its return to COMPO membership and were authorized at the last meeting of the executive committee April 15.

Serving with Frisch on the legal committee are Abram F. Myers, rep- resenting ABC; Herman Levy, TOA; Harry Swett, ITOA; and Sidney Schreiber, MPAA.

Nine on Committee

The committee to serve COMPO's administration consists of Marcus and Irving Dallinger, representing Allied; Walter Reade, Jr. and Philip Harling of TOA; Solomon Berg and Russell Downing of MIMPT; Martin Levine of ITOA; Abe Montague and Stanley Weiber of MPAA; and Robert J. O'Donnell, representing the Variety Club.

The temporary chairman will call meetings of their respective commit- tees, at which time each group will choose its own permanent chairman and adopt procedures to be followed.

$83.430 to 'Vikings' In Four Days Here

Kirk Douglas' "The Vikings" grossed a combined total of $83,430 in the first four days of its world-wide premiere engagement at the Astor and Victoria Theatres here. United Artists said yesterday. The picture opened on Thursday.

Weekend grosses set an all-time combined record for the theatres, UA said. Friday through Sunday the film took in $28,380 at the Astor and $52,710 at the Victoria.

Wayne Thiriot, 46

PORTLAND, Ore., June 16.—Wayne Thiriot, 46. manager of the Paramount Pictures Exchange for the past eight years, died at his home here of a heart attack.

Congress Seen Unperturbed

(Continued from page 1)

lost interest and enthusiasm. For example, Senator Thurmond (D., S.C.), who led the earlier fight for the resolu- tion, has been preoccupied with other matters and has not pressed Magnu- son for the hearings promised earlier on Thursday's bill to ban toll TV permanently.

Home committee chairman Harr- (D., Ark.) has previously indicated he had no plans to act before Congre-

sus, but would call the commi- ttee back into session to take action if the FCC indicated it was going ahead with toll TV tests after Congress adjourns. Members had pointed out Harris is preoccupied with the investigating subcommittee's cur- rent hearings on regulatory agency and doubted he would have time open to a toll-TV resolution right now.

Universal Reports

(Continued from page 1) and $92,349 in the second thirteen weeks. This was an improvement of 78 per cent in the second 13 weeks over the first 13 weeks, the compa- pointed out.

Equal to 67 Cents per Share

After provision for dividends on its preferred stock, the 1955 loss is equi- valent to 67 cents per share on the 1,927,254 shares of common stock out- standing on May 3. In the 1954 peri- od the profit was equivalent to 91 cents per share on the same number common stock shares outstanding.

Urges Germans

(Continued from page 1)

sent them a concrete plan of acti for future operations in the United States.

Podhorzer believes that the Ameri- can market is more receptive to- day than ever before to foreign films, but that the Germans have never made an attempt to compete with the French and Italians for the audience. The time has come to wipe aw the dreams and tackle the issues the light of realities," he stated.

See 'Kings' Previews

Some 13,000 women will see spe- cial previews of Frank Ross' "Kio Go Forth" this week at 16 theatres in six major cities. Five of the shows of the United Artist release will be New York City Thursday. The others are scheduled for Buffalo, Minne- sopolis, New Orleans, San Francisco and Seattle.
TV Action Group Formed

(Continued from page 1)

back up their contention that present TV programming is economically unsound will be decided at its initial meeting to be held here tonight. Among the members of the committee are such names as Lucy Allen, Herbert Brodkin, Elia Kazan, Fred Coe, John Crosby, Tex McCrary, N. Richard Nash and Reginald Rose. The committee’s “workmen-only” recommendation, financed by union groups and private donations.

Sees ‘Absolute Bottom’

“We believe,” Suskind told reporters, “that the level of TV programming has reached an absolute bottom, and that it is not just a coincidence that the movie (of TV activity) to the Coast is at its height.” Practically all the “best and most distinctive” TV programming has originated in New York, he added.

Suskind then lashed out in the direction which TV programming is taking today—half-hours of westerns have been programmed for next season, which he said represented not only cultural disaster but bad business. As a matter of fact, of the two biggest networks today each have sold for next season a one-hour film western series.

Holds Audiences Unfruitful

Some of this, he continued, may reflect the general recession, but more importantly it reflects a growing demand for westerns on the part of agencies and advertisers with westerns and other mediocre programming. “The big audiences of the western series cannot be translated into purchasing terms.”

“It is not our intention,” he said further, “to put Shakespeare, ballet and opera on every night of the week. Rather we believe we can work within the framework of present programing to improve the quality of what’s being done.”

If one of the major reasons for the move to filmed TV fare was the oft-quoted one that films pay residuals, Suskind said that reason no longer holds. “With the use of tape,” he said, “there are now residuals to be had from shows originally done live.”

How does the committee plan to work towards the realization of a television city in New York? Suskind said it will seek meetings with important city and state officials to impress upon them the value of New York as a TV production center.

Will Contact Office-Seekers

“This is an election year,” he added, “and we hope to obtain pledges from all the candidates that they will do all they can to make the construction of a TV city here feasible. If New York City can put as much time and effort into trying to keep the Dodgers and Giants here, it ought to be able to do more to keep the center of the TV industry here.”

Also sitting in on the conference, Erwin Feldman, counsel and representative for a number of TV talent unions, augmented Suskind’s remarks, by saying that it’s in the networks’ interest to promote live quality programming. “If everything goes to film, there’s no reason for a network.” And, he added ominously, “If the networks do not carry out their responsibility to the public, we think the government ought to know about it.”

Gen. Aniline

(Continued from page 1)

II seized Interhandel’s 90 per cent interest in General Aniline, contending that the Swiss firm was controlled by I. G. Farben, the German chemical trust. Since then, Interhandel has been suing to recover the vested stock.

In the latest action, lower Federal courts threw out the suit because Interhandel failed to produce records sought by the U.S. to prove German ownership. But an 8 to 0 Supreme Court opinion today, with Justice Clark taking no part, held that Interhandel’s failure to produce the records had not been due to wilfulness or had faith but due to an inability to get the records from the Swiss government. The court held the company could not under the circumstances be held responsible, and that the suit should continue in the lower courts on the merits.

The records sought by the U.S. are held by a Swiss bank, and the Swiss government has ordered the bank not to produce them.

Today’s court decision reinvigorating the Interhandel suit apparently will delay further government efforts to dispose of the vested stock.

‘Key’ Date Set Here

Columbia’s “The Key,” a Carl Foreman picture, will have a dual American premiere at the Adlon Theatre on Broadway and the Fine Arts Theatre on the East Side on Wednesday, July 2.

Siena Medal Awarded

Mrs. James F. Looram

Special to THE DAILY

PORT HURON, Mich., June 16—Mrs. James F. Looram, Brooklyn, for 26 years chairman of the Motion Picture Department of International Federation of Catholic Alumnae, official reviewing group of the National Legion of Decency, was awarded the Siena Medal of Theta Phi Alpha Sorority at its biennial convention at Griffon Inn here on Saturday.

The Siena Medal is awarded by the national Catholic sorority to a Catholic woman who has made a distinctive contribution to Catholic life in the United States. It is named for St. Catherine of Siena, patroness of Theta Phi Alpha, Mrs. Looram’s association with the Motion Picture Department of the IFCA dates from 1924. Four years later she became national vice-chairman and in 1932 was chosen national chairman. Since 1933 she has been a member of the executive staff of the National Legion of Decency.

DeMille Speaks

(Continued from page 1)

at of time but that its limited abolishment of 1 to 1 1/2 hours over- Riders, unemployed, and the half-hours of live drama, 13 half-hours of variety and 11 half-hours of quiz and game shows. As of the moment, the networks have un solo for next season 17 hours of prime evening time.

Urges Voluntary Basis

“I do not say,” DeMille declared, “that a right-to-work law is the single answer to every problem in labor relations—far from it. I do say that you can read through the report of the McClellan Committee and find not one of the cases glaring abuses listed in that report that could not be modified—had not been—saw, if union mem- bership were put on a completely voluntary basis.

Two members with union connec- tions attacked DeMille. Rep. Weir (D., Minn.) declared the right-to-work law was being actually applied as a ‘penalty,’ and that union membership suffered wherever such a law was put on the books. Rep. Holland (D., N.Y.) said “You won’t have a labor union if 48 states do what you’re trying to do.”

Says He Favors Unions

DeMille insisted he was not op- posed to unions and actually favored them. All he wants, he said repeatedly, is to have each worker free to not join, or leave a union as he desires.

Weir, referring to DeMille’s sus- pension from a radio union for refusal to pay a $1 assessment, told the audience that “You’re misled and had little grievance you are going to say the is real your first impression. That is completely untrue,” De- Mille retorted. “I’m not a good hater.”

Praised by Californian

Rep. Holt, California Republican horse district includes Hollywood, praised DeMille. He said the pro- ducer had done much to keep film labor—labor DeMille a great debt.
(Continued from page 1)

gold. He studied law at Chicago Kent College, but chose to become a newspaper man and became a reporter on the Chicago Examiner, the Record Herald and the Tribune.

Becoming interested in show business, he was brought to New York in an important executive capacity by the William Morris office, and later joined the Shubert Organization, helping to expand exploitation activities. Temporarily retiring from show business, he became associated with his wife, Frances, in operating the famed couture house established known as Madame Frances.

To Columbia in 1932

In 1932 he joined Columbia Pictures as a general executive and became a director and vice-president in 1940. In 1943 he was named vice-president in charge of publicity, advertising, and public relations. Mrs. Spingold, leading art collectors, were owners of a distinguished gallery of French Impressionists and contemporary American art. Many of the masterpieces have been donated to the Metropolitan Museum of Art, the Museum of Modern Art, and a museum now in process of construction in Israel.

Fellow of Brandeis University

In addition to his New York residence, Spingold maintained a home in Palm Beach, Fla. He was a director of the Palm Beach Country Club and a member of Temple Emanuel in New York and Temple Israel in Palm Beach. He was a Fellow of Brandeis University, and president of the Cendehill Club in New York. With Mrs. Spingold he was a benefactor of the Metropolitan Museum of Art and patron of the collections of the Museum of Modern Art, and was post president and member of the board of governors of the American Contract Bridge League.

Charities Many and Varied

Among Spingold’s philanthropies were Brandeis University, Catholic Charities, Federation of Jewish Philanthropies, United Jewish Appeal and the Will Rogers Memorial Hospital. In addition to his wife he is survived by two sisters, Mrs. Dorothy Hamburger of New York City and Mrs. Bella Lowenstein of Bradley Beach, N. J.

Palbearers Chosen

Among the honorary palbearers at the funeral this morning will be Walter Annenberg, Barney Balaban, Louis J. Buzan, Leo M. Blancke, Hubert Boscowitz, Erich Brandeis, Moritz Brown, Charles Brundage, Sidney Buchman, Abram Chasins, E. J. Churchill, Dr. Everett Cleinche, Ralph Cohen, Boyle Gowerth, James A. Farley, Harry Fix, Lambert Foreman, Dr. Dudley Fritz, Dr. Maximilian Goldstein, Dr. Edward Greenspan, Rube Jackter, Leo Jaffe, William Jaffe, Eric Johnston, Lacy Kasten, Max Kettner, Abe Lastovogel, Paul N. Lazarus, Jr., William B. Maloney, A. Montague, Otto Preissenger, Dr. A. K. Sachar, Nicholas M. Schenck, Abbe Schenck, Charles Schwartz, Mendel Silberberg, Spyros Skouras, George Sokolys, A. M. Sonnabend, Sam Stayman, Donald Stradler, Samuel Strasbourger, Daniel Taradash, Morton Wormser.

Van Myers Will Head NAC Meet in Florida

Van Myers, director of concessions for Wometco Theatres, Miami, has been re-named general chairman for the National Association of Concessionaires’ annual convention, October 21-25 at the Hotel Americana, Miami Beach, according to a joint announcement by NAC board chairman Bert Nathan and NAC president Lee Koken. Myers served last year in the same capacity for NAC in its combined convention with TOA-TEMSA.

Concurrently with TOA

The NAC convention this year is being held concurrently with the annual meeting of Theatre Owners of America and the second annual Congress of the Motion Picture Industry’s international trade show in the American Hotel exhibition hall.

KRS Denies Reluctance To Adjust Film Terms

FROM THE DAILY BUREAU

HAMMOND, June 15 (Wire Mail).—Replying to exhibitor criticisms that they are "experiencing considerable difficulties in the conduct of negotiations with distributors for adjusted terms and break figures," R. S. Camp- lin, Secretary of the Kinematograph Renters’ Society (KRS), denied that there is any reluctance on the part of renters to agree on a new basis for trading individually with exhibitors.

"You will remember," he pointed out to the Cinematograph Exhibitors’ Association’s general secretary, Ellis F. Pinkney, that "the joint agreement between the KRS and the CEA was that individual negotiations would be entered into between renters and exhibitors in order to establish a new basis of trading."

"It was further agreed," Camplin added, "that if after due discussion and negotiation no agreement could be reached either party should have another position to the joint committee. In view of this lastmentioned point, and in view also of the renters’ agreement to make retroactive any new basis negotiated agreed to the date of May 4, 1958, I find it difficult to understand the anxiety that you are expressing on behalf of your members."

"In some cases," he reported, "renters are simply not accepting the principle that negotiations should take place. It might perhaps be added that the only exception to this position is Rank Film Distributors, who made a public statement of their intentions in the matter."
N. Y. Variety Club Votes to Limit Number of Its Canvassmen to 11

The Variety Club of New York, Tent 35, voted unanimously yesterday to amend its constitution to limit the number of canvassmen to 11, instead of 22, as at present. In the vote, the canvassmen will elect, from among their number, the tent's five officers, thus following the traditional Variety Club international procedure.

Ira Meinhardt, local chief Barker, also called the attention of tent members to a new group insurance plan available to members and their families, and written by the Bankers National Insurance Company of Montclair, N. J. From $1,000 to $5,000 of insurance may be obtained, at minimum premium rates, depending on age, it was explained.

The luncheon meeting served to introduce to local barker's the new international chief Barker, George W. Spingold. (Continued on page 5)

Tribute to Spingold
Delivered by Johnston

Nathan B. Spingold was "much more than a great creative force in Columbia Pictures—he was a great creative force for good that moved far beyond his company, even his industry." Eric Johnston, president of the Motion Picture Association, said yesterday in a eulogy for the Columbia vice-president and board member, who died on Saturday. Several hundred industry executives and representatives from religious and cultural groups attended the funeral services at Temple Emanuel, Dr. Julline Marks, senior rabbi of the congregation, officiated, and interment was at Mt. Pleasant, Westchester.

"Within my ken," Johnston said, "(Continued on page 2)

Wisconsin Allied OK's Reenactment into Camp

Special to THE DAILY

PIERCE, Wis., June 17—Allied Independent Theatre Owners of Wisconsin, in convention here today, ratified the action of the board of directors of Allied States Association in rejoining the Council of Motion Picture Organizations, and voted its full support of business-building campaigns on both a local and national basis.

Ben Marcus, president of the Wisconsin organization, stated that the group will repeat next year the one-day business-building meeting held. (Continued on page 5)

Cinerama Openings Set in Sydney and Hawaii

Cinerama is being installed at the Astor Theatre in Sydney, Australia, for an early September opening, and is expected that a deal for a Cinerama house in Melbourne will be arrived at. (Continued on page 4)

S.F. 1950 Ticket Rates Item at Embassy Trial

Special to THE DAILY

SAN FRANCISCO, June 17—Testimony which George Milner gave many months ago in the Samuel Goldwyn case before the same Federal judge was recounted today as the head film buyer for Fox West Coast Theatres in this territory took the stand in the $1,000,000 Embassy Theatre anti-trust suit against Para. (Continued on page 4)
Rise in U.K.

(Continued from page 1)

quarto of 1957 but £1,500,000 ($4,-
200,000) more than the fourth quar-
ter of 1957. The Board says the full effect of the
increase in seat prices also is being felt this
year, when the average
admissions price is £2 10
cents or 10 per cent
above last year.

Pointing out that the first quarter of 1958 was the fourth successive
quarter in which admissions have
increased over 20 per cent, the
Board said that bad weather in
February and March this year affected
attendance for that quarter. The BOT
statistics relate to 4,064 cinemas,
about 10 less than those for the year
before.

Franchise Holders
For 'Attila' Named

Special to THE DAILY

BOSTON, June 17.—Franchise
holders have been appointed in sev-
eral territories by Joseph E. Levine,
president of Attila Associates, to dis-
tribute the film “Attila.”

Held franchise in New York, Buffalo
and Albany George Waldman, Realert
Pictures; New England and Connect-
cut, Embassy Pictures Corp.; Chicago,
Max Roth, Capitol Films; Cleveland
Pictures; Detroit, Jack Zide, Allied Film
Exchanges; Los Angeles, San Francisco and
Seattle, Red Jacobs, Favorite Films; Milwau-
kew and Minneapolis, Don Swale, Indep-
cendent Distributors; Philadelphia,
Joe Solomon, Fanfare Films; Pittsburgh,
Bert Stern and Milton Braunam; Wash-
inington, D. C., Jerome Sandy;
Dallas, Bob O'Donnell, Em-
pire Pictures.

Build Rogers of New York will act
as producers’ representative for Le-
vine in the United States.

Charges-Hike Denied
Michigan Truck Co.

Special to THE DAILY

DETROIT, June 17.—The Michi-
gan Public Service Commission has
denied a truck service rate an-
additional 71/2 per cent increase in film
delivery charges in the state.
There have been a number of hearings
since the first of the year at one of
which interim relief was granted.

Exhibitors “continue to hope that in
future intra-industry problems will
be solved by mutual consideration
rather than by arguments before a com-
misson or a court,” an organization
spokesman said.

‘Kings’ Here July 3

United Artists’ “Kings Go Forth”
will have its New York premiere
at the Capitol Theatre on July 3.
A wonderful Sneak Preview
At neighborly Loew’s 72nd St., N. Y.!
Film Research Survey, Inc. says:
“WOMEN TOPPED THE MEN IN
ROUSING ‘WILL RECOMMEND’”!
(And it’s the gals who get the guys to go!)
Glenn Ford hailed for another hilarious
“Don’t Go Near The Water” role!
Riotous Red Buttons tops the Survey’s
All-time high for a New Star!
Watch for M-G-M’s Exchange City
Theatre Previews for exhibitors, press,
Civic leaders and opinion-makers!
You’ll agree with the gals it’s a “Must See!”

M-G-M presents
GLENN FORD
IMITATION GENERAL
RED BUTTONS · TAINA ELG

Co-Starring with
DEAN JONES · WILLIAM BOWERS
Screen Play by WILLIAM CHAMBERLAIN
Based On the Story by WILLIAM CHAMBERLAIN
Directed by GEORGE MARSHALL · WILLIAM HAWKS
Produced by An M-G-M Picture

CinemaScope
Wednesday, June 18, 1958

Television Today

Who’s Where

Libby Calamia has been appointed art director for WABC and WABC-TV, it was announced by Robert E. Stone, vice-president in charge of WABC-TV, Calamia was previously art director for Dell Publishing Company.

Three promotions in NBC research and planning were announced by Dr. Thomas E. Coffin, director, research, for the National Broadcasting Company. They are: Marvin W. Baiman, appointed manager, research studies; Jack B. Landis, appointed manager, research development; William S. Rubens appointed manager, audience measurement.

One Man’s TVViews

By Pinky Herman

SUCCESS STORY: 19 years ago three tin pan alleyites, Paul Cunningham, Leonard Whitcup and Ira Schuster brought their newest ditty, “I Am an American” to a young orchestra leader named Gray Gordon who recorded the number for Victor. The recording firm just re-released the patriotic song in its Bluebird Children Series and the decays have latched on. Ira has since passed away but the other three principals in this yarn have done a lot of ladder-climbing. Gray Gordon is now manager of the great “Mr. and Mrs. Records” Team, Les Paul & Mary Ford, Leonard Whitcup is treasurer of the American Guild of Authors & Composers while Paul Cunningham is president of ASCAP.

. . . Jack Spina, manager of Pat Boone, leaves for Hollywood end of the month for the start of production by 20th Century-Fox of the new Boone musical, “Mardi Gras.” The Jerry Wald production will also feature Gary Crosby and Tommy Sands and starts rolling July 7 . . . In less than three years Ruth Franklin’s versatile voice characterizations have upped her into the hundred grand bracket. Her latest telecappershills are for U.S. Steel and PepsiCola . . . They knew he was coming so they baked a cake. After an illness that kept him off the show for two months, announcer Mort Lawrence returned Monday to his “Big Payoff” CBS Show and after the program was “welcomed back” with a large chocolate cake by Bess Myerson, Bob Paige and the cast.

Director of operations Fred Mahlstedt of CBS TV Film Sales just returned this week from a trip to Havana where he set up several lucrative Latin-American deals. “John Foster” Mahlstedt flies to the coast next week for another sales project . . . Allan Sherman, for the past six years producer of the Goodson-Todman Package “I’ve Got A Secret,” leaves the show after the July 2 program to become an indie producer . . . Irving (Tea For Two) Caesar and Gerald (All Of Me) Marks have collared on a rhythm ballad, “Who Wants Love?” which sounds like one of the cleverest bits of sophisticated satire of the past few years . . . If you’re reading Carl Bailey’s column in Eydie Gorme, Georgia Gibbs, Cogi Grant, what’re you waitin’ for? . . . Quaker Oats and Brown & Williamson Tobacco will co-sponsor a new ABC ‘N’ Robbers telefilm series, “Naked City,” located in Gotham with vet John McIntyre and newcomer James Francusis as the sleuth team. Program will be seen Tuesdays (9-30-10:00 P.M.) and will be produced by Herbert B. Leonard for Screen Gems.

CNP Distributor Notes

Sales Surge in Canada

Fremantle of Canada, Ltd., Canadian distributor for California National Productions, had a “five-fold increase” of business over last year, “placing it among the three top distributors in Canada,” Ralph Ellis, general manager, announced yesterday.

Ellis noted there has been a “tremendous surge in film sales within Canada” and said it will reach new levels in the fall when the micro-wave relay is completed from St. John’s, Newfoundland, to Victoria, British Columbia. This will be the longest such relay in the world—a distance of 3,500 miles.

“Even at present Canada has a greater film sales potential than Great Britain,” Ellis declared.

Home Demand for Telemovies

(Continued from page 1)

mount, National Theatres and other distributors and circuits.

Milton also admitted, under direct questioning by Embassy attorney Robert D. Raven, that identical admission prices were in effect through 1950, but, in instances where a stag show was thrown in with the film bill. This is a basic point the plaintiffs have been trying to establish in their claim that uniform admission prices were part of a National Theatres circuit ‘conspiracy’ to keep independent theatres, such as the Embassy, from negotiating first-run rentals.

Queried on Nasser-FWC

Having previously won the consent of Judge Edward P. Murphy, over strong defense objections, to avail itself of the late Syrian goldwyn case, Raven asked for and received from the witness the admission that Milton and Henry Nasser “worked out” a deal in 1948 for a division of profits between the Nasser circuit and FWC.

In 1947 the government decree in the Paramount case banned such practices. At that time FWC was operating both the Rialto and El Capitan theatres here and then after the pool-breaking edit by the government, Nasser took over the operation of the Rialto and renamed it the Crown.

Milton further testified that all distributors who are now defendants in the Embassy suit agreed to the arrangement he and Nasser made for division of film rentals.

Cinerama Openings

(Continued from page 1)

 ranged shortly, B. G. Kranze, vice-president of Warner Cinema Enterprises, announced.

In addition he stated that the first Cinerama theatre in the Pacific Islands will get underway July 22 when the Princess Theatre in Hawaii opens with “This Is Cinerama.”

S.F. Ticket Prices

(Continued from page 1)

Having just returned from a trip to Hollywood, Milton said that in the film industry there are no further price reductions to come and that the main thrust is going to be in the area of market control.

Rank Precision

(Continued from page 1)

favourable trading conditions in the year to come. However,” says the chairman, “having regard to the serious financial position of the cinema industry in 1957 in the absence of adequate entertainment tax relief the results for this year are by no means unsatisfactory”.

He added: “I am developing further considering last year’s results, but the difficulties with which the management was faced, namely that over 30 per cent of the sales were achieved in the export market.”

Cites Further Expansion

Lord Rocke declares that the company is due to announce the further expansion of the activities of the Group in fields outside the cinema industry and an important reorganisation of the group is being carried through. As a result complete the reorganisation further capital expenditure of about $1 million will be required during the next three years.

Hyman Praised

(Continued from page 1)

in the interest of orderly product distribution.

The schedule lists all product through the end of the year and has been sent to 800 members of the industry segments. Response was favorable that the next listing, which will be ready about Oct. 1 and include releases until September, 1958, will be increased to 2,500 copies.

Industry Leaders Voice Praise

Among the production executive writing Hyman to praise his work were Abe Montague, Al Daff, Charles Baasberg, Y. Frank Freeman and Steve Trilling. Exhibitors include Elmer Rhoden, Harry Brandt, Donald Lewis, Harry Kalmine, Charles Small, Walt Manny, Frisch, J. T. Fitzgerald, Bob Schleg, J. M. Molin, Samuel Goldblatt, and others.
Wisc. Allied

(Continued from page 1)

at January, it was stated today by Ken Marcus, president, that the convention being held here by the organization, "The ideas developed at this meeting," he said, "made money for the exhibitors."

In speaking of national conditions, Marcus stated that Wisconsin Allied feels it must take action alone "to take care of conditions in our own back yard."

He said United Artists initiated action in a downtown situation in Milwaukee—"The Bridge on the River Kwai," saying that the results a Minneapolis would have been far more beneficial to Columbia Pictures if the film were in more general release. He urged that the current 25- day clearance be reduced to 14 days and called for an increase in the number of prints available to salable situations.

Wisconsin Allied, he said, "has seen active in fighting these practices through its office at the state level."

In speaking of cancellation, Marcus said the plan has been accepted, "I suggested to the film companies," he said, "that we are willing to accept this plan, but to date we have had no reply to our offers."

Horace Adams

Horace Adams, president of Allied States Association, spoke on the subject of business conditions generally, alling for a film stand against distribution practices which "profit the house." He derided the selling of films on TV, pointing out that just as the exhibitor members seemed to be receiving from the sale of pre-1949 film the eight-and-sound medium, the sale of post-1948 product made successful operation again difficult.

There must be some clearance and understanding," he said, "You are the men who paid for the films on TV. Producers are not only running our business but theirs as well."

The ordinance of his business was clearance, but there is no clearance now. Distributors show movies and then come back and well show them first-run, sub-run, and sub-sub-run."

Leon Compo B-B Plan

Adams criticized the terms established for the "B" Circuit and the Bridge on the River Kwai," and urged his listeners to "go along" with the business building plan of the Council of Motion Picture Managers. "You can be thankful," he said, "for men like Ben Marcus, Jack Kriss and Truman Rembusch, who are ever ready to fight for the exhibitors on my front."

REVIEW:

The Revenge of Frankenstein

Hammer Films—Columbia

Those specialists in horror from England, the group known as Hammer Films, have made a sequel to "The Curse of Frankenstein," which was one of the surprise hits of last year. "The Revenge of Frankenstein" is a much better example of its genre than the first and looks certain to bring comparative grosses. (In the interim these tiresome purveyors of the horrific made "Horrors of Dracula," which is also currently making a commercial name for itself.)

"The Curse of Frankenstein" ended with the famous baron in jail—and that's where this follow-up story begins. Just as he is about to go to the guillotine, two associates release him and decapitate and bury a priest in his stead. Then Frankenstein sets up new headquarters in another country and merrily begins the business of creating a human being in his secluded laboratory again.

Only this time the baron doesn't make a monster but acquires a perfect—albeit very dead—physique into which he transplants a living brain. And he makes certain he doesn't repeat the mistake of his previous experiment; he selects the brain of a normal man and not a degenerate. All are used up, and the operation is successful. But alas, fate intervenes—the 'creation' gets in a fight, has his new brain damaged, and turns into a ferocious cannibalistic monster again.

At the end the Monster is killed, but Frankenstein is not. Presumably he will soon reappear in a third Hammer film.

If he does, and the picture is as good as this one, it will be most welcome to those people who like such films, that is. For "The Revenge of Frankenstein" is a horror picture turned out with creative skill and imagination. The most notable contribution the Hamme's have made to the genre is their stunning use of color for frightening effects. Blood dripping from a dismembered arm looks 13 times as gory in Technicolor, and there is nothing so chilling as the sight of a green light thrown over a corpse. The Hamme's have demolished once and for all that the horror film should only be in black and white.

In the role of Frankenstein, Peter Cushing once again puts his austere and forbidding visage to effective use, and his acting associates are all up to par. They include Michael Gwynn as the "monster," Francis Matthews as the baron's medical assistant; and Eunice Gayson as the inevitable female nurse who gets in the good doctor's way. The Hammer production crew inclu..."
The Vikings

ARE HERE... TO STAY!

NEW YORK — Astor and Victoria

BIGGEST WEEK-END GROSS EVER!

CHICAGO — State Lake

RECORD-BREAKING OPENING DAY!

NOW WATCH LOS ANGELES - Fox Wilshire - June

and the rest of the country July 4

KIRK DOUGLAS • TONY CURTIS • ERNEST BORGnine • JANET LEIGH in "THE VIKINGS"

with JAMES DONALD • ALEXANDER KNOX • Screenplay by CALDER WILLINGHAM • Adaptation by DALE WASSERMAN • Based on the novel "The Viking" by EDISON MARSHALL • Produced by JERRY BRESLER • Directed by RICHARD FLEISCHER • A Kirk Douglas Production

TECHNIRAMA® AND TECHNICOLOR®
Showmanship Still Thrives, Quigley Award Judges Find

By JAMES M. JERAULD  
(Pictures on page 4)

That showmanship with modern improvements is very much alive and shows results at the box office was the unanimous opinion of the judges in the 24th annual judging for the Quigley Grand Awards recently. The members of the panel, all experts in the management of circuits and individual theatres, agreed that an enormous amount of work had been done by individual contenders in three classifications - large situations, small situations and overseas.

The winners were:

Large Situations - J. CLYDE FULMER, JR., manager of Loew's Kings theatre, Brooklyn, N. Y., at the time he submitted his campaign. He has since been promoted to the helm of Loew's State theatre on Broadway, New York.

Small Situations - PAUL D. FLOWERS, manager of the Fox Venice theatre, Venice, Calif.

Overseas - ROD GURB, publicity and advertising manager for MGM in Australia and New Zealand. VIERI NICCOLI, publicity and advertising director for Paramount in Rome, Italy.

Debate on Bill Opens

Senate Backing 'No-Tax Cuts' Move of House

Outlook for Relief Dim; 3 More Changes Later

From THE DAILY Bureau  
WASHINGTON, June 18 - The outlook for any admiss ions tax relief this year darkened today, as Senate sentiment mounted for a hold-the-line tax policy.

The Senate began debate on the House-passed bill to continue present corporate and excise tax rates, with opponents of tax cuts increasingly optimistic they could beat down all tax cut proposals. An overwhelming 65- to 23 vote quickly rejected a motion.

Eby Asks V. C. Members From Related Fields

Enlistment of noon Variety Club members from entertainment fields outside of theatres and motion pictures, and particularly in television, radio and press and advertising areas is an objective of the new International Variety Clubs administration, George Eby, Interna tional chief Barker, declared at a luncheon in the Hotel Warwick here yesterday. With Eby at the luncheon for film.

N.E. Exhibitors Hit Para. 'Ten' Policy

Special to THE DAILY  
BOSTON, June 18 - The board of directors of Independent Exhibitors, Inc., of New England, a unit of Allied States, today passed a resolution condemning the "royalty policy" of Para.
Sees New Stability for Industry

(Continued from page 1)

Schine home office personnel, zone, group and city managers.

Theme of the convention is "Paid Hard Sell," and several speakers today set the tone for the optimistic approach. They included J. Myer Schine, Donald Schine, and G. David Schine, and other home office executives.

Gerard's speech, entitled "Our Industry on the Upbeat," was in line with the convention's general point of view. He believed we are going through some healthy changes which are inevitable and sound and are part of the experience of all industry which must from time to time meet changes and challenges and then go beyond," he said.

* No Room for Complacency

There is no room for complacency or mediocrity in any phase of the film business, Gerard told the Schine delegates. "This is a healthy development, for it means for those who want to succeed, for those who want to strive and do so at something they believe in, for those with imagination and a sense of showmanship — the rewards are greater than ever.

Gerard then attacked the industry's "gloomy prophets" who "distort and destroy." Those who believe in the film business, he pointed out, "don't downbeat, don't spread rumors and don't gossip. They are busy working at their jobs; they are determined to meet their problems; and they will succeed and really succeed, because they believe in their business."

Commenting on changes in the methods of selling product today, Gerard noted that the "far-fetched word-of-mouth to build our results. We must pre-sell and then hard sell for unless you open with success, your chances for solid box office results are slim.

In a reference to the "bad period" Universal went through over the past fall-winter months, Gerard said the company was realigning some of its operations "in the light of a changing market here and abroad."

* Things Are Looking Up

"Along with the rest of the industry we at U-I have gone through some tough days," he said. "But we are meeting and dealing with these challenges. Things are looking up at U-I just as it is for our industry which has been at something somewhere else.

The Schine meeting will convene tomorrow at 10 A.M. when there will be a round-table discussion on new selling approaches. Speakers tomorrow will include Max Youngstein, vice-president of United Artists, and Max Stein, creative advertising manager of 20th Century-Fox.

N.E. Exhibitors

(Continued from page 1)

mount Pictures in releasing "The Ten Commandments" to drive-in theaters. In a bulletin to its membership the organization is urging them to "give thorough consideration as to the advisability of playing the picture under Paramount's present terms."

Follows Baltimore Move

The New England group's action follows that taken in a resolution by the national Allied board in Baltimore last month. At that time the board said the theaters and letter carriers be assigned to charge admission for children contrary to custom in many areas.

So far as could be learned here today, no drive-in in the New England territory has booked the DeMille film as yet.

* Columbia Duo Big

BOSTON, June 18.—Columbia's combination of "The Camp on Blood Island" and "The Snorkel" opened here yesterday as the forerunner of a 150-date New England saturation and played to the biggest business, the Pilgrim Theatre. Over 18 months. The Hammer Films' twin-bill rolled up a gross of $2,021 at the house.
Wisc. Allied (Continued from page 1)

being catered to by the theatres.

If one type of theatre produces the greatest amount of revenue.

Should deicide whether and why the small subsequent type of theatres are eradiated.

Institute research to determine why the orderly and speedy release of quality pictures to subsequent and small theatres will result in greater revenue to the producer, and convince the producer of the advantages of such a policy to him.

Learn what methods can best benefit both producer and distributor.

Sees Two Main Problems

Marcus said the two prime problems to the exhibitors today are: terms imposed by distributors and held to be unfair, and the withholding of the bigger pictures from television.

Jack Kirsch, head of Hall Syndicate, lamented the closing of old theatres which have served communities for years and the releasing from employment of conscientious distributor salesmen.

This is the only business that I know of," he said, "where two factions need each other so much and yet are at one another's throat.

Jack Kirsch Heard

Kirsch paid tribute to the independent producer, citing particularly the campaign of Allied Artists' "Macabre." "Take the credit for the program," he said, "and you will have a successful show.""  

Burt Gordon, a producer and director for American International Pictures, a native of Wisconsin who earlier in the day had been highly praised by Marcus, told the delegates that his company, through its appeal to the younger element as well as to the older, is following a policy that will assure the success of the industry.

Goldberg Give National View

S. J. Goldberg, national Allied director for Wisconsin, in a talk to the delegates declared:

"With our national organization we can get things done which we can't accomplish locally. I am on the national scene to let them see things as we do."

Pitt Warner Reopens

PITTSBURGH, June 18 - The Warner Theatre in downtown Pittsburgh will re-open on June 25 with MGM's "Gigi," which was originally slated for the Penn.

Eby Asks (Continued from page 1)

side, radio-television and advertising representatives were George Hoover, Variety's new International guy, and Harold Lund, chief editor of the Pittsburgh Post, who is a member of Westinghouse Broadcasting Co.

Also discussed were improved press service and representation for Variety activities on the local as well as international levels, and placement of the stories of the Variety clubs' humanitarian activities in the lay and trade press outside the motion picture industry where it is so well known.

Suggestions for accomplishing these aims were solicited by Hoover from the press representatives present.

Eby and Lund pointed out that under Variety Clubs' regulations only one deriving half or more of its income from first-run theatres is eligible for membership, yet theatre and film men comprise by far the bulk of members. In some instances, due to changing conditions in the film industry, individual tests have lost membership and there has been no compensating replacement of members from other areas of the entertainment industry.

To accomplish some of the objectives, Eby said, it will be necessary to see that press guys who know their business are appointed by local tens. Heretofore, he said, some have been appointed merely because they were friends of the chief booker.

Eby and Hoover are on a tour of towns and will make suggestions for the improved press service and expanded membership efforts as they go.

Senate Backing (Continued from page 1)

by Sen. Douglas (D., Ill.) to cut individual excise taxes by $6,000,000,000 a year, including complete repeal of the admissions tax.

The Senate hopes to wind up the full tax bill with the closely noted expected on a vote Thursday on the transportation taxes. Only if this succeeds, would there be any chance for some separate admissions tax amendment, and backers of the transportation tax bill conceded their chances were darker by the moment.

Both Senate majority leader Johnson of Texas and Senate minority leader Knowland of California were supporting Finance Committee chairman Byrd (D., Va.) in opposing all tax cut amendments.

An admission tax relief proposal could be added to some later bill, including one pending in the Senate Finance Committee to make technical changes in excise tax laws. But the voting on the bill up in the Senate now is widely conceded to be likely to govern all major tax changes this year, with only small business relief and technical changes likely to pass later.

Amendments Favored

Sentiment in the Senate has been mounting steadily in favor or some amendments to the revenue bill. Whether this would include an admissions tax relief one is not known. Observers estimate there is about a 40-60 chance of action favorable to the industry occurring on the Senate floor. Should it materialize this will make three other measures coming up for action later to which admission tax relief amendments could also be offered. They include a financing and revenue measure and one providing tax relief for farm business. The latter is regarded as one of the most important to the industry in the event nothing happens on the Senate floor.

Robert W. Coyne, Compo special counsel, who is here to observe the Senate action, said he regards the situation with respect to action favorable to the industry as "unchanged in any significant degree, but certainly well worth continuing to work for."

Reduce Para. Stock

ALBANY, N. Y., June 18.—Paramount Pictures Corp. has reduced its capital from $2,760,012 to $2,640,512, according to a certificate filed here by attorney Louis Phillips of New York City.

DCA Acquires 'Rice'

"Rice," the Japanese film that received a warm response at the recent Cannes Film Festival, has been acquired for American distribution by DCA.

Light' to Normandie

 Walt Disney's "The Light in the Forest" will be the next attraction at the Normandie Theatre here.

MOTION PICTURE DAILY
Quigley-Award Board Praises Industry Effort

(Continued from page 1)

effort submitted by Niccoli on "The Court Jester" from Rome. Australian managers submitted so
many excellent campaigns that the judges gave three honorable mentions
as follows:

Christopher Anastas, manager of
His Majesty's theatre, Hobart, Tas-
mania, for "Rock Pretty Baby"; Robert
M. Richards, manager of the
Majestic, Melbourne, "The Black
Tea," and Cyril H. Scott, manager of
the State, Sydney, for "The Eddy
Duck," "In a Harem."

Fuller has been promoted to man-
ger of Loew's State theatre, Broad-
way, flagship of the circuit, since he
submitted his winning campaign last
year. His "Khayjam" campaign was
so outstanding that he received a
letter on it from Adolph Zukor, chairman of the Paramount Pictures
board. Since khayjam means tent-
maker, Mr. Fuller erected a tent in
the theatre lobby and had slave girls
around the "harem."

'Round Table' Member

Flowers has been a member of the
Managers Round Table Club and an
active competitor for honors for the
past six years. His civic activities cov-
er a wide area. He has been chairman
and member of the board of directors
of the Santa Monica Chamber of
Commerce.

In the Fox West Coast organization
last year he won a showmanship drive.
His work with the service organiza-
tions is so varietied it would take several
hours of type to record it. Last year
he cooperated with the Mar Vista
Optimist Club on an Easter Party
benefit show; with Joe's Daughters,
Bethel 87, on another benefit; with the
Lions Club on a Pancake Festival
held in the morning, with the City
of Hope on a campaign for contribu-
tions, and with the Bay Cities Jewish
Community Center, to mention only a
few.

Honor on the Coast

He calls these "community activi-
ties" and gives full credit to the
enthusiastic cooperation of his staff.
One of his prized possessions is a
decorative plaque from the Los An-
geles, West Area, Civic Council "for
outstanding youth work in the
community."

Early last year he staged an indoor-
door "spectacular," with a circus on
the theatre parking lot that drew
over 9,000 children. At the end of
the second quarter this year the gross
at his theatre was several thousand
dollars ahead of the same period the
previous year.

Some managers divided their cam-
paign books into material on individ-
ual pictures and on their community
activities. The latter impressed the
judges greatly.

Some Drives Confidential

The financial statements included in
a number of campaigns are confiden-
tial, of course, but they received care-
ful study from some of the circuit
heads who have been hearing so much
about the decline in business. Where-
sizable increases were found the
judges studied the campaign details
with obvious interest.

At the 1958 awards ceremonies
Silas F. Seidler, advertising manager
for Loew's, Inc., and Sol Schwarz,
president of RKO Theatres, Inc., both
among the judges, called for a "new
approach" to theatre advertising and
to make a reappraisal of methods and
thinking in the advertising and pro-
motion fields.

Fewer Personality Credits

The suggestions brought results.
There was a noticeable dropping of
personality credits from the advertis-
ing and a new emphasis upon creating
friends for the industry. Practically
all the campaigns submitted detailed
efforts to promote children's shows—
mostly on Saturday mornings with free
tickets supplied to patrons. The sch
were subsidized by merchants.

One of the judges, when asked about this, pointed out that the
usual rate for children's matinees
now is 35 cents, rather than the
time 10 cents, and due to the
svience of distributors on week-
playing time for their big attractions
it has been difficult in many places
to shift the programs to fit the ju-
ile tastes.

It was noticeable that some of
judges studied the details of
amusement-page advertising. This
in the form of teasers or insertions
the classified advertising columns
newspapers.

This year, for the first time,
judging was confined entirely to
panel of theatre men. Their inter-
embraced practically every type
theatre operation.

U-I, Vintage to Make 'This Earth Is Mine'

Universal-International and Vint
Productions will join forces to
duce "This Earth Is Mine," based
Alice Tisdale Hobart's novel, "Cup
and the Sword," it was announced yesterday by Edward M.
U-I vice-president in charge of
duction. Rock Hudson will star in
picture, which U-I will also distrib-
Production is set to start on Apr.
This is the second major film
scheduled to go before the camera
U-I, which will inaugurate its
mer shooting schedule with "In-
tion of Life" next month.

The Overseas Award Winners

Although only one Overseas Award is usually given the judges concen-
tic in the case of Vieri Niccoli, left, publicity and advertising director at
 Paramount in Rome, and Rod Gurr, right, publicity and advertising man-
for MGM in Australia and New Zealand.
The Last of The Fast Guns

U-I—Cinemascope

Here is the kind of neat, fast-paced Western of standard design and top-notch physical production values for which Universal is noted. "The Last of The Fast Guns," photographed in Cinemascope and Eastmancolor, is the latest design. An hour long, it is a biographical of Ed "Too" Tony Colan, a cowboy from the wilder regions of Mexico, a sick and unpretty film fare that will satisfy the action fans.

Newcomer Jack Maloney and veteran Gilbert Roland star in the life of a deadly manhunt in Mexico, Maloney, in the title role, is seen as a lean and lonesome gunfighter, who, for 55,000, undertakes to find the last brother of a wealthy eastern businessman. The two previous men who made the search both ended up mysteriously dead.

Maloney's search takes him far off the beaten path and into the Mexican hill country. He is befriended—warred—by an American rancher who lives in the region (with his lovely daughter) in almost feudal splendor. The story is well told on the ranch, and by the local padre who is revered as a near saint by the neighborhood peons. After several attempts have been made on Maloney's life, the latter finds out the padre is the man for whom he has been searching and that Roland also has been searching for him to murder him.

The motives behind all the mayhem have to do with a coal mine, back in the States, in which the padre as a young man was a partner and in which he now stands to gain along with his brother and a more unscrupulous third partner. Action, however, is the main point of the story and it is plentiful. The climax finds Maloney in the midst of a gunfight. He has been advised by a Mexican woman with Linda Cristal, the rancher's daughter.

Howard Christie produced and George Sherman directed from a screenplay by David P. Harmon. Eduard Franz is seen as the padre and Lorne Greene as the rancher. Running time, 82 minutes. General classification. Release, in July.

Vincent Canby

"King" Opens on 4th

Paramount has set saturation bookings for "King of the Kops," the law enforcement drama, for the Fourth of July holiday weekend. About 200 dates have been scheduled in key spots around the country. The picture was made by Elvis Presley just before his induction into the Army.

Seven Arts Signs Frings

The motion picture version of James Gould Cozzens' best-seller, "By Love Possessed," will be brought to the screen as a special lease under the banner of Seven Arts Productions, which at the weekend signed 1958 Pulitzer Prize dramatist Ketti Frings to write the screenplay.

NAB Hits Doctors in TV Commercials

From THE DAILY BUREAU
WASHINGTON, June 18.—The television board of the National Association of Broadcasters today recommended that broadcasters ban television commercials portraying doctors, dentists or nurses.

The board approved this policy as an amendment to the Television Code.

NAB Sets Ban on "Subliminal"

From THE DAILY BUREAU
WASHINGTON, June 18.—The National Association of Broadcasters today approved an amendment to the Television Code which prohibits member stations from using subliminal perception or any similar technique. The amendment was approved at a meeting of the NAB Television Board, after it was recommended by the Television Code Board.

In another action the board authorized the NAB staff to file comments with the Federal Communications Commission urging the commission not to grant microwave authorization for community and antenna installations without proof that the community antenna system has the consent of the station whose signal is being broadcast.

Dubin Pleads Fifth at U.S. Hearings

Charles S., Dubin, former director of NBC's "Twenty Questions," pleaded the Fifth Amendment to questions concerning his past association with the Communist Party at hearings before a sub-committee of the House Un-American Activities committee yesterday.

Rep. Morgan Moeller (D., N.J.), chairman of the committee and Representative Gordon Shearer (R., Ohio) and William Tuck (D., Va.) questioned nine stage actors and television people at sessions in the U.S. courthouse. Dubin swore that he was not now a member of the Communist Party but refused to answer questions concerning his past associations. Others questioned also took repeated refuge in the Fifth Amendment.

New CBS Appointments

Richard Lewine has been made director of special programs for CBS TV, and John Fleming Ball coordinator of special programs under Lewine. Announcement of the newly created posts was made by Hubbell Robinson, Jr., executive vice-president in charge of network programs.
Now—a 16mm EASTMAN color film that's 2 to 2½ times FASTER!

GREATER FILM SPEED with all speed's advantages in new, 16mm EKTACHROME Commercial Film: sharper, clearer, pictures; results you couldn't get before; cooler, more comfortable shooting. Plus local processing.

Here is another example of Kodak's policy of providing a motion picture film for every purpose!

For technical details, inquire . . .

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.
Changes Will Bring Sounder Film Industry

Max Stein Also Speaker at Schine Circuit Meet

Special to THE DAILY

GLENS FALLS, N.Y., June 19.—The motion picture industry is going to have fewer producer-distributor organizations and fewer theatres in the future, but those remaining will operate on a sounder basis than in the past, Max E. Youngstein, vice-president of United Artists, said today at the afternoon session of the two-day convention of Schine Theatres here. The meetings at the Queensbury Hotel, which ended tonight, were attended by Schine (Continued on page 3)

Agree on Extra Funds for Information Media

From THE DAILY Bureau

WASHINGTON, June 19.—Senate-House foreign aid conferences agreed to grant extra money for the Information Media Guaranty Program. This program guarantees film companies, book publishers and others that they'll be able to convert into dollars at least part of their earnings in certain foreign countries where otherwise they might not operate. Of. (Continued on page 6)

Reserve Voting Today

Still See Hope For Tax Relief In the Senate

Repeal of Transportation Levy Heartens Industry

By J. A. OTTEN

WASHINGTON, June 19.—The Senate voted today to repeal Federal excise tax on transportation, but Senate leaders said they were confident that any other tax cut proposals would be rejected when tax bill voting is resumed tomorrow.

It could not immediately be learned whether any attempt would be made to reduce or repeal the admissions tax. Such a move would have been out of the question if the transportation tax repeal had been rejected, but the success of that move at least opened the way for a possible admissions tax move.

The Senate has under consideration a House-passed bill to continue the (Continued on page 6)

Warners Reports Loss For Six-Month Period

Warner Bros. Pictures, Inc. and subsidiary companies, for the six months ending March 1, had a net loss of $2,894,000 representing a loss of $394,000 after an estimated carryback credit of $800,000 for Federal income taxes and a special provision of $2,500,000 for estimated loss on advances to independent producers. For the six months ending March (Continued on page 6)

Ask Goetz to Represent U.S. at Berlin Festival

From THE DAILY Bureau

WASHINGTON, June 19.—William Goetz has been invited by the government to serve as U.S. delegate to the 1958 Berlin International Film Festival to be held from June 27 to July 8. A United States Information Agency film, “Berlin—a Unique City,” has been entered in the festival as representative of U.S. Government film production.

TOA Campaign for Drive-In Loans

Taken to Treasury, Commerce Deps.

Efforts of Theatre Owners of America to have drive-in theatres included in the loan provisions of the Small Business Administration have been carried directly to the Treasury and Commerce Departments in Washington, D.C., by Philip F. Horling, chairman of the Small Business Administration Committee of the Theatre Owners of America. Horling reported yesterday to Communications Frederick H. Mueller, Assistant Secretary of Commerce, and with Laurence B. Robbins, Assistant Secretary of the Treasury, in Washington on Wednesday. With Wendell (Continued on page 5)

Edward Johnson Is New Wisconsin Allied Head

Special to THE DAILY

PELICAN LAKE, Wis., June 19.—Edward Johnson, of the Roosevelt Theatre, Milwaukee, was elected the new president of Allied Independent Theatre Owners of Wisconsin at closing sessions of the organization's convention here yesterday. Johnson (Continued on page 5)

Tomlinson Still Selling His Loew's Holdings

Joseph Tomlinson, a director of Loew's, Inc., and leader of an insurgent faction that unsuccessfully tried to unseat Joseph R. Voge as president of Loew's, has continued (Continued on page 5)

FCC Reprimands Second Station

For 'One-Sided' Toll TV Broadcasts

From THE DAILY Bureau

WASHINGTON, June 19.—The Federal Communications Commission, for its one-sided treatment of anti-subscription television broadcasts.

In a letter to the Jefferson Standard Broadcasting Co., which operates WBV in Charlotte, N.C., and WBTW-TV in Florence, S.C., the Commission said the stations had not given “fair treatment” to a “controversial issue,” and had omitted presenting the positive side of the toll TV story. The letter was sent to renew the stations' licenses, and in reviewing their records for purposes of renewal, the Commission considered complaints it had received about the broadcasts. Although the anti-pay TV broadcasts had “deviated” from the commission's editorials, the FCC said, it would renew the licenses because the stations had not been “otherwise remiss.”

The Commission sent a similar letter several weeks ago to the Alabama Broadcasting Co., licensee of WABT-TV in Birmingham. A Commission spokesman said that as it sent out license renewal letters, the Commission would continue to reprimand any station which had given the same kind of broadcast and about which there were complaints.
THE all-industry business-building campaign can go on, even if not on schedule. Exhibitor contributions are continuing, the total now being about $65,000 which, of course, is to be matched dollar-for-dollar by distribution. Pledges from exhibition are considerably more, but pledges do not buy radio time or newspaper space. The fact is, both the steadiness of cash contributions and the substantial amount of pledges evidence that a large number of theatre owners want the business-building campaign and are willing to pay for it. It is apparent that what exhibition fears is that full and instantaneous payment of the one-half of one per cent of each theatre’s 1957 film rentals might put the payee in the position of contributing proportionally more than a competitor who stands to get as much out of the campaign for a lesser contribution. . . . This has the effect of slowing up all cash contributions and in so doing endangering the entire campaign. Certainly, no start can be made now on a radio campaign as originally scheduled. Whether an abbreviated or delayed radio campaign, preceding the scheduled newspaper campaign next fall, is worthwhile or acceptable is a question the answer to which depends to a large degree on when it could be started. That in turn depends on the cash contributions, not the pledges. . . . Paul Lazarus, Jr., chairman of the campaign operating committee, was to have conferred yesterday with Ernest Stellings, co-chairman of the executive committee, on designation of a date for the key city Business-Building Day, which was the project decided upon by the executive committee at its emergency meeting two weeks ago. To help get the campaign off dead-center, an announcement on that should be forthcoming very soon, if the local meetings succeed in transforming pledges into cash and speeding the cash to campaign headquarters there is every reason to believe the business-building efforts will be under way in all parts of the country by Aug. 1 or thereabouts.

THERE IS increasing sentiment in many industry quarters in favor of eliminating as many Hollywood operations as possible and transferring production to the East where budgets, operating costs and other factors ranking as the primary worries of most companies today can be put under strict control. . . . Advocates of the plan point out that United Artists manages to do very well with a mere handful of representatives in Hollywood, and that the supply of talent, books, plays, etc., is centered in the East, and an increasing number of productions are being shot away from Hollywood. . . . Wall Street reports say Universal will pass its preferred dividend, action on which is due soon, but that the company’s cash position looks good, improve as liquidation of its product backlog, now under way, progresses. . . . It may be in a U.S.-Russian film deal. The strained relations between Moscow and the West following the execution of former Hungarian premier Imre Nagy puts a “cultural exchange” pact in deep freeze with a lot of other things.

COLLABORATIVE projects by exhibition and distribution to improve the promotion and advertising of the better product being made available nowadays, and thereby to increase the returns on it to both, are becoming the accepted thing. AB-PT began with special field exploitation campaigns in the South on two selected pictures. Results, now being appraised, will determine whether it will be continued and expanded. This week we had the Schine Circuit meeting with distribution and promotion executives. Next week, the Warner sales and advertising service with representative area exhibitors on selling plans for “Home Before Dark.” Joint efforts of the kind get more people talking about films, increase attendance, represent the most money from each picture. It’s worth developing.

PERSONAL MENTION

GEORGE SEATON will return to Hollywood at the weekend from New York.

JOSEPH WORHL, president of International Film Distributors, Inc., will leave New York on Sunday for Havana.

STANLEY KRAMER, producer-director, will leave New York at the weekend for Berlin.

JACK BLOOM, of the 20th Century-Fox sales department, has returned to his desk at the company following a long illness.

SAM SPEIGEL is scheduled to return to New York from London today via BOAC.

CHRISTINE CARERE, French actress, returned to Paris yesterday from New York.

HOWARD MINKY, Eastern sales manager of International Telemeter Corp., will leave New York today for the Coast.

MRS. Guilfoyle, 78

Funeral services will be held this morning at Mt. Carmel Roman Catholic Church, Astoria, Long Island, for Mrs. Margaret Guilfoyle, 78, mother of John Guilfoyle, production manager of Paramount Pictures home advertising department, and Robert Guilfoyle, assistant to the Paramount traffic manager. Mrs. Guilfoyle died Tuesday night at Donnelly Nursing Home, Flushing, L. I., after a long illness. Interment will be at Mt. Mary’s Cemetery, Flushing.

Platters for ‘Vikings’

United Artists Records has set a three-platter campaign for “The Vikings.” The program, which is being promoted in conjunction with all dates of the film, leads off with the sound track album and includes two single records, the “March of the Vikings” and the “Love Theme from the Vikings.”

WB Dividend 30c

The board of directors of Warner Bros. yesterday declared a dividend of 30 cents per share on outstanding common stock payable Aug. 5 to stockholders of record July 18.
See Sounder Film Industry

(Continued from page 1)

home office personnel, zone, group, and city managers.

Another major speaker today was Max Stein, creative advertising manager of 20th Century-Fox.

In making some personal observations on the changing business patterns in the industry, Youngstein said he had faith in their solution through "outs, advertising and innovative drive" by every member of the industry. He called on the exhibitors to do their share by contributing "more initiative, enterprise, and hard dollars."

The UA vice-president outlined a three-point program for the exhibitors.

First, he said, they should "actively back promotions, instead of talking about it." Secondly, "assume a more equitable share of promotional expenses." Thirdly, "train new manpower."

Sees Total Pie Smaller

In forecasting a sound and profitable future, Youngstein said that the industry's "total pie" would be somewhat larger this year but that participation would be larger for those who helped develop the new formula of success.

The inroads of TV competition are now reduced, Youngstein declared. Televiewing is out of the habit phase and is "on as selective a basis as non-theatrical meetings."

Youngstein predicted that within five years or less there would be something like 10,000 theatres functioning. He also foresaw that the number of producer-distributors would be appreciably reduced.

"What remains, though," he declared, "will be far healthier and more stable than what we've known in the past."

Youngstein expressed the belief that the consolidation of the costly, outmoded production-distribution systems is inevitable.

"These operations have to be trimmed down in line with modern marketing principles," he said. "It is impractical for every major studio to maintain large sound stages, many of which aren't used. It is also impractical to maintain exchanges in 30 or more towns which are accessible through air express."

Cites Changed Habits

Public entertainments habits have changed, Youngstein said. Today's selective audience shops for a top star or an appealing story. Hence, "creative brain and creative energy in the film business assume more importance than ever."

It is United Artists' policy, he stated, to encourage the creative spirit and creative talent. With this formula and its $60,000,000-plus production program, the company anticipates a very good output of top-grade pictures.

In his speech Stein outlined the plans of 20th-Fox to promote its forthcoming summer and fall product. "20th's optimism in the future," he said, "is indicated by the ingenuity and depth of planning we have given these campaigns. We can succeed only with aggressive showmanship."

Tells of Packages

The advertising manager also discussed the company's new merchandising packages, inaugurated with "Franklin," which will be available on all of upcoming Fox releases.

Stein was landed by Seymour Morris, Schine advertising director, for his "invaluable help in making the meetings so successful."

Circuit Men Accept Bid to WB Ad Meet

Warner Bros. announced that it has received nearly 100 per cent acceptances to its invitations to the heads of the nation's leading circuits for their top talent in advertising, publicity and promotion to participate in the first of a series of merchandising-advertising forums on the company's forthcoming important releases.

The meeting will be held Monday at the home office executive board room. "Home Before Dark" will be the topic of discussion then signed by Sylvester Albono, that the new arrangement became effective last week.

Communications, it continued, on confirmations, availabilitys and clearance should be addressed to Tri-City Drive-ins. This is the name under which Iselin operates the Auto-Vision in Bridgeport, Winshalf and the Turnpike in Westmore.

Ravena is 10 miles from Albany. The Alano drive-in is three years old.

Hornblow Withdraws as Producer of 'Solomon'  

Arthur Hornblow, Jr., announced yesterday that at his request and with Edward Small's agreement he has withdrawn as producer of "Solomon and Sheba." Shooting is scheduled to begin in Spain in September, for release by United Artists.

Had Produced 'Witnesses'  

The picture was to be a partnership presentation by Edward Small's company, Theme Productions, Inc., and Arthur Hornblow Productions, Inc. They previously sponsored "Witness for the Prosecution," produced by Hornblow.

AA Acquires 'Speed'  

Allied Artists has contracted to distribute Viscount Film's "Speed Crazy." Negotiations were handled by George Dove, and Rhyne, executive vice-president and treasurer, of Allied Artists, and Richard Duckett, president of the independent production company.

PEOPLE

Judy Spiegel, Adolph College, '38, daughter of Henry Spiegel, Paramount Theatres publicity director, will be married at the Congregation here on Sunday to David Mellon of Detroit.

Harry Aranow, who recently rejoined Warner Brothers in Albany, N. Y., has been transferred to the Strand Amusement Co., Bridgeport, Conn., has assumed personal control of the Strand and Balto theatres there.

Tommy Sands, singer, has been elected to membership in the American Society of Composers, Authors and Publishers.

Morris Jacobson, for many years manager of the Strand Amusement Co., Bridgeport, Conn., has assumed personal control of the Strand and Balto theatres there.

Carl H. Winston has resigned as temporary publicity manager of Columbia Pictures to return to full-time race-licensing for magazines.

Ronald Sparks, formerly Universal booker in Cleveland, has joined the booking organization of Cooperative Theatres of Ohio.

Charles D. Engle, formerly manager of ASCAP's New Orleans office, has been named district manager of the society's Detroit office, succeeding Ray Carpenter, who has been appointed manager of the Miami Beach branch office.

Jules Perlmutter, of Albany, N. Y., assuming operation of the General Cark Theatre in Bennington, Vt., on lease from the Hart family. Perlmutter currently operates eight indoor and outdoor theatres in the Albany area.

Clyde Sampler, of Capital City Supply Co., Albany, has joined Buena Vista in that city as office manager, succeeding Leo Wann, who has resigned to accept a position outside the industry.

Ravena Drive-In Taken Over by Albany, Inc.

Special to THE DAILY

ALBANY, N. Y., June 19.—The management of the Alcano Drive-in, N. Y. R., has been taken over by Albany, Inc., whose president, Alan V. Iselin, is authorized to handle the buying and booking. Local changes were advised, in a letter.

Screening for B'way Casts

The 55th Street Playhouse here has scheduled an invitational midnight screening on Monday of Paddy Chayefsky's "The Goddess." Guests will be the cast of Broadway shows, Kim Stanley, who makes his screen debut in the film, as well as Lloyd Bridges and Steve Hill, who co-star, are all alumni of the legitimate theatre here.

New Cooler at Blyn Fox

A new Carrier centrifugal refrigerating machine of 250 tons cooling capacity has been installed at the Brooklyn Fox Theatre and is now in operation; it has been announced by Fabian Theatres.

Caravan of Light in Maryland

The Strong Caravan of Light has been booked for the Queen's Chapel Drive-In Theatre, West Hyattsville, Md., for Monday at midnight, for a demonstration of the new blown arc against the drive-in's installed equipment. The event will conclude the national tour of the Caravan, which started on March 17.

Lerner, Loewe in Radio Suit

Alan Jay Lerner and Frederick Loewe, members of the American Society of Composers, Authors and Publishers, have filed suit for copyright infringement against Williamson Broadcasting Corp., the owner of radio station WJZZ, Welch, W. Va. The plaintiffs allege that copyrighted songs were performed by the radio station without authorization. The songs involved are: "On the Street Where You Live," "The Rain in Spain," and "Almost Like Being in Love."

New Drive-In Theatre Opened in Baltimore

Special to THE DAILY

BALTIMORE, June 19.—Carlin's Drive-In Theatre, located on the site of former Carlin's Amusement Park and within city limits, opens here tommorrow. It has a capacity of 1,800 cars.

The drive-in is promoting a "paved parking lot—no dust to contend with." There also is a self-service cafeteria, with shrimp rolls and meatball sandwiches, cold drinks and candy featured.

Gordon 16mm Head at MGM

Jack Gordon has been named director of M-G-M 16mm operations, succeeding Orton Hicks, now vice-president of Dartmouth College. Gordon had been Hicks' assistant.
# MOTION PICTURE DAILY'S BOOKING CHART

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<tr>
<th>ALLIED ARTISTS</th>
<th>COLUMBIA</th>
<th>M-G-M</th>
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<th>20TH-FOX</th>
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<td>CRY BABY KILLER</td>
<td>Jack Nicholson, Carolyn Mitchell</td>
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<td>GUNSMOKE IN TUCSON (C)</td>
<td>Mark Stevens, Gale Robidun</td>
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<td>THE LINEUP</td>
<td>Eli Wallach, Robert Keith</td>
<td>80 min.</td>
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<td>THE LAW AND JAKE WADE (C)</td>
<td>Robert Taylor, Richard Widmark</td>
<td>86 min.</td>
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<td>HAUNTED STRANGER</td>
<td>Boris Karloff, June Keck</td>
<td>91 min.</td>
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<td>LET'S ROCK</td>
<td>Julius LaRusso, Peggy Newman</td>
<td>60 min.</td>
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<td>SHE PLAYED WITH FIRE</td>
<td>Jack Hawkins, Arlene Dahl</td>
<td>70 min.</td>
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<td>REVENGE OF FRANKENSTEIN</td>
<td>Peter Cushing, Enid Bennett</td>
<td>70 min.</td>
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<td>THE CAMPBELL BLOOD ISLAND</td>
<td>Carl Mleton, Andre Morel</td>
<td>84 min.</td>
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<td>THE KEY (C)</td>
<td>William Holden, Sophia Loren</td>
<td>120 min.</td>
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<td>GUNSMOKE'S WALK</td>
<td>(C)</td>
<td>Van Heflin, Teh Maitani</td>
<td>60 min.</td>
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<td>LIFE BEGINNIGN</td>
<td>IF Mark Damon, Darby Johnson</td>
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<td>THE SORKEL</td>
<td>Peter Van Eyke, Barbara John</td>
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<td>CURSE OF THE DEMON</td>
<td>Dennis Anan, Presley Commiss</td>
<td>73 min.</td>
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<td>FRANKSTEIN</td>
<td>1973 (C)</td>
<td>Boris Karloff, Jena Lund</td>
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<td>UNWED MOTHER</td>
<td>Nurses Noodles, Jim Vought</td>
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<td>QUEEN OF OUTER SPACE</td>
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<td>Zsa Zsa Gabor, Eric Fleming</td>
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<td>BUCHANAN RIDES AGAIN</td>
<td>Randolph Scott, Luis Gas</td>
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<td>Victor Mature, Lee Genn</td>
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<td>THE BADLANDERS</td>
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<td>Alan Ladd, Ernst Borgnine</td>
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<td>THE MATCH-MAKER (V)</td>
<td>Shirley Booth, Anthony Perkins</td>
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<td>THE RELUCTANT DEBR</td>
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<td>ANDY HARDY COME HOME</td>
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**KEY:** SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.
Drive-in Plea to Treasury

(Continued from page 1)

Barney, Administrator for the mail Business Administration, they comprise the policy committee for the B.A.T.A.

Harling said he received “full and unanimous” hearings from both officials, and was satisfied that they had received, for the first time, “a real hand insight concerning the drive-in theaters in this country and their place in the community.” This policy group, he said, could re- nounce Barnes’ ruling of last April that would not be in the “public interest” include drive-in theaters in the loan provisions now available to four-wall theaters.

Follows Visit With Sparkman

His visit was occasioned by his appeal to Senator John Sparkman, chair- man of the Senate Select Committee on Small Business to have Adminis- trator Barnes and his board reconsider the earlier unfavorable decision.

Harling said he was accompanied at the meeting with Marshall, director of the Motion Picture and Photograph Division of the Department of Commerce for Business and Defense Services, and that Godkin’s knowledge of the motion picture industry was “tremendous help” in his efforts to convey the Cabinet officials the important status of the drive-in theaters, the motion picture industry and in the American entertain- ment scene, Carl F. Ochse, treasurer’s deputy, was also present, Harling said.

Outlines Growth of Industry

Harling said he had the opportunity to review the entire 25-year growth story of drive-in theaters, emphasizing the ruling of the S.B.A. was in effect “drawing a line down the middle of exhibition which doesn’t exist.” He told of government building facilities provided by the drive- ins as part of the whole movie service furnished to the American public, and that in many cases, drive-ins and four-wall theaters were owned and operated by the same exhibitors.

He cited that drive-ins appeal to what he described as a new class or segment of audiences who are not confined to the four-wall patrons, namely the aged, infirm, very young, and parents who cannot afford baby sitters. He mentioned the special facilities found in drive-ins, including playgrounds, trains, bumper cars, and bottletopers, and attempted to re- fute Barnes’ contention that drive-ins were “mainly situated in ‘isolated places’ by proving they can be near centers of population to draw suffi- cient audiences to exist.

Say Mueller Was Impressed

Harling said that while Mueller pointed out that the S.B.A. should be considered a last source of emergency funds when all other sources fail, and that the government did not desire to get into the lending business unless money could not be secured from normal banking sources, he was impressed by Harling’s presentation.

Harling declared Assistant Secretary of the Treasury Robbins was fully conversant with the request for drive- in coverage, having the full file of re- sponsibilities between T.O.A. and the S.B.A. He said Robbins at first felt drive-ins should not be considered in the same class as four-wall theaters because drive-ins represented a far smaller capital investment.

Describes Incidental Uses

However, Harling added, he was able to offset this feeling with statistics, and was also able to point to the uses made of drive-ins by many churches of all denominations for outdoor services, by veterans’ groups for observance of patriotic days, and in instances where drive-ins were situated near shopping centers of the use to drive-ins was suggested.

Harling said that as the result of the interest shown by the two officials, he was optimistic that the request would now receive careful reconsider- ation by the S.B.A. policy board.

Edward Johnson

(Continued from page 1)

all succeed Ben Marcus, who was elected chairman of the board.

Other new officers include Frank Lahn, vice-president; Evelyn Guten- berg, secretary; Oliver Trampe, treasurer. Other members of the board re Gerry Franzen, Dean Fitzgerald, Lloyd Albert, H. L. Stolzman, W. Harborne, John Melcher, Otto istle, John Adler and Ruxey Golden. Other late action taken by the cotncluded the passing of a resolution endorsing the industry’s unisons-bills-of-sale plan with the condition that the distributors “be eluded upon to cooperate fully in the campaign by releasing their better product on a regular and orderly availability to all exhibitors of the nation.”

Attending the annual banquet was General Honeck, son of a

Honor Ed Sullivan’s Tenth Anniversary

Ed Sullivan’s ten years in television were marked yesterday at a luncheon at the Commodore Hotel by the National Television Film Council, which was itself celebrating its tenth anni- versary as an organization. Robert Gross, president of the NTFC, re- ferred to the progress of the group dur- ing its first decade, and Helvetica L. Gold, founder and honorary lifetime president, was toastmaster.

Presented by Levinson

Sam Levinson, well known television humorist, presented the NTFC award to Sullivan, in the form of a plaque, and had this to say: “a label in the hotel’s West Ballroom shouting with laughter as he offered one of his best routines. He ranged from thanks to Sullivan for giving him his initial chance on television, thus saving him from the life of a school teacher, to some of his funniest yarns about chil- dren’s answers to examination ques- tions. (Describe the circulation of the blood. The blood goes up one leg and down the other. Prove that the earth is round. Why should I; I never said it went round the earth.) Between a king and a president? A king has to be the son of his father; a presi- dent doesn’t. What caused the downfall of the Roman Empire. Careless- ness!”

Stresses Family Entertainment

Sullivan expressed appreciation for the tribute, declaring it would con- tinue to be his intention to offer wholesome television entertainment for the whole family to enjoy.

Among the dais guests were Hub- bell Robinson, Jr., executive vice-presi- dent of programming, CBS Televi- sion; Robert M. Weitman, vice-presi- dent of CBS; Louis G. Cowan, presi- dent of CBS Television Network; Marshall G. Rothens, NTFC chairman; William J. Redick, NTFC executive vice-president; Lou Feldman, treasur- er, and Sally Perle, general secretary.

Tomlinson Selling

(Continued from page 1)

dispose of his stock holdings in the company.

With holdings of 180,000 shares reported at the time of the proxy contest, Tomlinson now holds 153,100 shares after disposing of 26,900 shares in the past few weeks, it was reported yesterday by the New York Stock Exchange.

Bullfighters’ Union

Bans TV Appearances

Special to THE DAILY

MEXICO CITY, Mex., June 19. - Bullfight will no longer be seen by thousands of fans on television, as the Union of Bullfighters has refused to allow its members to work in rings where TV cameras are in- stalled.

The union claims that its members do not receive any royalties, despite the fact that bullfights have commercial sponsors. All future contracts signed by bullfighters will have a clause demanding this ban.

NBC Bars Dubin for Red Probe Silence

The National Broadcasting Com- pany has issued a statement declaring that Charles Dubin, former director of “21,” who took refuge in the Fifth Amendment under repeated question- ing before a sub-committee of the House Un-American Activities Com- mittee Tuesday, has made himself “unacceptable” to NBC.

“Persons who refuse to testify as to their present or past affiliation with the Communist Party,” the state- ment said, “render themselves unac- ceptable as regular employees on NBC programs. The further use on NBC programs of Charles Dubin . . . is therefore unacceptable to NBC. Dub- in is not an employee of NBC but is a free lance director currently em- ployed by several program producers, without whose license to work NBC facilities, We are notifying these packagers of our decision.”

Bar Mexican Film

Directors from TV

Special to THE DAILY

MEXICO CITY, Mex., June 19.— “It is strictly forbidden to all directors of theatrical motion pictures to direct short films designed for TV,” Roberto Cavalloni, general secretary of the Syndicate for Production of Moving Pictures, stated after a long meeting held by members of the STIC and other unisons of the cinematographic industry in Mexico.

After hours of discussion all inter- ested parties came to an agreement. It will give TV directors a chance to make a name for themselves, which up to now they had been unable to do, because well-known film directors have dominated the field.

More than two million pesos are now being invested in the production of short pictures for TV, under the direction of Hector Cervara at the America Studios. Such popular play- ers as Carlos Lopez Moctezuma, Luis Aguilar, Prudencia Grieff, Lila Prado, Tana Lynn, and many others, are pacted to make films for TV.
**REVIEW**

**The Cry Baby Killer**

**Allied Artists**

**Hollywood, June 19.** An exciting teen-age melodrama, with a drive-in restaurant hangout for young punks supplying the background, Roger Corman production, co-produced by David Kranar- sky and David March, will be teamed with another Corman feature, "Hot Car Girl," and offered as an exploitable combination program. The song "Cry Baby Cry" sung over the main title credits by Dick Kallman, recording artist, who also wrote the words and music, lends dramatic impact to the film. This impact is suitably sustai- nished throughout by Jus Addliss' direc- tion.

Leo Gordon's story, which he drafted into screenplay with Melvin Levy, creates sympathy for a high school boy, Jack Nicholson, who takes a beating from girl-stealer Brett Hale- sy, then finds himself acting like a criminal with a gun he lifted from one of Halsey's henchmen in a retalia- tion fight. Cornered by a policeman near the storehouse of the drive-in hangout, Nicholson is compelled to take cover in the storehouse, holding a colored chef and a woman only 12 years old as hostages. The action brings crowds to the scene, which is being telecast by a remote control car.

Nicholson is given 10 minutes by police lieutenant Harry Lauter to give himself up, and does so under a last minute plea by Carolyn Mitchell, the girl he almost lost to Halsey. Running time, 62 minutes. General classification. Release, in August.

- **SAMUEL D. BENS**

**Hot Car Girl**

**Allied Artists**

**Hollywood, June 19.** A definite new personality has hit the screen in a hard-hitting, realistic story of defiant young people on the loose. His name is Richard Bakalyan —tough, flat-nosed, with an air of au- thority that will have fans asking for more of his films. Executive producer Roger Corman has a winner in this one, which is being teamed with an- other of his productions, "The Cry Baby Killer," as a combination pack- age program.

Directed with considerable fineness by Bernard Kowalski, and pro- duced by Gene Corman, with an exci- ting musical score by Cal Teddy, Leo Gordon's excellent screen- play, which is favored by a complete cast of competent new faces, comes to life in solid realism.

The film builds up to a fast pace, establishing Bakalyan and his young partner, John Brinkley, as young punks, who with the aid of Brinkley's gang, plan to make their money stealing auto accessories. Prety June Kenny becomes involved with

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**Senate Unit**

(Continued from page 1)

**Mexican, Spanish Deal For Films Is Reached**

(Continued from page 1) The agreement cannot be considered definitively as yet, as it must be signed first by the Mexican and Spanish authorities. By this agreement, both Mexican and Spanish producers are obliged to get certain concessions from their governments for the ex- portation and importation of the films, such as reduction or exemption of reduce production. The agreement will be for two years and can be extended two more.

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**Still See Hope For Insurance' Drive**

**From THE DAILY Bureau**

**HOLLYWOOD, June 19 — Alli- Artists today sent a wire to J. Schr- der, owner of the Visulite Theater, Charleston, West Virginia requiring legal ac- tion if he does not comply with the FIA for using an insurance policy campaign, such as is now in use in connect- ing with AA's "Macabre," for two old films Schrader has booked.

**WB Reports Loss**

(Continued from page 1)

2, 1957, the company reported a n profit of $2,630,000 after a provis- $2,300,000 for Federal income taxes and after a provision of $715,000 for current and deferred liabilities. Film rentals, sales, etc. amount to $31,322,000, dividends from foreign subsidiaries not consolidated we $1,204,000 and profit on sales capital assets was $769,000 for six months ending March 1, 1958 compared with $39,744,000, $49,000, and $120,000 respectively, for the corresponding period last year. The net current assets were $3, 857,000 and debt maturing after six months was $9,858,000 at March 1, 1958 compared with $9,127,000 and $1,172,000 respectively at November 25, 1957.

In October 1957 the company paid $2,000,000 of its bank loan then by reducing the amount outstanding under the bank credit agreement $5,000,000, which amount is included in debt maturing after one year. Cash at present is $11,000,000 as compared with $7,500,000 at March 1, 1958.

During the three months ended March 1, 1958, the company picked up 1,717,000 of its common stock on the New York Stock E change at a cost of $214,000. March 1, 1958 there were 1,475,171 shares of common stock outstanding and carried a book value of 737,051 shares held in treasury. Since that date there has been no change.

**Time at $47,500**

**Warner Bros.** "No Time for Se- guits" ended its first week at the Chicago Theatre, Chicago, last night to a "tremendous" gross of $47,50 WB reported.
Key Effort
To Appeal for
3-B Funds Via
Closed Circuit
- B Day Feature to Go
o Showmen Nationwide

By JAMES M. JERAULD

The feature of B-B Day, the all-out
arefa to persuade exhibition to speed
its contributions to the all-industry
business building program, will be
closed circuit appeal by campaign
other industry officials to gather-
for of circuit executives and other
ators meeting in key cities.

The date for the appeal and
ether it will be by telephone or TV
out has not been determined yet.
A decision is expected within a
atter of days following further con-
ences on arrangements, particularly
(Continued on page 2)

MPEAA Group Completes Work on
Formula for Dividing Import Licenses

Eric Johnston, president of the Motion Picture Export Association of America, announced on Friday that discussions leading to a revision and extension of the master license formula are concluded. Work has been going on since April, 1955, when the MPEAA formula subcommittee was established to review and suggest revisions in the formula in order that it might be applied to more countries than formerly.

In commenting on the new formula, Eric Johnston said: "I would like to compliment both the board
(Continued on page 2)

Spain Now Issuing
18 Import Licenses

Frank Gervasi, MPEAA manager for the Mediterranean area, cabled the home office at the weekend that the Spanish government is now issuing the 18 provisional import licenses, as agreed in preliminary discussions with MPEAA.

Gervasi indicated that a number of the licenses already have been received, and the remainder will be issued within the next few days.

For the past two weeks Gervasi has been in Spain and has held a number of meetings with representa-
tives of the Spanish government in a
(Continued on page 2)

OCIC Studies Support
Of Morally Good Films

By HENRY KAHN

PARIS, June 19 (By Air Mail).—The promotion of good films in order "to ensure the success of morally sound films and hence encourage producers to persevere" in the production of such films was the theme of a three day international "study meet-
ing" of the Office Catholique Interna-
tional du Cinema which ended here
today. Representatives of 29 countries attended the sessions which were
(Continued on page 4)

Industry Leaders to Inspect New
Additions to Will Rogers Hospital

Some 90 industry personalities, including the board of directors of Will Rogers Memorial Hospital and Research Laboratories and representatives of distribution, exhibition, production, and the trade press will leave here Thursday night to attend the annual board of directors meeting and make an in-
spection tour of the industry’s own hospital at Saranac Lake. This year distributor chairman from the ex-
change areas are again being brought to
New York by their home offices to
participate in the meeting and tour. Most of them will be seeing the hospital for the first time.

Highlight of the tour by the ex-
ecutives will be an inspection of the hospital’s new third floor where patients with other diseases than tuberculosis are now being treated. The new facilities were completed this spring. For more than 30 years the hospital has concentrated on treating tuberculosis only, and now it has added 15 other diseases of the
(Continued on page 4)

Television Today

Page 5

Film Leaders
Still to Push
For Tax Relief

Undaunted by Senate Stand
Against All Cut Proposals

By J. A. OTTEN
WASHINGTON, June 22—Industry officials refused to throw in the towel on admissions tax relief this year, despite the Senate’s stand last week against practically all tax-cutting proposals.

“There will be other opportunities to use the strength we mustered,” declared Robert Coynes of the Council of Motion Picture Organizations. He
(Continued on page 6)

10 Warner TV Shows
Acquired by NTA

Forty hour-long television programs, produced especially for TV presentation by Warner Bros. Pictures, have been acquired by National Telefilm Associates for U.S. and Canadian TV distribution, according to a joint an-
(Continued on page 4)

Not Whether, But Who Goes,
WB Transfer Question

While officially Warner Bros. assert that the subject of transferring some home office functions to the Burbank studio remains undecided, transfer discussions by company executives, trade reports main-
tain that the only decisions remaining to be made is who and what will be transferred, and when. Some Warner executives reportedly have already of-
ered their homes here for sale.

The reports additionally have the foreign and some domestic sales de-
partments and financial operations re-
aining, while most other departments move west. Meanwhile, Jack Warner, president, is remaining in New York and will attend the com-
Pany’s sales and advertising confer-
ce with area exhibitors at the home of-
office today.
MPEAA Formula Completed

(Joseph R. Vogel, president of Loew’s, Inc., left here by plane over the weekend for Italy. He will spend a week in Rome before returning to New York.)

Robert J. Jackson, Columbia Pictures general sales manager, will leave New York today for Boston. He will be back here on Wednesday.

Leslie T. Harris, vice-president in charge of TV sales for CBS, left New York yesterday via B.O.A.C. for London.

Alan Ladd has arrived in Boston from Hollywood.

Herb Sargent, writer on the Steve Allen television show, left New York Saturday for England via B.O.A.C.

Herbert B. Swope Dead; Well Known in Industry

Herbert Bayard Swope, intimately and widely known to many motion picture industry leaders, died at the age of 76 on Friday in Doctors’ Hospital in New York. He was the brother of Gerald Swope, former president of General Electric Co. His son, Herbert B. Swope, Jr., is a motion picture and television producer, who recently completed ‘Wives of the Virginias’ and ‘Quick Draw’ for 20th Century-Fox.

Also surviving are his wife and a daughter, Mrs. Robert Lee Branch.

Funeral services were held yesterday at the Sands Point, L. I., home of the deceased.

Warner Host Tonight

Jack L. Warner, president of Warner Bros., will be host tonight at a cocktail party for a group of advertising, publicity and promotion executives representing the nation’s leading theatre circuits to be held in the reception lounge at the company’s office here.

The meeting is in New York to participate in the first of a series of merchandising-advertising forums on distribution plans for Warner’s upcoming releases.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kang, Editor; James D. Ivers, Managing Editor; Richard Gerttner, News Editor; Floyd E. Steacy, Washington Correspondent; Herbert V. Freke, Advertising Manager; W. P. Lee, Circulation Manager; TIELE Arnaud, Editor; M. J. A. van Canvy, Eastern Editors; Hollywood Bureau; Yucca-Vine Building, Samuel D. Bums, Manager; Telephone HOLlywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C., 20056. Number 644. Copyright, Price, New York, 1926. Principal office, New York Times Building, 630 Fifth Ave., New York, 20. Telephone (Cable) NEW YORK 7-3100. Cable address: Quigleyco, New York. Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Salzberg, Vice-President; Leon G. Wolvin, Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published each 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Paris. 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 $7 foreign. Single copies, $1.

NEW YORK, June 19.—The new Rivoli Theatre, constructed at a cost of about $400,000, held its grand opening here at the weekend. The theatre has seating capacity of 1,002. Stereophonic sound has been installed, including side-wall speakers.

New Officers Installed By Washington WOMP

WASHINGTON, June 20.—New officers of the local chapter of Women of the Motion Picture Industry were installed here at a dinner held in the Elk Club, Mrs. Madeline Ackerman was installing officer.

The new president is Mrs. Mar Jane Salvetti, who succeeds Mr. Thelma Powell. Other officers are directors installed are: Mrs. Josephine Tramacchi, Mrs. Ethel Curtis, second vice-president; Catherine Burton, treasurer; Mrs. Catherine Murphy, recording secretary; Mrs. Mary Valentine, corresponding secretary.

Directors are Mrs. Sara Young, Mrs. Maune Hancock and Elizabeth Ann Martin.

Muscular Dystrophy Citation To Kansas City WOMPI

KANSAS CITY, June 22. — A citation from the Muscular Dystrophy Association will be presented to the Kansas City chapter of Women of the Motion Picture Industry at an installation of officers of the film group on Tuesday. The citation is being given for the work of the women organization in booking a trailer of muscular dystrophy into leading Kansas and Missouri theatres last November.

Mary Heusen President

The new officers to be installed are Mary Heusen, president; Mrs. Gladys Nelson, first vice-president; Goldie Woerner, second vice-president; Mrs. S. Mary Jane Hardman, secretary; Mrs. Mary Jane Hartman, corresponding secretary, and Phyl Whitecarver, treasurer.

List Ind. Stockholders’ Meeting Set for July 3

The stockholders meeting of Ind. Industries, to vote on the proposed merger with the Glen Alden Co., has been set for July 3.

The postponement was made necessary by the pending stockholders court action to prevent the proposed merger.

Susskind to Make 4

(Continued from page 1)

Set ‘Vikings’ for 52 Regional Openings

Kirk Douglas’ “The Vikings” has booked for 52 regional openings in the United States and Canada within the next two weeks.

Key cities include Boston, Buffalo, Philadelphia, Pittsburgh, Detroit, St. Louis, Minneapolis, Miami, Houston, San Antonio, Baltimore, Washington, Cincinnati, Indianapolis, Milwaukee, Minneapolis, Kansas City, Denver, Salt Lake City, San Francisco, Seattle, Montreal, Toronto and Vancouver.

Spain Issuing

(Continued from page 1)

cordial atmosphere. He will leave for his office in Rome later this week.

The negotiations with the Spaniards will be renewed shortly looking toward further arrangements for normalizing the American film situation existing in Spain.

 reportedly also has been signed with the Spanish government on a new film agreement.

The master license formula takes on new importance in the continuing struggle to hold on to and expand all important foreign market for films.

The application of the formula will simplify and speed the division of licenses. It further establishes a division of licenses equitable to all, based on the performance of the companies in many of the key markets of the world. Without a formula the companies and other companies could result in long drawn out discussions for each of the 10 countries involved.

In general terms the formula arrived at is weighted on the following basis:

36% of the licenses are divided equally among the participating companies.

32% are based on a proportion of billings in the quota country in the previous calendar year.

32% are based on top billings in a selected group of countries based on the previous calendar year.

Appeal for B-B

(Continued from page 1)

The availability of the needed circuits, by campaign leaders.

Indications are that detailed descriptions of the business-building campaign will be given by executive committee and operating committee members, who will stress the urgent need for cash contributions, in order to get the projected campaign off the ground as soon as possible.

Much of the material recorded for the radio phase of the campaign also is expected to be transmitted to the exhibitor groups gathered together in the various parts of the country, and the opportunity to hear and apprise themselves of the showmanship and effectiveness of the campaign material in relation to their own situations.

Executive committee members are Abe Montague, representing MPA and Compo; Ernest Stellings, TOA; Horace Adams, Allied States; Harry Brandt, IT O; Sol Straussberg, MMPPA; Paul Lazarus, treasurer and chairman of the campaign operating committee.

Roxy Free Parking Set

The Roxy Theatre here, where “The Vikings” is currently playing, will provide free parking for its patrons starting Wednesday at the Whitey Garage, located near the theatre.

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Trailers are dynamite on your theatre screen blasting a solid foundation for bang-up business! And the Prize Baby is the little dynamo sparking this chain reaction to mushrooming attendance.

There’s no doubt about it! Check the latest reports* for absolute proof that trailers still produce the most pay dirt at costs that are dirt cheap!

*Sindlinger’s most recent report on trailer impact prepared for national theatre clients reveals that trailers influence the expenditure of 42.9 cents out of every dollar in box office admissions.

Opinion Research Corp. of Princeton’s survey for the Motion Picture Association gives trailers “top mention” for reliability above all other forms of motion picture advertising.

Copies of both reports available on request.
Trip to Rogers Hospital Set

(Continued from page 1)

cheet to its program of treatment. The visitors will also have described to them the hospital's new enlarged research program being conducted in its own laboratories and also the new research project being carried on with the cooperation of the University of Rochester and the Eastman Kodak Co. Director chairman are again being included so they will be able to see all the hospital's work thoroughly to their organizations in the exchange areas where directing the Audience Collection and Christmas Salute. Organizational work and the signing up of theatres for the Audience Collection will begin immediately following the inspection tour. Audience Collections this year are scheduled for the week of Aug, 16.

Will Be Robbins' Guests

There will be a full day's program of inspection of the hospital and expanded research laboratories of Robbins. The inspection of the personnel, and of visiting the patients at the hospital on Friday. Late in the afternoon the party will be transferred to Herman Robbins' Edith Motel on Schroon Lake, where they will spend the balance of the weekend as guests of the Robbins family.

The annual board of directors meeting will be held at Edgewater on Saturday morning, return to New York will be on Sunday, with arrival early in the evening.

Those making the trip will include Byron Adams, Charles Allerton, Louis Allender, Chester Baha, Jack Bere-

Lucky Jim

British Lion—Kingsley

BOSTON, June 22

The disreputable Bootlegging Bros. touch is with us again, this time via the filtration of a satirical novel of British university life, Ian Carmichael, the perpetually befuddled chap who modeled his way through a precocious path of herculean obstacles in "Private's Progress" and "Brothers in Law," is the top star here, and he has the pleasing companion of Terry-Thomas. Less than two and the evident Bootling (Charter Films) approach, "Lucky Jim" would evolve as facile treatment of campus life under British welfare state conditions.

Patrick Campbell's screenplay (with extra dialogue credited to Jefrey Dell) casts Carmichael as a junior lecturer who seems to be a mixture of mindless everything and everyone in his weekday world; in the process, he manages to becloud his future as an instructor and a romantically-inclined gentleman, but, advertised as a film of striving for forthright stature to make of a man a hero, the film resolves the differences and Carmichael winds up with both honors and the girl (in this instant Canadian Sharon Acker).

The supporting cast has an amiable share of British types, the Bootling logically contending that any satir-

OCIC Studies

(Continued from page 1)

opened by His Eminence Cardinal Fernandez and conducted by the Very Rev. Canon Jean Bernard, president of the OCIC. Msgr. Thomas F. Little, executive secretary of the National Legion of Decency represented the United States.

A letter to Msgr. Bernard from Msgr. A. Dell'Acqua, acting Secretary of the Vatican, welcomed the delegates and set the theme for the conference. "It does not suffice," the letter said, "that a (morally sound) film be appreciated by a select group: it is necessary that public opinion come out in its favour, and that it be pleasing to the crowds who widely fill motion picture theaters."

It is a study much the better with inclusion of said characterizations. Terry-Thomas, the pompous captain of "Private's Progress," carries over some of that delight-to-behold smugness to the part of a highbrow novelist.

John Bootling takes his directorial credit, with his brother, Ray, administering production details. Authenticity is assured through inclusion of footage photographed at Leeds University.


A. M. W.

Chairmen for TOA

(Continued from page 1)

TOA and coowner of Women's Tele-
vision and Theater Co. of Miami, will serve as honorary chairman for the convention. The three chairmen, each representing a different section of the country, are: Richard Kirsch, Harold Klein, Mel Konecny, Stanley Koskycy, Charles Kurtzmann, Daniel Lewis, Hugh Maguire, Myr Harvey, Marty Salasky, Elmer Mayer, Arthur Mayer, Dr. Edgar Mayer, Michael Mayer, George McKenna, Ira Mevoritch, Don Merenberg, Robert Mochrie, Abe Montague, John Murphy, Bob O'Donnell, Al Pi-coul, Charles Powers, Martin Quigley, Jr.

From All Trade Branches

Also Dr. I. Rappaport, Walter Reade, Jr., Ted Relsch, Ethner Rho-

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A. M. W.
**Virginians Set Meet Agenda**

(Continued from page 1)

Virginia Motion Picture Theatre Association at its annual convention July 15-17, it was announced at the weekend by Carson Dufus, secretary of the organization. The convention will take place at Old Point Comfort.

Dufus said the matter of multiple bookings was brought to the fore most recently for exhibitors in Richmond and Norfolk by the opening in that manner of the French film, "And God Created Woman." Letters of protest against screening of the film were sent to newspaper editors in Norfolk. The film has also come under attack at meetings of women's clubs in the area.

R. I. Teenagers Protest

'Sex' Films at Drive-In

Special to THE DAILY

SMITHFIELD, R. I., June 22 -- A group of five teenagers entered the editorial rooms of the "Journal-Bulletin," handing out a copy of the "sex" motion picture being shown at the town's only theatre, the Route 44 Drive-In.

"We can't see how adults can ban record hops and rock 'n roll and yet permit the kind of movies being shown around here lately," a spokesmen said. The quintet brought with them a short statement of their views signed by 29 teenagers.

Judith Dufay, the spokesmen, said they objected to a French "exploitation" film currently playing at the drive-in. "It's not fair to take away our record hops and throw stuff like that at us," she complained.

When asked why they patronize theatres playing this type of film, their answer was, "It's the only show in town." They also protested against the ads in the newspapers.

Called 'Embarassing'

The boys in the quintet, and there were three of them, had a comment or two. "You can't take a girl to see that kind of film without both of you getting embarrassed," one boy said. All five teenagers attend different high schools, all in Rhode Island.

Joseph A. Pizzi, manager of the drive-in expressed surprise when informed of the protest.

"Our policy has always been to cater to the family trade," he said. "We have to. After all, a family comes in and spends a buck or two at the snack bar. The kids sometimes buy a cup of coffee. But sometimes we have to turn to foreign films because Hollywood isn't making enough product to fill our bookings."*

Fla. Senator Will Seek

Law Vs. 'Smutty' Films

Special to THE DAILY

WEST PALM BEACH, Fla., June 22 -- State Senator Fred O. Dickinson, Jr., approving a move which started here a few days ago to clamp down on showing of "smutty" movies, says he will seek legislation to stop the practices.

Lake Worth Mayor Robert T. O'Connor blasted the showing of "sexy" movies in Lake Worth and called for organization of a Florida board of review to handle the program.

Senator Dickinson, praising Mayor O'Connor for his stand, said: "At the request of juvenile authorities in Palm Beach County I have personally investigated the recent running in a local public theatre exposing the activities of a nudist colony.

**Blames Newcomers**

He added: "The influx of population in Florida cannot help but bring about unhealthy situations caused by a few unscrupulous and unwanted characters who have moved here and have no interest in the welfare of the community and state--and who apparently have no knowledge of the drastic effect of their activities on the current increase in juvenile delinquency."

Both Mayor O'Connor and the parent group have expressed as regrettable when they protested against the smutty films, they were told the pictures conforms to New York State requirements, which are acceptable in Florida. The latter has no board of review.

**Hearing Aug. 4**

(Continued from page 1)

Grove, which it once devested under the Paramount Company, has placed the Rialto Theatre there which burned down. Earlier this year it maintained it could do this without court approval, and the Justice Department sought an injunction.

In March Judge Paleniemi enjoined AB-PT from reacquiring the Grove without court approval but did so without prejudice to the film's right to petition the court for permission on a showing that the acquisition would not prejudice competition. It was the first time that a Federal court has held that a divorced circuit to acquire a theatre property and also the first time that Justice had opposed such a petition.

**Ruling Awaited**

Meanwhile AB-PT is awaiting a ruling by the Supreme Court on its request that the court say that and other circuits affected by divestiture decrees can without court approval acquire theatres to replace ones lost through accident or commercialization.

The court has only about two or three more decision sessions this year. If it doesn't act on the AB-PT appeal by then action will be delayed until October.

**15 Film 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 Technology. It was announced here by Yael Woll, director of the Institute.

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**Television Today**

**Who's Where**

Michael J. Minahan has been appointed budget officer of the ABC Television Network, it was announced by Simon B. Siegel, financial vice-president of American Broadcasting-Picture Tailor, Inc., Minahan, formerly business manager of the ABC Radio Network, will report jointly to Oliver Trezy, president of the ABC Television Network and to Siegel.

Appointment of Bob Fierman as sales and client relations representative for the commercial and industrial division of MGM-TV was announced by Bill Gibbs, director of the Metro Tele-sales Department. Fierman, who will headquarter in Los Angeles, City Studios, has for the past two years been a commercial producer for the Ziv-TV Hollywood office.

**Guild Films Profits $261,621 in 6 Months**

Guild Films, Inc., had a net profit on operations before Federal taxes of $261,621 for the first six months of the 1958 fiscal year. J. G. Ziv, company president, in making the weekend announcement stated that during the first quarter of the fiscal year the company had showed a loss of $318,011 which had been wiped out by the profits earned during the second quarter.

A comparison of gross film rental income between the first six months of 1957 and 1958 shows an increase of $778,746. However, the net profit before taxes in 1957 is $452,353 as against $261,621, indicating, he said, the procedure followed was agreed to by Oliver Trezy, head of the TV network. Now, he contends, Mr. Daly undertakes to rule in such a matter. The extent of such authority must be clearly defined in order to avoid similar incidents in the future.

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**In our View**

THERE is considerable food for thought, and soul-searching as well, in the wake of the recent announcement by the American Broadcast-
National

Pre-Selling

ANDRA GILES, "whose inner drive for public acclaim parallels Jayne Mansfield's" is analyzed pic
ttorically in the June issue of "Life." She has signed contracts to appear in nine motion pictures, reports "Life." The article gives her a hygienically clean start. To support Sandra's soapbox philosophy, the article has phrased some of the screen's most popular heroines, namely, Joanna Woodward, Ava Gardner, Lana Turner, Olivia De Havilland and Paulette Goddard.

"McCall's" sent Harrison Kimney to Munich, Germany, where the studio and falconry scenes for "The Viking" were being filmed. For the June issue he interviewed Kirk Douglas who is both star and producer for this saga of a thousand years ago, when Norsemen used to raid the British Isles. Douglas talks about the fleet of Viking ships built in Norway and the erection of a Viking village. The interview is illustrated by a photo made on location of Janet Leigh during an emotion scene taking a sizable bit out of Kirk Douglas's forearm.

The readers of "The Saturday Eve-
ing Post" for the June 21 issue have a hearty laugh coming their way when they turn to page 99. At the bottom of this page there is a laugh provoking cartoon of a car-packed drive-in theatre drawn by Al Journo.

"Good Housekeeping" introduces a new editorial format for the entertainment field in the July issue. The space devoted to films has been increased. In the past Ruth Harbert reviewed one picture. For the July issue she selected three films for editorial cov-
eration: "One Million B.C.," "Wuthering Heights," and "The Old Man and the Sea." Production photos from each one of these films help make the new format attra-
tive.

Sidney Skolsky, "Photoplay's" column-
ist, says in the July issue, "Clark Cable is a great actor, and he proves it in 'Teacher's Pet.' He was able to give an excellent performance, des-
pite the fact he had to play scenes with me."

The American Legion Magazine" has inaugurated a new editorial policy in relation to motion pictures. Each month a film will be reviewed and designated the picture of the month. The first one selected is "No Time for Sergeants" which appears in the July issue. This new Warner film which is now playing Radio City Music Hall was given a laudatory review.

Jean Seberg is pictorially profiled in the June issue of "Esquire." Eugene Cook, "Esquire's" lensman gave the actress an international flavor by photographing Jean portraying Italian, French, English and German mo-
tion picture stars.

WALTER HAAS

Drive for Tax Relief Continues

"Esquire's" profile suggested a technical excise tax revi-
sion bill pending in the Senate Finance Committee or a small business tax relief bill pending on the House Ways and Means Committee might later be used as vehicles for ad-

sions tax relief.

The Senate passed a House-ap-

proved bill to continue the $2 per cent tax rate and current excise rates on liquor, tobacco, and autos, adding only two amendments to re-

peal the transportation taxes.

All Proposals Rejected

All other excise cutting amend-
ments, including several catch-all proposals which incorporated repeal of the admissions tax, were over-

rider. Joe Joel, John Murphy, sisual missiles tax repeal amendment was even offered. Most observers felt that the Senate action closed the door on any major tax rate reductions this year, leaving only a small business tax measure as likely to afford any substantial tax relief.

Unamendments Likely

With respect to Coyne's thoughts that an admissions tax amendment might be added to the technical excise tax revision bill pending in the finance committee, the committee so far has given no sign of moving this bill, and observers feel that even if the bill were moved, chances of add-
ing tax-cutting amendments would be slim after the recent Senate votes. Moreover, if tax cut amendments were added, the bill would probably be disapproved or vetoed by Congress-

ional leaders, since the legislation is not a "must" bill as is the corporate rate extension.

Isaac's Honor Guest

At Farewell Luncheon

Industry friends of Phil Isaac, re-

signing assistant eastern sales manager of Paramount Pictures, gave a lunch-

eon in his honor Friday at Jack's Restaurant here, Isaac, who will be-

come general manager of the Jack Fruchtman Management Corp. of Balti-

more, Md., on June 30, received a gold watch and a scroll of apprecia-

tion from the luncheon group.

Present were: Hugh Owen, Sidney Deneau, Myron Sattler, Nat Stern, Jack Fruchtman, Morris Mechanic, Sala Hasseln, Al Sicignano, Archie B-Mor, Berre Joel, John Murphy, Frank Marshall, Ed Fabian, Jack Har-

ris, Max Fellerman, John McKenna, Bernie Brooks, Alvin Geller.

Also, Joe Ingber, John Wenich, Al Fitter, George Trilling, Bernie Moyer-

son, Sid Cooper, Arno Arswalden, Lou Wollf, Dan Ponticelle, Al Bollen-

ger, Abe Dickstein, John Moore, Ed-

nard De-Berry, Dan Hoolihan, Jack Perley, Henry Germaine, Herb Gillis and Charles Goldring.

Industry And Education

Films on SMPTE Agenda

Films and television in industry and education will be the theme of the 84th semi-annual convention of the Society of Motion Picture and Tele-

vision Engineers. The meetings are set for Oct. 20-24 at the Sheraton-Cali-

lue Hotel in Detroit, according to an SMPTE bulletin released at the weekend.

Session topics will cover a large vo-

riety of subjects, it was stated. Pa-

pers are now being lined up by pro-

gram chairman C. E. Heppberger, working with paper committee chair-

man Ben Fhakun and editorial vice-

president Clement Messs.

An integral part of the program will be an equipment exhibit to be super-

vised by Kenneth M. Mason of the Eastman Kodak Co., Chicago.

Columbia Duo Off to Big

Start in New England

Columbia Pictures reported at the weekend that its double-black combination of Hammer Films’ "The Camp on Blood Island" and "The Snorkel" was a big success throughout New England in all types of situations. Top opening day figures were equalled or bettered on second days in most houses, Columbia said.

Three-Day Total in Boston

Only three-day figure from the ter-

ritorial saturation was the $6,293 at the Pilgrim in Boston. Two-day totals included Springfield, Arcade, $1,053; Merriam Park, $842; Newton-

Bedford, England, $843; Salem, Para-

mount, $1,213; Worcester, Plymouth, $1,499; Lynn, Capitol, $1,071; Provi-

ence, Albee, $3,083; Waterbury, Loew's, $900.

Felder and Wernick Buy

Out Famous Pictures

Joe Felder and Irving Wernick, veteran film distributors here, an-

ounced that they have purchased from Harry and Sam Goldstone their Famous Pictures Film Exchange. Felder and Wernick have changed the name of the company to Famous Exchange, Inc., and will, under an agreement reached with Astor and Dominant, continue releasing Astor as well as Dominant feature product.

Harry Goldstone, founder of Fa-

mous, will leave for Florida this week.

Schine Office Moved

The New York offices of Schine Enter-
prises, including the theatre di-

vision, hotels, radio station and real estate operations, have been moved from the former Schine office at 404 W. 40th Street to the new building at 375 Park Avenue. The Schine headquarters are now located on the 11th floor of the new building. Home offices for the the-

atres are located in Clavessorto, N. Y.

People

Arnold L. Jordan, formerly of Stan-

ley Warner Management Corp. and Distributors Corp. of America, has

joined the New York office of Three Circuit here as buyer and broker. He replaces Sidney L. Klein, who is leaving to return to private law practice.

Roger Barnett, in charge of moto-

picture advertising for "Good House-

keeping," is the recipient of the Hearst Magazine's first prize of $16 for employee suggestions. He evolves a plan for locating quickly any paid advertisement in the publication.

Vincent G. Trott, Jr., son of the well known industry art director and dean of judges for the Atlantic City

Beauty Pageants, has been named dean of men at Hartwick College, Oneonta, N. Y. The 32-year-old graduate received his master of educative degree from Springfield College, Springfield, Mass., recently and will take up his new position following a visit with his parents.

A. F. Braemunig has resigned as of-

fice manager and broker in Cleveland for Distributors Corporation of Amer-

ica to join the Buena Vista exchange there as manager and auditor, suc-

ceeding T. L. Irwin, resigned.

Charles Lowe, Hartford distri-

bution engineer for Stanley Warner Theatres, has resigned, with futu-

re plans to be announced shortly.

Norm Livingston, formerly in man-

agerial posts with Loew's New England Theatres and now M-G-M press representative, based at Dallas, has become a Texas boxing judge.

Marc Pinkston, formerly booker for Republic Pictures in Atlanta, has joined Capital Booking Co. there in the same capacity.

Ellis Lewin, Warner Brothers book-

er in Cleveland, has resigned to g

into the automobile repair business.

William Tytla, long active in the animated cartoon field, has opened his own studios here to make animated ed as well as public relations and enter-

tainment films.

Theodore Mousides is the new as-

sistant to Paul Laube, manager of the Stanley Warner Ritz Theatre, Albany N. Y.

Rufus Blair, for 24 years Paramount

national press contact man, art editor

and publicity writer, has resigned his

post at the studio to launch his own

publicity bureau.
Honor 41 Metropolitan Managers for Brotherhood Campaign Achievement

Forty-one theatre managers of the New York metropolitan area were honored at luncheon at the Waldorf-Astoria hotel here yesterday for outstanding 1958 Brotherhood Campaign, which was conducted last February.

Harold Rinzler, who served as exhibitor chairman for the metropolitan area in the campaign, presided at the luncheon at which U.S. Savings Bonds were presented to the 41 honor guests. Alec Harrison, 20th Century-Fox domestic distribution chief, who was present.

21 Inducted into Para. '100 Per Cent Club'

Paramount Pictures has added 20 members of its domestic distribution outlet and one field merchandising representative to the company's "100 Per Cent Club." George Welnmer, vice-president in charge of world sales, announced here yesterday. The honor is given annually to employees of the Paramount field forces whose work was consistently outstanding through the preceding 12 months. The honor group was established by the company 34 years ago. Three inductees from each of six

Skouras Will Speak at Film Council Luncheon

WASHINGTON, June 23. — Spyros P. Skouras, president of 20th Century-Fox, will discuss "The Future of the Movies" at the annual luncheon June 30 of the Motion Picture and Television Council of the District of Columbia.

Skouras will also be presented with a bronze plaque for "serving with international distinction as a motion picture executive and philanthropist," Council president Virginia Rollwage Collier announced.

Embassy Trial Hears Of Ticket-Price Fixing

SPECIAL TO THE DAILY

SAN FRANCISCO, June 23. — An agreement to the effect that the independent exhibitors who wanted to slow second-run films between the years of 1939 through 1946 had to comply with fixed admission schedules or pay the penalty of waiting half as much time again for the availability.

Nova Scotia Grosses on Upswing Despite Decline in Attendance

SPECIAL TO THE DAILY

TORONTO, June 23. — Theatre grosses are up in the Province of Nova Scotia, in spite of a drop in attendance for the fiscal year ended March 31. This was reported by S. A. Doane, chairman of the Nova Scotia board of censors, who observed that there were no more pictures suitable for family entertainment produced, as it is noticeable that when a good picture is shown in a theatre, especially in the city of Halifax, the attendance goes back to normal and once more we have the pleasure of seeing large queues waiting for admission," Doane said in his report.

During the period under review censors looked at 1,321 new prints, of which 401 were feature subjects. One print was rejected, 18 were edited, and 124 were classified as not suitable for children.

In P.E.P. Report

Distribution Changes in U.K. Are Predicted

Major Companies Adopting 'Rationalization' Policies

By WILLIAM PAY

LONDON, June 23.—It may well be that in these days of closing cinemas and declining audiences the real "revolution" in the industry will take place in the distribution sequence. This is the main conclusion of a report on "The British Film Industry 1958," published by PEP (Political and Economic Planning).

There is a "dawning realisation," says the report, that some fundamental changes must be made if "the cinema is to survive as a major force in mass entertainment." There have already been considerable developments in screen presentation and "rationalization."
Changes in U.K.

Brenon, Early Director, Dies at Age of 78

From THE DAILY BUREAU
HOLLYWOOD, June 23.—Brenon, 78, pioneer film director who in the days of silent pictures often was listed with DeMille and the late D. W. Griffith as “The Big Three” of filmmaking, died yesterday at his home. Services were being planned today.

Brenon directed such famed actors as Marion Davies, Pola Negri, Theda Bara, William Farnum, Lon Chaney, and William Powell. He was credited with discovering Bert Lytell, Richard Barthelmess, Mary Brian and Esther Ralston.

Native of Ireland

Born in Dublin, Ireland, he began his career as a stage call boy in New York in 1889. He worked in traveling and stock companies and teamed with his wife, the former Helen Oberg, in vaudeville. In 1906 he first saw a motion picture, a scene from a company production, with whom he later directed films.

During his long career Brenon worked for Universal, Selig, Lubin, Vitagraph, Kalem, Fox and United Artists. In 1934 he went to England to direct for British studios.

One son, Dr. Herbert C. survives.

DeMille in Hospital

HOLLYWOOD, June 23.—Ceil B. DeMille is in Cedars of Lebanon Hospital for treatment of a virus infection. The producer, who is 77 years old, had been ordered to bed at his home, when he first became ill last week. His physician said he was moved to the hospital on Sunday night for observation and tests.

New Drive-In in Conn.

NEW BRITAIN, Conn., June 23.—George LeWitt, pioneer New England exhibitor, is to open his 1,500-seat capacity drive-in theatre, as yet unnamed, on Route 5 in the Beckley section of Berlin.

Continental, Romulus in Co-Production Deal

Details of a co-production, co-financing deal between Continental Distributing and Romulus Films, concluded in Europe recently by Walter Reade, Jr., and Irving Wormer of Continental, will be revealed at the two at a press conference in the company’s offices here this morning.

Also to be discussed are details of financing arrangements completed with the bankers trough the acquisition of seven films abroad for distribution here and Continental’s sales reorganization policy.

CHICAGO TRIBUNE PRINTS LESS-THAN-PAGE COLOR AD

Special to THE DAILY

CHICAGO, June 23.—The first color advertisement to be included in the motion picture directory of a Chicago newspaper was published Friday by the Chicago Tribune. The advertisement was a red-and-black announcement of Starlite Drive-In’s showing of “Nineteen," and it was the first motion picture color ad of less than page size ever published by the Tribune.

Chicago showings of motion pictures has been limited to ads by drive-in operators in the past, however, former ads have been full-color, full-page advertisements.

DeMille’s Guest

Arnall in Hollywood

HOLLYWOOD, June 23.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, here for a week of meetings with the executive committee and various members, will preside at a luncheon meeting of membership Thursday in the Beverly Hilton.

Install Mrs. Ehrich

PHILADELPHIA, June 23.—Mrs. Charles Ehrich was installed as president of the Variety Club’s Ladies Auxiliary at a luncheon in the Barclay Hotel. Mrs. Robert Hanover, outgoing president, was the installing officer.

Pres. Garcia Guest

OF INDUSTRY FRIDAY

From THE DAILY BUREAU

HOLLYWOOD, June 23.—His Excellency Carlos P. Garcia, president of the Philippines andMrs. Garcia, will be guests of the Association of Motion Picture Producers at an industry luncheon in his honor in the Beverly Hilton Hotel on Friday, following a tour of the 20th Century Fox studios, where he will be greeted by Buddy Adler and other industry executives and stars.

Eric Johnston, president of the Motion Picture Association of America, will accompany President Garcia and his party on their Hollywood itinerary. Y. Frank Freeman, AMP board chairman, and Johnstone will preside at the luncheon, which will also be attended by Gen. Carlos P. Romulo, Ambassador of Philippines, and Mrs. Romulo, among other Philippine officials in the president’s party.

Arnall in Hollywood

HOLLYWOOD, June 23.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, here for a week of meetings with the executive committee and various members, will preside at a luncheon meeting of membership Thursday in the Beverly Hilton.
Circuit Executives at WB Ad Forum

(Continued from page 1)

Advertising and publicity heads of major circuits were guests of Warner Brothers yesterday at a merchandising forum on new Warner product. Jack L. Warner, president, Benjamin Kalmsen, executive vice-president; and Charles Boosberg, general sales manager, addressed the circuit leaders following a screening of "Home Before Dark." Suggestions made at the forum will be included in a final merchandising plan for the picture being prepared by the Warner advertising and publicity department. Similar meetings are planned on additional product.

One-Projectionist Plan Studied in Alberta

Special to THE DAILY
TORONTO, June 23.–An advisory board will study general provisions of the announcements act of Alberta and look into the feasibility of a requirement that a class-one projectionist be on duty at all times in certain cities.

The advisory board, chaired by Justice Riley of the Supreme Court of Alberta, also includes Lucien Maynard, an Edmonton lawyer; P. J. Cwynne, Edmonton motion picture projectionist; Douglas Millar of Taber, theatre-manager and president of the Alberta Theatres Association; and P. L. Boebuck, projectionist from Calgary.

Suggested by Unions

The appointments follow a series of requests from the Alberta Theatres Association and unions for changes in the amusement tax and regulations governing theatres.

Set Benefit Preview of New Cinerama Picture

A benefit preview of the newest Cinerama "Cinerama—South Seas Adventure," will be held Sunday night, July 13 at the Warner Theatre, for the Herald Tribune Fresh Air Fund and the Big Brothers of America. The film begins its regular engagement two days later.

Arrangements Finalized

Frederick H. Lewis, executive director of the Fresh Air Fund and Goesta Wollin, executive director of Big Brothers of America, with headquarters in Philadelphia, said that the arrangements had been concluded with the Stanley Warner Cinerama Corp.

Past' Here June 30

The Rank Organization's "Your Past Is Showing!" will have its American premiere at the Sutton Theatre here on Monday, June 30.

Embassy Trial

In other words, as the line of Shmitken's testimony was explored, if a second-run exhibitor agreed to the Warner terms on admission prices, the usual 42-day clearance would be observed, but if not, the exhibitor would have to wait an additional 21 days before he could show the picture.

This testimony of Shmitken seemed to substantiate one phase of the plaintiff's charges of monopoly conspiracy, but Raven found the witness somewhat stubborn when asked to admit that all bookings, clearances and availabilities were centralized from either New York or Los Angeles as previously testified to by Fox West Coast Theatres bookers Charles M. Thall, now retired, and George Miller, presently occupying the same post.

Contracts in Evidence

Shmitken said this was not true, but when Raven produced evidence, Warner contracts in large quantities showing that all the deals had been consummated in Los Angeles, that was why he said he had "no recollection" of such negotiations.

While Shmitken was testifying Raven had in waiting under subpoena H. Neal East, Paramount Western area manager, who, when he took the stand, obviously would be subjected to the same line of interrogation.

Kings' Contest Set Here

A contest in connection with the opening of "Kings Go Forth" on July 13 at the Capitol Theatre here has been set with some seven radio and three television stations in the metropolitan area. The contest will feature questions about song hits of the past associated with Frank Sinatra, star of the United Artists release.
Brotherhood Campaign Managers Honored

(Continued from page 1)

was national campaign manager, is traveling in Europe and was unable to be present.

For the first time in the Brotherhood campaign two women managers were among the metropolitan leaders. They were Mrs. Diane Gordon of the Oritani Theatre, Hackensack, N. J., and Mrs. Beryl Warren of the RKO Greenpoint, N. Y. C.

Rinder commented the managers, asserting that they had completed a difficult assignment in amassing the contributions they did in view of the fact that the individual sums given are of small amounts. He also commended the industry press for its help on the campaign which, he said, was "wonderful, as usual, no matter what the trade press is called upon to do."

He reported collections in the metropolitan area amounted to $34,074, compared with $36,546 last year, and recalled that during the campaign week temperatures of the winter struck the area and recession talk was at its height. The sun, Rinder said, was 68 per cent of the national total of slightly in excess of $60,000.

Guests at the luncheon in addition to the theatre managers included Emmanuel Frisch of Randoford Theatres; Sol A. Schwartz, president of RKO Theatres; Thomas O'Connor and Harry Mandel, Cincinnati, Davids, and Charles Smakwitz, Stanley Warner Theaters.

$150 Bonds to Two

Clayton Pratt of the RKO Albee and Irving Gold of the RKO 86th Street were awarded $150 in bonds. 1,000 bonds went to Fred De Angelis, Regent, Elizabeth, N. J.; Joseph Tolve, Capitol, Port Chester, N. Y.; James Fitzgerald, RKO Proctor, Mt Vernon, N. Y.; Arthur Koch, RKO Proctor, New Rochelle, N. Y.; John Stanek, Braxford, Newark, N. J.; Mrs. Gordon; Jules Daniels, Stanley, Jersey City, N. J.; Jacob Bokser, Academy of Music, N. Y., C.; Harold Griff, Orpheum, N. Y. C.

These receiving $50 bonds were: A. E. Arnest, RKO 58th Street; Martin Rosen, RKO Fordham; John Thomas, RKO Alden, Jamaica, L. I.; Morris Rochelez, RKO Strand and Colombo; Sam Feinstein, RKO Kenmore, Long Grossman, RKO Madison; Fred Smith, RKO Keith, Richmond Hill, L. I.; Thomas Wright, State, Nev.; N. J.; Alexander Puchko, RKO Keith, Way, N. Y.; William Monlenti, Capitol, Passaic, N. J.; George Birkner, Fabian, Paterson, N. J.; George Kemp, Montauk, Passaic, N. J.; Harry Klein, Liberty, Elizabeth, N. J., and Murray State, Newark, N. J.


U.K. Exhibitors to Study Free Admissions to TV

From THE DAILY Bureau

LONDON, June 23. — Cinematograph Exhibitors’ Association is to be represented at a meeting tomorrow called by the Theatrical Managers’ Association to discuss the rapid extension of free admissions to radio and TV shows.

This follows a report by the CEA finance and management committee which states that theatre managers, as well as the four theatre union are becoming increasingly concerned with this development.

See Total of Half-Million

Leading the campaign for action on these free shows is impresario Emil Littler who says this is "a godsend," as free audience figures could add up to over one and a half million heads a year, all seeking entertainment on the nod. He suggests that, as a deterrent, these "professionally free amusement seekers," should be charged at least one shilling for each programme. The money could go to Littler, to show business charities.

AFM to Picket (Continued from page 1) shown, will be put into effect within the next few days, it was announced today by executive head of the American Federation of Musicians meeting here.

Kenin Explains

Herman Kenin, new AFM president, said he seeks public support again an "odious effort to defeat a law strike by resorting to cheap public labor" involving the films mentions...
**FEATURE REVIEWS**

### The Bonnie Parker Story
**American-International**

HARTFORD, Conn., June 23

Being released on a double-bill with American International’s “Machine Gun Kelly,” this particular treat-ent concerns the distaff side of American crime, circa 1930s. Principl-1 topic is one Bonnie Parker, who along with her lover Clyde Barrow, made headlines commanding gun moll, as James H. Nicholson-Samuel Z. Arkoff production was written and directed by William Witney.

Dorothy Provine portrays the title role and handles said assignment en-ginly enough, although there may be questions of her kicking the old challenge the excess virulence at-tributed to a diminutive member of the fair sex.

At the picture’s start, Miss Provine is working as a small saloon waitress in a small southwestern town. Her husband, chard Bakhov, has been sentenced a whopping total of 175 years on bank robbery charges. The status-quo doesn’t appeal to this energetic, un-lusting, red-blooded American girl and she teams up with a small-time thug, Jack Hogan, for holdups, at outset. This activity, however, brings her into large-scale killing and banditry, climax of which finds the bad ones (she picks up a single crew as time goes on) either piled up or apprehended, during time, 79 minutes. General assification. Release, in June.

A. M. W.

### Machine Gun Kelly
**American-International**

HARTFORD, Conn., June 23

Roger Corman functioned as both producer and director of this fast-moving, entertaining melodrama revolving around the exploits of the notorious “Machine Gun” Kelly, American gangster and subject of innumerable legends and folklore. A. James Nicholson-Samuel Z. Arkoff production, it co-stars Charles Bronson in the title role, Susan Cabot, no anger to American International fans, and Angela Cartwright, known for his nightclub routines, d here registering an admirable re-about in a straight dramatic role. R. Wright Campbell's screenplay is a masterwork, based on the book by George W. Gowers, who used to be billed as "Goughorn," seen as Miss O'Sullivan's youngest son and the most inventive of the lot, Will Rogers, Jr. is a neighborhood judge who conducts a discreet courtship of the widow. Also seen in a small but effective role is real-life cowboy and rodeo star Casey Tibbs, playing, naturally, a cowboy.

John E. Horton produced and Charles Haas directed. The CinemaScope and Eastman Color photography are especially good.


**Vincent Canby**

Bronson's leadership, Turning to kidnapping, Bronson is once again smarted by Amsterdam, who informs the autho-rities. Bronson kills Amsterdam at the fadeout and gives himself up to the police.

Running time, 84 minutes. General classification, Release, in June.

A. M. W.

### Wild Heritage
**U-I—CinemaScope**

The trials and tribulations of a valiant frontier family are recounted with some excitement and a large amount of sentiment in "Wild Heri-tage," a film designed for the entire family. Although Maureen O'Sullivan and Will Rogers, Jr., are the stars, emphasis within the picture is on the teenagers, a fact which theatre man-agers might exploit for best box office results.

Among these attractive and likable kids the young girl learns to row and take the very well become big names one day, are Rod McKuen, Judy Meredith, Troy Donahue, Gary Gray, Ingrid Goude (a former Miss Denmark), and Gigi Perreau, a child star only a couple of years back.

The screenplay, by Paul King and Joseph Stone, based on a story by Steve Frazee, opens as Miss O'Sulli-van is living in a ranch house on the western frontier. Miss O'Sullivan is almost immediately widowed when Birch is shot down in a saloon brawl by two cattle rustlers. Nevertheless the family pushes on. Eventually they are forced to settle in a beautiful but virgin valley when their wagon breaks down completely.

The rest of the film is an episodic but genial telling of how they carve a farm out of the wilderness, with some inventive, leg-ends, and folklore. The picture is reduced to the bare minimum of dialogue, with a few choice words interspersed throughout.

The story is well told and the acting is competent. The picture is well produced and directed by Charles Lederer, with good photography by Jack H.ildl and art direction by Paul L. Herter. The picture has a running time of 82 minutes and is released in CinemaScope.

A. M. W.

### ATV Would Favor New Competitor in Britain
**From THE DAILY Variety**

LONDON, June 23 — Competition from another commercial TV service would be welcomed by Associated TeleVision (ATV), Norman Collins, ATV’s deputy chairman, told the Radio Industries Club of the Midlands in Birmingham recently.

ATV, he said, felt that another such service was the “right and proper thing” for this country to have.

Activity Profitable, He Says

The TV companies were now making substantial profits, he added. He did not think the British Broadcasting Corporation could be a serious claimant for a competitive channel, since it emphasised it was only just possible to make ends meet.

An increase in the price of BBC licenses would be needed, with the cost going up to £7 if the BBC were to run a third channel.

### Canadian Film Ind. Continues to Expand
**Special to THE DAILY**

TORONTO, June 23. — Another investment of $250,000 in expanding the two largest facilities of Canadian Film Industries here is planned, bringing the total investment since 1948 to $2,250,000, according to Ar-thor Gottlieb, president.

Two factors are directing Gott-"ielines for expansion. One is discussions he has had with U.S. pro-ducers wanting to use his plant facili-"ies. "The Vikings," "Young Man with a Million," "The Monoclines," "The Tugboat Annie, " were made at CFY by Normandie Productions. The other factor is Gottlieb’s interest in making films for "Hollywood of the Air."

The company will have Canada’s largest commercial sound stage, 83 by 150 feet. It will be available for rental or company use.

### ‘Vikings’ Sets Records
**In Chi., I.A. Minn.**

Kirk Douglas’ film, “The Vikings,” has set all-time records for a United Artists release at theatres in Chicago, Los Angeles, and Minneapolis, Wall-iam J. Heinehan, UA vice-president in charge of distribution, said yes-terday.

In Chicago the picture took in $75,925 on its opening Thursday, at the State Lake. At the Fox Williams in Los-Angeles it did $20,060 in three days. At the Radio City in Minneapolis the figure was $15,550 for three days which was $5,700 a day for a UA film but the best ever at the theatre with the exception of a film which played at advanced prices, Heineham reported.

### ‘Gigi’ To Have Premiere In D.C. Thursday Night
**From THE DAILY Variety**

WASHINGTON, June 23. — Gov-ernment, embassy, industry, and so-cial leaders will turn out for the Washington premiere of MGM’s "Gigi" Thursday night.

Among those who have already ac-ceded invitations, according to Louis B. Mayer, is his friend, John F. Kennedy, the Soviet ambassador and Mrs. Menshikov, the Honorable Perle Mesta, and many other Senators and Congressmen.
The New Age of Horror comes in on the wings of THE FLY

CinemaScope TERROR-COLOR by DE LUXE

FLY IN ON THIS NON-STOP TERROR-POWERED PROMOTION!

3 SHOCK-PACKED TV TRAILERS!
20-second knockouts available free. Write 20th's Pressbook Dept.

6 SCARE-SCREAMING RADIO SPOTS!
Two sets of 60, 30, and 20-second bombshells available free.

2 TERROR-TAILORED AD CAMPAIGNS!
Choose the one that fits your situation best!

SPECIAL HORROR TRAILER waiting for you at National Screen and extra teaser trailer available free at 20th.

SUPER-MONSTROUS EXPLOITATION! Launched by Guests of Horror Premiere attended by Frankenstein, Dracula and other monsters!
Waiver (40 x 60) to be signed in lobby by those who dare see The Fly alone. Available from National Screen.

$100 rewards offered to patrons who prove it can't happen!
Lobby shock-stunt: "Do You Dare Shake Hands with THE FLY?"
A pressbook-full of more startling ballyhoos and stunts.

Fly high with THE FLY from 20th!

20th century-fox presents “THE FLY”
AL HEDISON · PATRICIA OWENS · VINCENT PRICE · HERBERT MARSHALL
PRODUCED AND DIRECTED BY KURT NEUMANN · SCREENPLAY BY JAMES CLAVELL
The Time Was 'Fitting'

Doug Edwards Finds Upbeat Phase of Industry to Report on CBS-TV Show

The brighter side of the motion picture industry as of now was presented to the public on the Douglas Edwards show over CBS-TV on Monday night, balancing the scales which had been upset by a uniformly downbeat report on the state of the industry telecast from Hollywood over the Edwards show last April 25.

The original telecast, which emphasized and pictured closed theatres turned into supermarkets and parking lots, and which used the introductory line, "The movies are broken than ever," drew vigorous and widespread protests from within the industry at the time.

CBS replied then that the more (Continued on page 4)

Plans of UA-TV for Expansion Are Outlined

By JAMES M. JERAULD

Television production and distribution by United Artists Television, Inc., on a scale comparable to the motion picture production and distribution of the parent corporation, United Artists, is planned, according to a joint statement here yesterday at a press conference by Herbert Golden, president, (Continued on page 6)

Continental Has 3-Point Foreign Film Program

Continental Distributing Co., Inc., headed by Irving Wranzer as president, and Walter Reade, Jr., as chairman of the board, at a press conference here yesterday announced a three-point plan for foreign feature films.

The points are: 1. Nine additional films have been acquired for release (Continued on page 2)

Report Fox 6-Month Net Up to $2.20 Per Share

Twentieth Century-Fox anticipates earnings in excess of $5,800,000, or about $2.20 per share, for the first half of the current year, according to financial district reports.

Earnings for the first six months last year amounted to $4,111,000, or $1.54 per share.

Vol. 83, No. 123
Ten Cents

On Friday
Call Ad Heads To Meet on B-B Program

Lazarus to Report Current Status, Prospects for Drive

Paul Lazarus, Jr., Columbia Pictures vice-president, and chairman of the operating committee of the all-industry business-building campaign, has called a meeting of the advertising-publicity directors committee of the Motion Picture Association for Friday at the Association offices here.

Lazarus also is chairman of the advertising-publicity directors committee.

Although the agenda for the luncheon meeting was not disclosed, it is believed certain that the status of the business-building campaign to which the advertising-publicity directors as a group devoted so much of their time (Continued on page 2)

M-G-M to Distribute 4 Films Made in Egypt

Loew's International Corp. will distribute four Arabic language features a year produced in Cairo by Al Hilal Films in a deal announced jointly yesterday by Morton A. Spring, president of Loew's International, and Pierre Zarpanely, president of Al Hilal.

The deal was said to be the (Continued on page 2)

Distributors Upheld in Wisconsin Fraud Suits

Special to THE DAILY

CHICAGO, June 24. — The United State Court of Appeals for the Seventh Circuit, in an opinion handed down here yesterday, upheld the claims of motion picture distributors and re- (Continued on page 4)

Television Today

Page 6

Meet Here

Allied Confers On Post-'48 Sales to TV

Adams, Dollinger, Kirsch Seek Definite Reassurances

Allied States leaders are scheduled to begin a round of conferences here today with executives of several distribution companies in an effort to determine the attitudes of major companies with respect to the sale of their post-1948 film libraries to television.


The three were designated a committee to initiate the sales to TV discussions with distributors by the spring board meeting of Allied at Baltimore.

The committee's meetings will continue through tomorrow and may be concluded at a later date since the schedule of conferences still was in a tentative state yesterday and indications (Continued on page 2)

Five-Year, Live-Music Pact for Desilu, AFM

By SAMUEL D. BERNs

HOLLYWOOD, June 24. — Greater employment for American musicians is seen in the announcement today of a five-year live-music contract between Desilu Productions, Inc., and the American Federation of Musicians, made jointly by Desi Arnaz, president of Desilu, and Herman D. Kenin, president of AFM.

In a press conference at Desilu's (Continued on page 8)

AFM to Picket Capitol Here Tomorrow Night

Local members of the American Federation of Musicians will place picket lines at the Capitol Theatre on Broadway tomorrow night, where Paramount's "Vertigo" is playing, as the first action here in its new "informational" picketing campaign. The AFM international executive board an-(Continued on page 6)
Allied Confers

(Continued from page 1)

tions were that all companies could not be visited at this time. Some of the executives with whom conferences were desired were out of the city and the availability of some alternates was in question. It was pointed out to William Adams also was anxious to conclude the conferences tomorrow if possible in order to permit him to accompany members of the board of the Will Rogers Foundation in preparing for the annual inspection of hospital facilities at Saranac Lake on Friday, and to the annual meeting of the hospital board at Edgewater Motel, Schroon Lake, N. Y., on Saturday.

Seek Definite Commitments

Objective of the Allied committee in making its future visits will be the obtaining of some definite stand on the post-48 film sales to TV. Commitments definite enough to permit exhibitors to state in their advertising that a specific film will not be shown on television, or will not be available on TV for seven years, or 10 years, or whatever specific period the distributor will commit his company.

Behind the Allied board's action in appointing and instructing the committee was the injurious competition of pre-1940 films on television and the uncertain sale of their guests that would be disastrous to many theatres.

Continental Program

(Continued from page 1)

this year, including Jacques Tati's prize-winning color film, "My Uncle." Reade hopes to increase the total to 12 films by the end of the year.

2. A co-production deal has been made with Romulus Films of Italy.

3. Long term credit arrangements have been completed with the Bankers Trust Co.

Due to the growth of the independent distribution field within the past few years in hand with the "soul" method of distribution will no longer be used, Romulus point out. He cited his own experience as an exhibitor.

Distribution and exhibition of specialized films form a vital segment of the total industry and are becoming responsible for a greater portion of the over-all gross each year," Reade said. "We believe our program will meet with favor, if not all, the publics." Other pictures acquired for 1958 include "The Silent Enemy," "Angel Over Brooklyn," "Law and Disorder," "Pottsville, Pa.," "Priest and the Prostitute," "Leaves of Grass," "The Mirror Has Two Faces," and "The Law Is the Law."

"My Uncle" will be released as a special attraction. TV details have not been worked out yet.

Call Ad Heads

(Continued from page 1)

over the past two years, will be reported on and its future discussed.

The next campaign action is scheduled to be the holding of a Building-Day Drive simultaneously in key cities with leading exhibitors in attendance as a final all-out means of increasing the flow of cash contributions to campaign headquarters in sufficient volume to make possible the start of the building-building program. An Exhibitor cash contributions to date amount to less than $75,000, whereas their quota for the campaign is $1,300,000, based on a contribution formula made by Kick Plate Enterprises 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, 10c.
THRILLS! IN COLOR!

ADVENTURE! SUSPENSE!

REACH FOR NEW HIGHS!

OOMING GROSSES!

ALL AGES LOVE IT!

NEW! SENSATIONAL!
Wisconsin Suit

(Continued from page 1)

versed the dismissal on jurisdictional grounds of their six personal suits brought against an exhibitor in Eau Claire, Wis. The court reinstated the suits for trial in the U. S. District Court for the Western District of Wisconsin.

The actions previously dismissed by U. S. District Judge Patrick T. Stone of that court had been brought by Columbia, Twentieth Century-Fox, Warner Bros., MGM, Universal, and Loew's against Sheldon M. Grens and associated individuals and corporations operating the Hollywood Theatre in Eau Claire, the Stardust Drive-In in Superior, the Stardasch Highway Drive-In in Eau Claire, and the Granada Theatre in Duluth.

Charged State Law Violated

Defendants contended that sched- ules filed by plaintiffs at pre-trial showing an aggregate minimum of over $3,000 in film rentals unpaid on unreported receipted receipts, but less than the requisite minimum of $3,000 in each action, according to such theatre records as were made available, specified less than $3,000 for actual damages, as apparent on the face of defendants' theatre records, the Federal Court had no jurisdiction.

Good Faith Stressed

Each plaintiff claimed, on the other hand, that its suit had been brought in good faith in the belief that the amount in controversy was at least $3,000; that its schedule filed at pre-trial showed only such minimum claims as were disclosed on the face of the exhibitors' available records; and that the test of Federal jurisdic- tion is the plaintiff's good faith as to its belief in the amount involved at the time of filing the suit, and not such amount as might ultimately be provable at trial on the basis of later developed facts. Furthermore, argued each plaintiff, its claim for punitive damages brought the amount clearly over the $3,000 minimum; that such damages were recoverable under Wis- consin law in suits of this type; and that even were the Wisconsin law inapplicable on this point, the Federal court had jurisdiction to decide the question.

Supreme Court Cited

In reversing Judge Stone and rei- nating the suits in the Wisconsin Fed- eral court, the opinion written by Circuit Judge Finnegan cites, among others, a number of Supreme Court and state Supreme Court decisions, from out of which he quoted to the effect that "the sum claimed by the plaintiff controls if the claim is apparently made in good faith. It must appear to a legal certainty that the claim is really for less than the jurisdictional amount to justify dismissal. The inability of plaintiff to recover an amount adequate to give the court jurisdiction, does not show his bad faith or oust the jurisdiction... Events occurring subsequent to the institution of suit which reduce the amount recoverable below the statutory limit do not oust jurisdiction."

The argument for the distributors before the Court of Appeals in Chi- cago was made by John F. Whicher of the New York law firm of Sargoy & Stein, who were in association with attorneys Philip Nadeau of Minnea- polis and R. A. Crawford of Superior, Louis B. Schwartz of Minneapolis, argued for the exhibitor, who was also represented by attorney Samuel P. Halpern of that city.

Vernet Makes Tour

TORONTO, June 24. — A city-by- city tour of the Province of Quebec is being undertaken by Paul Vernet, executive secretary of The Quebec Al- lied Theatrical Industries.

Glenn Ford portrays a master sergeant who impersonates a brigadier general in this William Hawks production, which is in black-and-white CinemaScope. The masquerade is made necessary by the sudden demise of the general at the beginning of the film. But that's the only tragic event that occurs. "Imitation General" is a service comedy which takes a very lighthearted approach to the business of war even though its locale is a battlefront somewhere in France during World War II and the American soldiers involved are soon in actual combat with German troops.

Screenplay writer William Bowers, working from a story by William Chamberlain, has set up two main predicaments for his "general." In the first of them Ford must endeavor to prevent an old enemy of his, an ex-sergeant for whose demotion Ford had been responsible, from exposing the deception. (There is no other officer in the territory, and Ford wants to organize the scattered U.S. forces into a unified force.) Helping the sergeant to avert discovery is his sidekick, a corporal played by Red Buttons and a French girl in whose farmhouse they have taken refuge. The latter is played by Taina Elg.

This part of the picture reaches its high point of amusement in a scene in which Ford is almost caught in the farmhouse by the ex-sergeant and is forced to hide in the French girl's bedroom while Buttons tries frantically to get rid of the unwanted guest.

The second dilemma of the hero concerns his leading of the troops into battle, and that is handled in a strictly comic way. Ford has a sign painted by a strategic bridge warning—in German—that it is mined with explosives. The signs works, causing two enemy tanks to go around it. The Americans destroy these tanks and then two others in an unorthodox maneuver that includes jumping right onto the armored equipment and using mud to obscure all its openings.

"Imitation General" has a goodly quota of such slapstick incidents as well as some funny dialogue in a script that is not as firmly spelled together as it might have been. The film is also helped by the breezy and ingratiating playing of Ford and Buttons, the physical allurements of Miss Elg, and the competent direction of George Marshall. And it ought to be noted that the audience at a "sneak" preview at a neighborhood theatre in New York seemed to find it amusing most of the way.

Occasionally, however, laughter seemed uneasy. The plight of the American soldiers in this film is fundamentally realistic and even des- perate. Playing it solely for laughs does not always work.


RICHARD GERTRUNER

REVIEW:

Imitation General
M-G-M—CinemaScope

Doug Edwards

(Continued from page 1)

favorable developments in the motion picture industry would be reported on the Edwards program over the CBS-TV network "when the time seems fitting," Monday night, it developed, was the time which seemed fitting. The CBS, this time, took up Edwards project on, although unheralded to the trade in advance.

Odd—In Visited

Reporting from Hollywood, the program took the audience on a visit to a typical West Coast drive-in thea- tre, a modern industry development that the original Edwards program neglected to cover while reporting the decrease in the total of four-wall theatres last April.

No retraction or reference to the earlier show, however, but the new report did give the other side of the coin and was informative and upbeat.

Another feature of the modern in- dustry was the Monday show, but not in the case of the theatre, which was breaking gross and attendance achieve- ments of the present-day blockbusters, and the phenomena of the increasing numbers of road show pictures. Los Angeles theatres playing such pictures as "The Bridge on the River Kwai," "Gigi," "South Pacific," and "Wind- jammer" were shown, and figures cited of the road shows were better than any pictures as "The Ten Commandments" and "Around the World in 80 Days."

The latter was described as having set a new all-time gross record, exceeding the past "Gone with the Wind."

Credit Given Weitman

Trade sources attributed CBS-TV's rounding out of the record largely to the good offices of Robert Weit- man, CBS vice-president, and former vice-president of American Broad- casting-Fortune Theatres, who had been interested in the incident last April by Maurice Bergman, former motion picture advertising-publicity and public relations executive, who now is co-administrator of the all-in- dustry business-building program and liaison for the Motion Picture Aso- ciation with the program.

As a former co-worker of Weitman's of long-standing, Bergman so effec- tively protested the one-sidedness and incompleteness of the original Ed- wards program report on the industry as to win immediate assurances that corrective measures would be given consideration by top CBS executives. There soon followed the public assurance that a later Edwards telecast would cover the "plus" side of the motion picture and theatre industry "when the time seems fitting."

Stellings Had Protested

Ernest Stellings, president of Thea- tre Owners of America, also officially protested the Arts program in letter to CBS, CBS-TV, and in reply received assurances from John F. Day, CBS-TV executive, that the other side of the industry's story eventu- ally would be telecast.
At your fingertips—

THE WHOLE BUSINESS WORLD OF THE SCREEN!

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

The announcement followed a series of meetings on both coasts with possible sponsors, ad agency representatives, and talent guild representatives. The coast meetings from which Eells returned Monday, were attended by 650 persons, he stated.

The first series will be presented as a series of 39 half-hour shows based on the Vikings theme in association with Kirk Douglas' Bryna Productions, the company which produced "The Vikings" in association with U.A. The picture was shown at the coast meetings.

These productions will be supervised by Edward Lewis, vice-president of Bryna. The ships and sets used in the production will be available for the TV series with a story range running through Viking history; it is estimated that about $300,000 worth of costumes, armor, a Viking village and other items will be available.

Dates have been set for further discussions with agency executives to discuss projects of their own. These will be presented to 19 producers now making pictures for United Artists for development.

Eells said that United Artists television will have six addition projects ready for announcement before the end of the year.

The pattern of financing and distribution used on pictures will be used in the TV presentations, with each built around a star, producer, director or writer, or a combination of these three.

United Artists exchanges will be used for local handling of the programs.

(Continued from page 1)

The Case of Dr. Laurent
Cociner Prod.—Trans-Lux Dist.

"The Case of Dr. Laurent" basically is an argument for the medical cause of natural childbirth, and whether or not it is a valid pleading is better decided by the medical profession than by the film reviewer. This much may be said of it, however; while it appears to be honest and persuasive, it doesn't bother to present the arguments. If indeed the medical profession has any, against natural childbirth.

While it is, in the main, inoffensive, even in the depiction of an actual birth, it is self-admonishing which illegitimacy and some of the English subtitles—it was produced in France—should limit its audiences to adults.

A story to provide a favorable setting for the arguments in favor of natural childbirth has been provided by Jean-Paul le Chanois, who also directed. It has Jean Gabin as a Parisian doctor transferring to a rural community where one of his patients becomes estranged from her husband because of a difficult birth experience. Concurrently, Nicole Courcel as an unmarried expectant mother, consults him and he influences her to have her baby by natural delivery. He begins her training to prepare her for the birth and at the same time offers lectures on natural childbirth to the townpeople.

Opposition to his teachings spreads and some of his colleagues accuse him of using his forum as a means of publicizing himself and he is directed to appear before a medical association trial board. Mlle. Courcel's delivery is due to take place at the same time. To aid Gabin's defense, she goes to the hospital where the head nurse is in a hearing is in progress and delivers her baby under her doctor's supervision in the presence of the other physicians.

The picture presents interesting glimpses of life and characters in a small French Alpine village, but despite this and good performances by all concerned, it fails to dispel an inherently clinical atmosphere which imbues it. An honest and straightforward medical argument it may be, but as entertainment it leaves much to be desired.


Shenown Kane

Trans-Lux Names Ruff

Edward Ruff, of Edward Ruff Film Associates, Boston, has been named New England sub-distributor for three releases from Trans-Lux Distributing Corp. They are "The Lovenaker," "Four Fags Full" and "The Case of Dr. Laurent."

Mrs. Adele Hart Dies

Mrs. Adele Hart, mother of publicist Jeanne Sager and mother-in-law of Jerry Sager of the Criterion Theatre here, died on Saturday in Detroit, Mich.

AFM, Desilu

(Continued from page 1)

Gower Street studios, Kenin declared the company, which he said will set a pattern for the entire television industry, will have two new revolutionary concepts concerning the television trust fund, aimed at providing more employment for professional musicians.

(1) Elimination of the percentage of gross on each production, receiving instead a nominal flat fee for the fund, which will be much higher for larger numbers of musicians are used.

(2) No payment whatsoever into the fund for the first run of a television film program. A flat fee will be charged on re-runs only, on a diminishing scale, ending completely after 50 re-runs.

The scale follows, based on the use of six to 21 men: first re-run, $125; second, $62.50; third, $62.50; fourth, $31.25; fifth, $31.25.

The Desilu agreement calls for a 10 per cent increase in payment scales after three years, all money from re-runs going into the AFM television trust fund.

Arnaz, himself a long-standing member of AFM, said the contract, which takes effect July 1, will see an overall increase in musician employment of from 20 to 30 per cent, and that he will spend a minimum of close to $200,000 on live music during the first year of the contract as against $75,000 for "canned music" planned previously.

AFM to Picket

(Continued from page 1)

nounced Monday that it had authorized the picketing at theatres across the country showing "Vertigo" and 29th Century-Fox's "Ten North Frederick."

Picket lines will be set up at theatres in some 19 other cities which were still being selected yesterday, an AFM spokesmen said. Action will be restricted to first-run, downtown theatres, he added, and not extended to neighborhood engagements of the films. "Ten North Frederick" ended its first New York showing at the Paramount Theatre yesterday.

Shmitken Continues

Embassy Testimony

Special to THE DAILY

SOUTH FRANCISCO, June 24.—Al Shmitken, local branch manager for Warner Brothers today continued his appearance on the witness stand in Federal Judge Edward P. Murphy's court in the Embassy Theatres antitrust suit against National Theatres and major distributors. After four days of questioning by D. Raven, counsel for the Embassy, Shmitken underwent his cross examination under Charles Prael, attorney for Warner Brothers.

Shmitken explained the details of Ten-O-Win, the bingo-type game which is and was for years the Embassy's big attraction.

One Man's TVViews

By Pinky Herman

DAVE TEBET and Hank Sylvern will head the entertainment committee for the N.Y. Chapter of the Academy of TV Arts & Sciences. . . . Vincent Price will host the new ABC-TV series "ESP" which deals with the mysterious "sixth sense" and skedded to debut Friday, July 11 in the 9-9:30 P.M. slot . . . . Bernie Sobel, preparing to sail to Europe to gather material for his forthcoming "Pictorial History of Vaudeville and New Theatre Handbook" will be feted by his pals at the Clubs Club tomorrow afternoon . . . . Headed by James Love, the James Love Productions have sent a location crew down to Rehoboth Beach, Maryland to shoot a special "fishing fleet" commercial for Alcoa . . . . Walt Framer's new audience-participation TV package, "For Love or Money" which bows into the 10 ayem across the board CBSlot next Monday, will be encecd by Bill Nimmo . . . . Clay Warnick has been signed to write original music and special material for the "Bob Crosby Show" which is summer-replacing Perry's Saturday NBComo-tions.

Johnny Andrews

Ever since NBC brought him back to New York from Cleveland (WTAM) Johnny Andrews has been turning in a magnificent job on his own radio and TV programs. Starting Monday, the versatile Johnny adds another stint to his duties, the All-Night Deejay show over WRCV, where he'll spin platters, sing and play live, interview luminaries and keep yawners awake . . . . ASCAP'er Maurice Chackes, composer of cheerful earful ditties including "Lucky," "Havin A Wonderful Time," "What Makes The Rainbow!", "Now," and "Second Honeymoon," experienced the joys of which he writes Sunday when his son Dr. Jacob Trister Chackes married Mr. Vernon's Beauty Queen, Bette Jayne Jacobi . . . . Robert Q. Lewis elders of those TV Westerns are planned or just dreamed up on the spur of the moment . . . . Jimmy Dean has been CBScigned to a long termer . . . . Former husband and manager of the late Vaughn de Leath, Irwin Rose has just opened the Locke Ridge Inn at Yorktown Heights for which he's imported the maître de and the chef from the famous Hollywood (Fla.) Beach Hotel . . . .
Loew's Divorce Date Now Set for Aug. 31, '59

AFM Picketing Starts Tonight in 20 Cities

Members of the American Federation of Musicians will begin their "informal" picketing tonight in 20 cities across the country at first-run theatres playing Paramount's "Vertigo" and 20th Century-Fox's "Ten North Frederick." Picketing is intended to advise the public of the 18-week-old strike of the AFM against major film producers. Scores for the two pictures involved were recorded outside the United States after the union called its strike.

In New York picketing will be at the Capitol Theatre on Broadway, where "Vertigo" is playing, as reported (Continued on page 6)

AMPP, AFM in Talks On Musicians Contract

From THE DAILY Bureau

HOLLYWOOD, June 25.—Exploratory discussions here on a possible contract covering musicians for motion picture films produced in United States and Canada, with the exception of Los Angeles, were held yesterday between the international board of the American Federation of Musicians and Charles Boren, labor vice-president of the Association of Motion Picture Producers. Los Angeles was not considered because of pending NLRB vote to be taken there.

Many Films from Latin-American Countries Entered for Berlin Festival, Opening Friday

BERLIN, June 25.—An unusually large number of films produced in Latin American countries will be shown at the Berlin International Film Festival, which gets underway here Friday.

Entries include two each from Argentina and Chile and one each from Brazil, Venezuela and Uruguay. In addition Mexico has entered two pictures.

At the invitation of the festival committee, the United States will show "A Time to Love and a Time to Die," a Universal-International release which was photographed here. John Gavin and Lilo Pulver, stars of the picture, will attend the local premiere.

Other films to be shown at the festival include two in CinemaScope from Japan.

Court Gives Loew's Inc. Board Sole Authority to Prepare Plan for Division Of $30,000,000 Funded Debt Among Cos.

A new date, August 31, 1959, for the final divorce of Loew's Theatres from the production and distribution company, and basic provisions for the division of the company's funded debt were set in a court order signed yesterday by Federal Judge Edward L. Palmer in New York district court.

Under the order, the board of directors of Loew's, Inc., shall have "the sole and exclusive responsibility and authority" for the preparation and presentation to the court of a plan for the division of the assets and liabilities of Loew's Inc. and of its subsidiaries, including wholly or partly owned theatre subsidiaries, between Loew's Inc. and the new theatre company.

90-Day Court-Approval Deadline

Approval by the court of such a plan for the division of assets and liabilities no later than 90 days before the new theatre company stock is to be distributed to the stockholders of Loew's, Inc., is required by the order.

The new 1959 date supersedes previous dates set by the court in January, 1955, and February, 1957 but the order leaves the door open for another postponement "on showing of good cause." The new date, the end of the company's fiscal year, was suggested by Justice Department officials at a hearing early in May.

While provision for division of the $30,000,000 funded debt of Loew's, (Continued on page 6)

East, at Embassy Trial Clarifies Pooling Plan

SPECIAL TO THE DAILY

SAN FRANCISCO, June 25.—Film pooling arrangements in this territory were explained today in the Embassy Theatre anti-trust suit against National Theatres and major distributors as H. Neal East, Western division manager for Paramount distributors occupied the stand all day in Federal Judge Edward P. Murphy's court.

Under direct examination by Robert (Continued on page 5)
If you read enough of the snobbish writing about the motion picture theatre with its popcorn aroma, cracking of candy wrappers and munching of nuts, not to mention patrons being disturbed by other patrons climbing over them getting to and from seats, as well as instances of bad housekeeping in public rooms, you are likely to forget that the revered legitimate theatre, which seems never to be similarly castigated by its worshipful writers in the public prints, also has its faults and displaces quite a few of its patrons. . . . It takes that fine actress (and good writer, too) Peggy Wood, to remind us in (of all places) the columns of “Equity,” official publication of Actors Equity Association, and there’s plenty of room for improvement in the policies and operations of the legitimate theatre today. Miss Wood believes that by its ticket pricing policies the theatre may be drawing “uncomfortable class lines within the theatre building itself” which could lead to “segmentation through price.” ... She finds the Broadway district “cheap and tawdry, the theatres uncomfortable, with the rows of seats too close to each other, always too hot in winter and pneumonia-making in our air-conditioned summer. The bleat of the orange sellers in the intervals is raucous and the drink containers are strewn over the floors.” I am, she writes, “speaking now as a theatre-goer, not as a performer.” The subsidized theatre in Europe, she finds, is better housed, in a better atmosphere and is available to all the people of those areas at reasonable prices. We cannot resist adding, like motion pictures.

SUCCESS OF the current efforts to win new members for Variety Clubs from among members of allied entertainment media, especially television, radio and publishing fields, are vital to the continued existence of some tents and their magnificent Heart Projects. Exhibition and distribution have historically provided so much of the membership of local tents that the loss of members due to changing conditions in both branches of the industry has been a severe blow in a number of instances. If there is no compensating new membership recruited quickly, some tents may be unable to recover from their crippled state. International Chief Barker George Eby and his crew are out to help do a job for them.

AFTER SIGNING the order yesterday giving Loew’s until Aug. 31, 1959, to complete its divestiture, Judge Edmund Palmieri began preparations for moving to the Coast where he will sit as a visiting judge in Federal court this summer starting July 7. Leonard Goldenson’s ABC network is willing to set up the facilities for a closed circuit conference and funds appeal for the all-industry business-building campaign, as discussed but the question remains whether enough monied circuit men, check books in hand, will appear at the regional conference rooms to make the project worthwhile. What do you think?

SPEAKING OF getting exhibition to spend money, Theatre Owners of America is having difficulty getting its members to participate in its group life insurance plan. At the rate of progress to date, it will take several more months at least to sign up the minimum number needed to effectuate the plan. . . . Robert Toplinger used a sure-fire attention getter to help Samuel Bronston’s search for someone to play the role of George Washington in “John Paul Jones,” now in production. He enclosed a one dollar bill with the Washington portrait centered in an envelope cut-out with his request for nominations for some one to fill the part in the forthcoming film.
**News Roundup**

**Dallas WOMPI Plays Host**

The Dallas chapter of Women of the Motion Picture Industry on Tuesday was host at its second invitational preview for representatives of leading women's clubs of the area. The picture was "Ten North Frederick," and was shown at the 20th Century-Fox screening room.

**Disney Film to Normandie**

Walt Disney's "The Light of the Forest" will open in New York on July 10 at the Normandie Theatre.

**Clark, Detroit, Signs 3**

Clark Theatre Service, Detroit, has signed to buy and book for three more houses: the Castle Theatre, now reopening under ownership of Henry Moore, former lessee; the Parkside, also of Detroit and operated by C & C Miracle Co., and the Farr Theatre, Mason, Mich., operated by Cale Farr.

**Dallas 'Twin' to Be Just That**

The Twin Drive-In Theatre of Dallas will actually become a twin around July 10, when a second screen will go into operation. The theatre will have 1,500 speakers.

**'Creole' Bookings at 500**

With every available print "working," bookings throughout the country of Hal Wallis' "King Creole" for the July Fourth holiday will number nearly 500, Paramount said yesterday.

**Baker to Manage New Loew's Miami Theatre**

Donald E. Baker, manager of Loew's Orpheum Theatre, St. Louis, has been named by John F. Murphy, vice-president of Loew's Theatres, as manager of Loew's new 170th Street Theatre in Miami Beach, scheduled to open soon. He will take over from Frank Arena, who has represented Loew's during the period of the theatre's construction and furnishing. Arena will return to his post as manager of Loew's Twins Drive-In Theatres in Chicago.

**Join Loew's in 1930**

Baker joined Loew's in 1930 as a floor manager, later becoming assistant and relief manager for a number of theatres in Loew's western division. Two years ago he became manager of Loew's Orpheum, William F. Cox, assistant manager of Loew's Theatres, Indianapolis, will succeed Baker at St. Louis.

**WB Confirms**

(Continued from page 1)

learned that the date will be between Oct. 1 and Nov. 1 this year.

Warners said the operational changes are aimed "at effecting the maximum efficiency in the future handling of the most ambitious program in the company's history and to insure the greatest box office potential of the outstanding properties on its roster."

**Seeks 'Great Opportunities'**

The company head added: "Warner Bros. is the first motion picture company to realize fully that the changes taking place in the industry as a whole necessarily must bring about new procedures for expansion and diversification. At the same time we are preparing, and are alert, for future changes, and we are confident that great opportunities lie ahead for our industry and our company, provided we act aggressively and realistically."

**Seekonk Drive-in**

(Continued from page 1)

the union has demanded a contract and also disissual of the non-union projectionist. The theatre has been picketed since the new drive-in opened a few weeks ago. The owners, Zalkind and Lepes, claim that the union does not represent any of the theatre employees.

**Seek Arbitrator**

Abner Krvitz, representing the drive-in, said both the union and theatre owners have agreed on referral of the case to a master appointed by the court. Hearings on the merits are expected to begin in Bristol County in about a week or ten days.

**New IATSE Local**

(Continued from page 1)

nate theatre managers and agents showing or handling motion picture road shows.

**Jurisdiction also covers TV, radio and advertising agencies insofar as they involve motion picture production.**

**New First Run Policy For Gran Theatres Set**

Special to THE DAILY

MILWAUKEE, June 25 — A new policy has been announced for the delight houses of Gran Enterprises here, under which the Tower, Oriental, Garfield, Uptown and Modjeska Theatres are now booking first-run films. Their first one is "This Angry Age," which will be followed by "Godless From Paradise." The theatres are now featuring matinees during the summer months.

Jerry Greenberg, booker for Gran Theatres, announced that "Around the World in 80 Days" will open at the Oriental and Uptown Theatres July 16 at advanced prices.

**British Films Earn $607,684 in Japan**

From THE DAILY Bureau

LONDON, June 25. — Reporting on the earnings of British films in Japan, the British Film Producers' Association post-published annual report reveals that during the past year £271,030 ($607,684) was received in London.

Remittances from Japan, says the report, have been received at monthly intervals.

During the early part of the year these were at a rate of 25 per cent of gross earnings, subsequently reduced in January 1958 to 15 per cent of gross earnings. However, during the year the Japanese Finance Ministry has permitted the release of monies held in suspense, and this resulted in a total sum of £2,617,030 being received in London during the 12 months.

Lion Intl in Charge

Last month the British Commonwealth Film Corporation—an offset of the British Film Producers' Association and concerned primarily with the exploitation of British films in the Far East—appointed Lion International Films as managers for the corporation's operations in Japan.

Under an arrangement between the corporation and Towa Films who are the Japanese associates of the corporation, 12 British features are currently in distribution in Japan.

**People**

John Roach, manager of the Stanley Warner Stanley Theatre, Philadelphia, has been discharged from University Hospital there, but will require several weeks of convalescence at home before returning to his post.

John Phelan has resigned as booker in Philadelphia for Distributors Corp. of America.

Nativa Roberts, who retired recently after 25 years as M-G-M booker in Cleveland, has returned to film row there as a booker for Buena Vista.

Clifford Rinchart has been named manager of Hartford Operating Company's Lyric Theatre, Hartford, succeeding Frank Ippolito, who has resigned.

**Drive-In Ticket 50 Cents**

HARTFORD, June 25. — What is believed to be a new low in Connecticut outdoor theatre admission is advertising by the Clinton Drive-in, which is advertising a 50-cent admission on Wednesdays only. The normal admission rate for drive-ins in this area is from 65 to 90 cents.

**Attention Mr. Exhibitor!**

IT'S DIFFERENT! IT'S FUN!

America's Newest Entertainment
HYPO YOUR BOX-OFFICE WITH
"PLAY MOVIE AT THE MOVIES"

More Simple to Play Than Bingo
More Fun Than Quiz Games

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<th>ALLIED ARTISTS</th>
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| Poverty Crussy, Helen Rocky | EH Wallis, Robert Keith | (CS) Bob Steele, Richard Widmark | (VV) Shirley Booth | (CS) John Marley, John Mack | (VV) Alan Young, John11 | (CS) Peter Bultman, Maria Sten | George Baker, Frankie Vaughan | NAIP |}
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| Jack Nicholson, Car- alyna Mitchel | LynneREDIS GEpler, Richard Widmark | (VV) Lane Turner | KJ Bill Williams, Lynn Thomas | (CS) Shla- tken, Fred, Julianne Green | (CS) Lon Chaney, Andre- ala Martin | (CS) Bert Ives, Curt Jurgens | | |
| GUNSMOKE IN TUCSON | HAUNTED STRANGER | SPACE CHILDREN | TURGL III | WINK OF AN EYE | THIS HAPPY FEELING | (CS) Charles B. Fitz- rof, Mari- | | |
| (CS, color) | (CS) Edith Evans | (VV) Ivan Williams, Mildred Roy | (CS) John Kerth, Brian Don- | (CS) John Mil- | (CS) Vincent Price, | alka Martin | | |
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| (1931) (CB) Boris Kar- lif, Irene Ware | (CS, color) Leslie D. Kelly, Mor- ris Carnovsky, Charles Lang | (CS) Ginger Rogers, Jean Peter, | (CS) Tony Curtis, | (CS) Kirk Douglas | (CS) Terry- | (CS) Barry King, | A MONSTER (CB) Robert Harris, | |
| UNWED MOTHER | ENSY DUNMORE, Robert Vaughn | | Peter | | | | Paul Roscoe | | |
| Norma Shearer, Robert | | | | | | | | |
| SPACE (CS, color) | QUEEN OF OUTER SPACE | | | | | | | |
| (CS, color) | (CS, color) | | | | | | | |
| Ziaio Gaber, Steve Fleming | | | | | | | | |
| JULY | THE CAMP ON EDDO ISLAND | Imitation General | THE FLYING BIRD | THE LAST OF THE FABY GS | NO TIME FOR BENGALS AKA THRISH | | | |
| Carl Mahner, Andre | | (CS) Gene Fowler, | | (CS) John | REDMAN | | | |
| | | Fred Erdine, Red Sullivan | | Marlowe, Linda Crist- | | | | |
| THE KEY | GUNDOWN'S WALK | | | | | | | |
| (CS, color) | (CS, color) Van Hef- lin, Tab Hunter | | | | | | | |
| LIFE BEGINS AT | at Zane Dason, Dor- thy Johnson | | | | | | | |
| 17 | (CS) | | | | | | | |
| THE SNORKEL | | | | | | | | |
| Peter Van Eyck, Brita S John | (CS) | | | | | | | |
| CURSE OF THE DEMON | | | | | | | | |
| (CS, color) | | | | | | | | |
| AUGUST | NOT SET | THE BADLANDERS | A CERTAIN SMILE | THE BIG COUNTRY | THE NAKED AND THE DEAD | | | |
| Chairman Rides | | (CS, color) Allen | | (CS, color) | (CS, color) | | | |
| Rainard Randolph Scott, William Lees | | Lily, Ernest Borg- | | Gregory Peck, Jean | John Wayne, Alfonso | | | |
| | | rain | | Fatale | | | | |
| TANK FORCE | THE MATCH | QUICK DRAW | LA PARISIENNE | THE HERITAGE | | (CS) | NAIP |
| Victor More, Leo Genn | | AT | (CS) Brigitte Bard- | (CS) Benjamin Louis | (CS) | (CS) | | |
| ANDY HARDY | COMES HOME | DAW | eau | photography, | Buncher, Richard Caven- | | | |
| Mickey Rooney | | | | | | | | |
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| KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; (Rev.) Motion Picture Daily Review Date. |
**Review:**

**White Wilderness**

Disney—Buena Vista

One of the notable Walt Disney True-Life Adventure series, "White Wilderness" takes the audience in this expedition, to the frozen northern areas of North America, moving from the timberline of Canada and Alaska to the fringe of the polar ice cap. Full praise is due the intrepid crew of nature photographers who for many months stalked the animals of the north in their native habitat, for they have emerged with material which is always interesting, occasionally exciting and often amusing.

Sensationally, the film, produced like so many of the others by Ben Sharpsteen, is at times superb, as the scene shifts from the rugged ice-covered winter to the tundra country when the brief summer hours sway. The direction and commentary both were most effectively handled by James Algar, while Winston Hibler delivered the narration. But perhaps the greatest credit is due the handful of cameramen—and one woman—who made the film possible. They were James R. Simon, Hugh A. Wilmar, Lloyd Beebe and Herb and Lois Crisler. Theirs was indeed a camera achievement. The cooperation of the Canadian Wildlife Service and other Canadian Government units in making the film is acknowledged.

Seen (Continued from page 1) and decided in action, are the polar bear, the king of the north; the walrus, the white whale, the musk ox, the caribou, the arctic wolf, the wolverine, and sundry other birds and animals. But there is much more here than a mere parade of animals. For in the true Disney tradition of this splendid series, has been caught the life of each of these animals, and the death of many. The bear is seen at play and stalking its prey; the walrus is caught in all its indolent hugeness; the ox in defense against the marauding wolf, and the latter ambushing and bringing down stragglers of the huge herds of caribou in their annual migration south to the warmer tundra in the winter, and north as the warm weather comes to the far north. Seen, too, is the strange phenomenon of the lemming, small rodent-like creature, which every seven or eight years, seems to overpopulate its area, and engages in a mass migration, which becomes a headlong, heedless flight which ends for most of them in the Arctic Sea. The reason is unknown, unless it be nature's way of holding down an excess of population. The wolverine, comparatively small, yet a vicious, terrible, fearless fighter, is caught by the camera in a most unusual study.

All of this, against a background of splendid northern scenery, makes of this subject a fitting companion to the earlier pictures in the True-Life Adventure series. It is in the best Disney tradition of its kind.


CHARLES S. AMRONSON

**Embassy Trial**

(Continued from page 1)

D. Raven, counsel for the Embassy, East frankly admitted that from late in 1938, when Dan McLean and Lee Dibble opened the Embassy on Market Street, until March of 1947, his firm solicited no other first-run exhibitors save Fox West Coast Theatres.

This testimony seems to confirm Raven's thinly-veiled inference that RKO, Blumensfeld and FWC theatres were not competing for Paramount product and thus keeping the pool alive. East further testified no other exhibitor tried to buy Paramount films.

Queried on 1947-1949

Raven next led East into the period of 1947 through December of 1949, the time of the divorce by government decree of Paramount distribution and exhibition. It was true, East testified, that Paramount sold all of its first run pictures to Paramount

production increases with 37 films in work

From THE DAILY Bureau

HOLLYWOOD, June 25—There was an upswing in the motion picture industry this week with the start of seven pictures and one picture completed, making a total of 37 productions in work for the week.

Two for Paramount

Started were: "Banner in the Sky," Color (Buena Vista); "Gidget," CinemaScope, and Color (Columbia); "The Angry Hills" (Metro-Goldwyn-Mayer); "That Kind of Woman," Ponti-Crosi Prods. (Paramount);"The Young Captives" (Paramount); "In Love and War," CinemaScope, DeLuxe Color, Jerry Wald Prods. (20th Century-Fox); "Man in the Net," Miroch-Jaguar Prod. (United Artists).

Completed were: "Missile to the Moon," Layton Films (Astor).

**Fall River to Name Highway for Showman**

Special to THE DAILY

FALL RIVER, Mass., June 25—The city council last night voted to name a stretch of the new highway the William S. Canning Drive, honoring the city’s "Mr. Showman," who recently made partially inactive by illness. Veteran showman Canning is head of public relations for the Yamin’s Theatres Circuit, which has headlined many civic enterprises including War Bond rallies, Red Cross drives, Greater Fall River Development Corp., for the building of jobs, summer playgrounds, etc.

A Bill Canning Day is also on the agenda, with Mayor Arruda as honorary chairman, endorsed by the Durfee Boosters Club, which Canning founded. An editorial in the "Fall River News" stated in part, "The testimonial now being planned in Canning’s honor is not only due—it is overdue. The entire community welcomes this opportunity to demonstrate its gratitude to one of its outstanding citizens."

**House Group OK’s**

(Continued from page 1)

vestment associations. These, which would be organized by private individuals and groups, would in turn make 30 or 30 year loans to small businesses and would also invest

**Sen. Sparkman**

(Continued from page 1)

hanna, chairman of the Small Business Committee, said in a letter in the "Knickerbocker News" here. Sparkman wrote in reply to an editorial entitled "Drive-ins as a Risk for Federal Loans," the paper printed recently. He said a copy of the editorial was sent to him by Philip Harling, chairman of the Small Business Administration Committee of Theatre Owners of America.

Quotes 1953 Law

"Under the 1953 statute," Sparkman said, "the Loan Policy Board of the SBA, an executive agency, determines which types of businesses are eligible or ineligible for loans. It was the SBA Loan Policy Board, composed of the Secretaries of Treasury and Commerce and the Administration of SBA, that ruled drive-ins to be ineligible for the loans.

"On the other hand," the Senator continued, "the Senate Small Business Committee has several times requested SBA to reconsider its loan policy toward the drive-ins."

in convertible debentures of small businesses. Tax advantages to the associations and their organizers are contained in a technical tax revision bill approved by the Senate Finance Committee last week.

**BUSY?**

Then you appreciate

MOTION PICTURE DAILY’s policy of

All the News that Is News . . .

Concise and to the Point

with jealous concern for its reputation of

JOURNALISTIC RESPONSIBILITY.
Motion Picture Daily

Thursday, June 26, 1957

Activities Committee Set by TV Academy

David Tebet, NBC general program executive, and Henry Sylvan, composer and conductor, who are serving as co-chairmen of the activities committee of the Academy of Television Arts and Sciences at New York, have announced, through Busin and Jacobs, Ltd., that they will provide the social and educational program for Academy members next season.

Recently appointed to the committee are: Larry Loewenstein, director of press information at CBS; Irvin Mansfield, TV producer; A. Carl Biggrod of Donahue & Co Advertising; David Sontag, supervisor of nighttime programs at NBC; and Louis Telcher, director of music operations at CBS.

Will Meet Today

The activities committee is meeting today to set up its program for the 1958-1959 season. Under consideration are a forum series on creative and technical subjects, a regular series of screenings of TV shows, membership luncheons featuring prominent government and industry figures, and social affairs.

ABC’s ‘Confession’ to Interview Murderer

James Bell, 37, of Dallas, Tex., sentenced to five years in the Texas State Penitentiary for his second murder, will appear on ABC-TV’s “Confession,” Thursday, July 3, 10-10:30 P.M., E.D.T.

The program’s producer and moderator, Jack Wyatt, will seek Bell’s view of the forces that led to the commission of two murders, the second murder before dozen of witnesses.

Clergyman on Panel

The panelists will be the Rev. I. B. Loud, minister of St. Paul’s Methodist Church, Dallas, chairman of the General Conference of the Methodist Church; John W. Rice, one of the civic and business leaders of Dallas.

NBC Web Sales High

For 2 Weeks of June

Mutual of Omaha has renewed sponsorship of NBC Radio’s “On the Line with Bob Considine” for 52 weeks. William K. McDaniel, vice-president in charge of NBC radio network sales, has announced. The renewal, through Board of Jacobs, Inc., Inc., business — heading total business of $300,000 in net revenues for the first two weeks of June.

Fisher and Gobel Get Renewals for Next Year

Renewals of “The Eddie Fisher Show” by the Liggett & Myers Tobacco Company, and “The George Gobel Show” by the Radio Corporation of America, were announced by Walter D. Scott, vice-president, NBC television network sales.

The two programs, both in color, will continue in their alternate Tuesday evening time period (8-9 P.M., N.Y.T.) beginning Sept. 23 with “The George Gobel Show,” followed by “The Eddie Fisher Show” Sept. 30.

Guest Dates Slated

The two stars will continue to exchange guest appearances on each other’s program, but not as frequently as this past season. The music-comedy series will continue to present prominent guest stars each evening.


Survey Shows Network Audience Increasing

The trend of network television program audiences continues upward with the first five months of 1958 showing an 8 per cent increase in average evening program audiences and a 13 per cent jump in average daytime audience, according to the Telerate Bureau in a recent, January-May report issued yesterday.

TV’s report again verifies the constant upward trend, with the first five months of 1958 recording record highs. Average weekday daytime programs reached 433,000 more homes per broadcast than in 1957, and the average increase for evening programs was 701,000 homes.

AFM Picketing

(Continued from page 1) ported previously. Other cities and theatres were announced by the AFM yesterday and are as follows: Chicago, Woods; Salt Lake City, Center; Portland, Oregon; New Orleans, Saeenger; Atlanta, Fox; Boston, Metropolitan and Astor; Philadelphia, Stanley and Fox; Kansas City, Mo.; Paramount; St. Paul, Palace, and Orpheum; each week; RKO Orpheum; Hollywood, Paramount and Pantages; Denver, Denver; San Francisco, State; Seattle, Paramount; Philadelphia, J. P. Harris; Milwaukee, Palace Fox; St. Louis, St. Louis; and a theatre in San Francisco.

‘Bravados’ World Bow

At Par. on B’way

A colorful “Fiesta on Broadway” attracted an ensemble of social, and entertainment world celebrities last night at the Paramount Theatre here for a gala western motif premiere of 20th Century-Fox’s “The Bravados.” The San Francisco Opera League sponsored the benefit debut of the film.

The Trio Continental supplied music during the festivities. The theatre was decorated in a gay western theme, prompted by the rich backgrounds of Morelia, Mexico, where the picture was filmed. In addition, an array of Western and Latin American muscians, singers and dancers, entertained the arriving celebrities and the throngs who viewed the festival in the Times Square area.

2000 Set to Attend

‘Night with Sinatra’

From THE DAILY REPORT

HOLLYWOOD, June 25—More than 2,000 personalities are expected to attend “A Night With Sinatra,” containing films which benefit set for Wednesday, July 2, here. Original plans for 1,400 guests have been changed to meet the growing demand for tickets.

The first phase of the evening will be the charity West Coast premiere of “Kings Go Forth,” a Ross-Eton production starring Sinatra, Tony Curtis and Natalie Wood. After seeing the United Artists release, the guests will go to the International Ballroom of the Beverly Hilton Hotel, where Sinatra will sing the songs he has made famous, backed by Nelson Riddle’s orchestra. The entire evening is for the benefit of the Cedars of Lebanon Hospital’s free bed program.

Vikings Arrive Here

From Norway Today

Seven storm-tossed Norwegians to-day end their Svalbard voyage in a 78-foot open sailboat, The Vikings, which comes into New York harbor exactly 22 days after leaving their home port of Bergen, Norway, on June 4. The vessel is a replica of an ancient Norse craft built in Norway for Kirk Douglas’ production of “The Vikings.”

The crew will be taken today to Times Square, renamed Viking Square, where the picture is now playing at the Astor and Victoria Theatres.

‘S.P.’ Bows in Milwaukee

MILWAUKEE, June 25—Five by seven folded invitations were sent out for the S. P. premiere. The company leased to George A. Hamid last summer, has reopened as the Warren. In addition, the Astor, completely re-modled and air conditioned, reopened under the new management of Al Myers.

Fox Has 7 Going in CS

Based on Novels, Plays

Twentieth-Century-Fox has seven major screen productions before the cameras based on five best-selling novels and two hit Broadway stage plays.

Nearing completion at the company’s Hollywood studios is “The Diary of Anne Frank.” The production schedule also includes “The Inn of the Sixth Happiness,” “The Roots of Heaven,” “Love and War,” “Rally Round the Flag, Boys,” “The Treasure of the Sierra Madre,” and “The Remarkable Mr. Pennykacker.”

Loew’s Date

(Continued from page 1)

Inc., a stable block in the divorce proceedings, is left entirely to the board of Loew’s, Inc., the order provides that the board of directors for Loew’s Theatres is “directed to transfer to Loew’s, Inc., in cash or government securities, such amounts as may be necessary for sinking fund payments;” and the sinking fund also to include the operation of the sinking fund, and interest payments up to and including August 31, 1959.

Board Can Make Loans

The board of the theatre company is also authorized to make loans to Loew’s, Inc. provided the maturity date is no later than the date of the distribution of the new theatre company stock. All amounts transferred under these provisions and any loans are to be taken into account in the division of assets at the time of the distribution of the new stock.

Originally the Loew’s divorce was to have been completed by March 8, 1957, the company asked for extensions and received two extensions, the last one indefinite, because of inability to reach agreement with the theatre company on the division of the parent company’s funded debt, presently outstanding under an agreement with the Old Colony Trust Company, dated January 15, 1947. While the two companies were negotiating, their decree provided that Loew’s should continue to hold the theatre company’s stock so long as a division of the debt could not be agreed upon.

Prodded by Justice Department

At the hearing in May Department of Justice officials pressed for an order directing the board of Loew’s, Inc. to proceed with plans for the division of the debt and subsequent complete divorce.

2 Theatres Reopen

ATLANTIC CITY, N. J., June 23—Two resort theatres have reopened for the season. Cedar’s former location leased to George A. Hamid last summer, has reopened as the Warren. In addition, the Astor, completely re-modled and air conditioned, reopened under the new management of Al Myers.
**MOTION PICTURE DAILY**

NEW YORK, U.S.A., FRIDAY, JUNE 27, 1958

**VOL. 83, NO. 125**

**TEN CENTS**

**Plans Unsettled**

**WB Move West**

**Stirs Mild Trade Interest**

**But Developments Will Be Watched Closely As Guide**

Reaction in other major company producer-distributor home offices to Warner Bros. confirmation that it would transfer its foreign and domestic distribution headquarters "and component units" to the Burbank studio from New York was one of only mild interest yesterday.

The story had been rumored throughout the trade for so long that the company's statement with little other information added was regarded by many as anti-climactic.

A canvass of key offices in New York gave no indication of any change in policy, with the exception of some of the European agencies.

(Continued on page 4)

**New York Gives Big Welcome to Vikings**

(Picture on Page 3)

United Artists had a publicist's dream fulfilled yesterday with a spouting fireboat and whirling helicopter harbor welcome and a downtown ticker tape parade for seven hardy Norwegians who sailed a 78-foot open boat, replica of an ancient Norse vessel, 3,680 miles across the Atlantic.

(Continued on page 4)

**Nearer Than You Think, Says Arnall, of Pay-TV**

From THE DAILY Bureau

HOLLYWOOD, June 26.—Pay TV is nearer than you think," declared Ellis Arnall yesterday at a meeting of members of Society in Independent Motion Picture Producers.

In making this prediction, the (Continued on page 4)

**Television Today**

Page 6

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**Dr. Mayer Reports on Tuberculosis**

**Status at Hospital Meeting Today**

Special to THE DAILY

SARANAC LAKE, N.Y., June 26—Dr. Edgar Mayer, medical advisor to the board of Will Rogers Memorial Hospital and Research Laboratories, will tell a gathering of some 110 industry executives visiting here tomorrow that "apparently a dangerous over-confidence is rising in the public's thinking regarding tuberculosis and its continuing threat to the community's well being."

Those who will hear Dr. Mayer are participants in an annual inspection meeting as part of a weekend program which includes the annual board of directors meeting. Dr. Mayer will point out that "popular reports that TB can be cured, and at increasingly faster rates, is creating a fallacious belief that tuberculosis is conquered. Nothing could be farther (Continued on page 4)

**Exhibitor Contributions**

To B-B Drive Still Lag

Exhibitor contributions to the all-industries business-building campaign still are coming in at a snail's pace despite renewed urging from circuit home offices to field affiliates and from regional exhibitor organizations to members and associates.

Total cash contributions as of yesterday approximated only $75,000, with not more than $60,000 additional in what could be regarded as redeemable pledges. Distributors have agreed to match exhibitor contributions but, obviously, even should this be done the total would be insufficient to meet the $300,000 cost of the radio drive, the first phase of the b-b program.

(AFIM Seeks to Unify Musicians of World)

From THE DAILY Bureau

**To Reelect Montague Rogers Hospital Head**

Special to THE DAILY

SARANAC LAKE, N.Y., June 26.—The reelection of all officers of the Will Rogers Memorial Hospital, headed by A. Montague, president, is expected here when the board of directors convenes Saturday in its annual meeting at the Edgewater Motel, Schroon Lake, N.Y. Guests from all branches of the industry will be here today for their (Continued on page 4)

‘Herald’ Begins New Service Listing

Records Tied to Current Pictures

A complete listing of records issued in conjunction with or derived from current pictures appears in this week’s "Motion Picture Herald," inaugurating a new service in that magazine. The list is published in conjunction with a feature story examining the extraordinary dimensions to which music has grown as a motion picture promotional asset.

The chart lists 45 current pictures, some with as many as 22 different record listings supporting them. At least 31 of the pictures have title songs or title themes available as single records, many of them rec (Continued on page 5)

More Later

**Allied Begins Talks to Bar Post-'48 Sales**

20th-Fox, Columbia Meet Described As Reassuring

Allied States leaders yesterday described their initial meetings with distribution heads here on the subject of sales of post-1948 film libraries to television as "satisfactory and encouraging."

The Allied conference committee consisting of Horace Adams, Allied president; Jack Kirsch, president of Illinois Allied, and Irving Dollinger, head of Allied's Emergency Defense Committee, met yesterday with Spyros (Continued on page 3)

**Theatre Grosses Moving Ahead, Says Goldenson**

Theatre grosses have not only improved over 1957 but are "sure to move ahead even more as the summer season hots in the customers," Leon Goldenson, president of American Broadcasting - Paramount Theatres, stated yesterday in an in (Continued on page 2)

Says Loew's Costs Cut

$8,000,000 Annually

Loew's, Inc. is making steady progress in cutting down losses, with some $8,000,000 already saved in year's payroll costs at the M-G-M Studios and in the domestic and foreign distribution operations, a "high Loew's executive" was quoted as saying in an interview in the "Wall Street Journal" yesterday. As a result, he added, the financial outlook for Loew's in the new fiscal year starting next September 1 is "brighter" than in recent years.

The Loew's executive is further quoted as saying that while production and distribution operations will probably be in the red again in the current fiscal year (ending August 31) the losses will not be nearly as severe as those in fiscal 1957. (Continued on page 3)
Bring Pioneer Spirit Back for a New Golden Era,' Says George Pal

By SAMUEL D. BURNS

HOLLYWOOD, June 26.—"Bring the pioneer spirit back to motion pictures, and we'll see the golden era of our basic projects," George Pal commented during an interview on his future program plans.

The producer-director, currently recreating his famous puppetoons here for brief animated sequences in MGM's "Tom Thumb," which he filmed in England, said the public is now ready to support the unusual, and is much more aware of "selective" projects.

For a proved pioneer with films like "War of the Worlds" and "Conquest of Space," who was eight years ahead of himself when he produced "Destination Moon," according to today's headlines, outlined a program of films that has great potential box office appeal.

All to Be in Color

He indicated that all of his future films, which will be done in color, will have greater impact and a higher entertainment quotient through the use of the larger screen format of his next project, H. C. Wells' "Time Machine."

Pal has already prepared the screenplay by David Harmon on "Brothers Grimm," the biography of the famous fairy tale writer which he purchased; and will integrate all of their famous characters in a musical version. Peggy Lee and Jack Stahl are expected to head the company's "Tom Thumb," which stars Russ Tamblyn, Alan Young and Jessie Matthews, as a Christmas attraction.

Special 'Kings' Ads Directed to Negroes

United Artists has prepared a special advertising campaign for the Frank Ross production of "Kings Go Forth" aimed at the nation's 17,000-odd Negroes. Inserts will be placed in 81 Negro newspapers published in 65 cities in 29 states, according to H. Lewis A. Payne, advertising manager for advertising, publicity and exploitation.

The theme of the ads will emphasize the film's story about two white Americans who fall in love with a girl whose father was a Negro and white mother.

L.H. Goldenson

(Continued from page 1)

Goldenson was characterized in the story, in which he discussed the cut for radio and television as well as theatres, as "a young man confident on the prospects for a seemingy obsolescent entertainment medium." The AB-PT head will mark his 25th year in the business on July 11.

Commenting further on the theatre outlook, Goldenson said, "Marginal or have to go—provided we can get a reasonable return on basic investment. We also—that goes for the industry in general—must recognize that the public more than ever is boss; folks want comfortable seats, really good pictures and pleasant people serving them."

Goldenson also said that TV billings are definitely stronger, and radio is doing better.

Dallas WOMPI Installs New Officers at Lunch

Special to THE DAILY

DALLAS, June 26.—With the special title of "head of production," Miss Verlin Osborne, of Paramount, became the president of the Dallas Women of the Motion Picture Industry at an installation luncheon entitled "WOMPI Parade of 58-59" at the White Plaza Hotel here today.

The installation program was patterned after a film production with开发建设 following the jamboree of the crew. Miss Mary Emison, assistant secretary of the Lone Star Gas Co., conducted the installation. Mrs. Mable Guinan, of Exhibitor Pictures, is the immediate past president.

New York THEATRES

NEW YORK THEATRES

Agenda Set for Meeting Of National Theatres

From THE DAILY Bureau

LOS ANGELES, June 26. — Over 120 delegates are scheduled to attend the annual convention of National Theatres, Inc., July 1-3 at the company's Los Angeles home office.

Among various topics for discussion will be the fall drive weeks, manpower in the theatre industry, improved safety techniques, expense control, and new ideas for more effective selling of pictures.

‘Sierra’ 3rd Film For Plato Skouras

His success in making two pictures for Regal Films, “Apache Warrior” and “Under Fire,” won for new producer Plato A. Skouras the assignment of his first in CinemaScope and color by De Luxe—"Sierra Baron." The new film was taken to the trade press in New York this week and is reviewed elsewhere in this issue.

Only 28 years old, Plato Skouras is the youngest of Skouras P. Skouras, president of 20th Century Fox, and graduated from Yale University as a drama major, Plato Skouras studied the exhibition phase of the industry in the book and business offices of the Skouras Theatre chain. He then switched to production and was trained by Darryl F. Zanuck in the technique of film editing at the Fox studios. Before making the two pictures for Regal he served as aide to Sam Fuller on "House of Bamboo."

After completing "Sierra Baron," Skouras was assigned to produce "Villa," a Columbia production location where he made "Sierra Baron."

Compo Ad Cites Film Headlines in ‘J.A.’

Reproductions of seven banner headlines on the movies, which have recently appeared in the "New York Journal-American," form the basis for the 91st in the series of Compo ads which will appear in "Editor & Publisher" tomorrow.

Six of the headlines, which feature the industry slogan, "Get More Out of Life. . . Go Out to a Movie," appeared in the comics pages of the paper, and the other, spread across the top of Page 1, called attention to the "Journals'" extensive coverage of movie news.

New Rank, RKO Deal

Distribution rights to all RKO films in many foreign territories have been acquired from the above, under a new Film Distributors, Ltd., according to a joint announcement of the companies. Earlier this spring Rank assumed administrative and service functions for RKO in some of these same foreign lands.
New York Welcomes Vikings

(Continued from page 1)

Kirk Douglas' "The Vikings" continues to set a record boxoffice pace at the Astor and Victoria Theatres with a second week combined gross of $74,000. William J. Heiman, United Artists vice-president in charge of distribution, said yesterday the Astor's share was $41,000 and the Victoria's $33,000.

Meanwhile the picture has been set for 320 July Fourth holiday dates to blanket major market areas in the United States and Canada.

Sargoy's New York City fireboat spouts a welcome to "The Vikings," 22 days out of Bergen, Norway.

The cameras, microphones and reporters of three TV networks, every New York newspaper and U.S. and international news services recorded the arrival of The Vikings in the harbor, at the Battery waterfront and at City Hall.

The first contact that Captain Thorvald Lihaug and his six mates made with the New World was in the Upper Bay. Following some frantic wig-wagging from the sailing ship, the official welcoming tug Dalzella nosed alongside and carefully handed over a case of Schaefer beer. The case was empty when The Vikings tied up at the Battery.

From the Battery, the seven Norwegians rode up Broadway past cheering thousands for an official civic greeting at City Hall. There followed another autocade journey and a repeat welcome in Times Square at the Astor and Victoria Theatres, where "The Vikings" is now beginning its third week.

'Vikings' Gets $74,000
In Second Week Here

Bar Anti-trust Defense
In Percentage Suit

An anti-trust defense in eight pending percentage suits by major distributors against a New Jersey exhibitor was barred yesterday by Judge Joseph Halpern in Somerset County District Court in the New Jersey Superior Court.

Separate suits by Loew's, Columbia, Paramount, RKO, 20th Century-Fox, Universal, United Artists and Warner Bros. sought unpaid balances alleged to be due on percentage contracts from the Somerville Drive-In Theatre Corp.

The theatre defendant filed a defense contending that that portion of admissions on which the distributors sought percentage receipts were from heater revenue and for the use of the playground. The exhibitor contended, in addition, that unreasonable and arbitrary clearance had been imposed and that the distributors had conspired to do so in violation of the Sherman Act and that the contracts were therefore unenforceable. It was this latter portion of the defense which Judge Halpern, supporting a motion by the plaintiffs, struck out.

The court held that such an anti-trust defense would be unavailable to the exhibitor in suits of this type, under long-established doctrines laid down by the U.S. Supreme Court and other courts, even if the anti-trust violations charged could be proved true. In the latter case, the court said, other remedies would be available.

The percentage suits will proceed to trial on their merits.

Arguing for the distributors was attorney Willard G. Woehler of the Newark firm of Toner, Crowley, Woehler and Vanderbilt, with Edward A. Sargoy and John F. Whicker of Sargoy & Stein, of counsel, Somerville Drive-In was represented by attorney Arthur B. Smith of Somerville, and attorney Monroe E. Stein, of New York.

To Air Idea for Film
Clips Use on TV Program

A CBS-TV network program idea involving the use of clips from current and unreleased films will be described to industry advertising-publicity directors at their meeting here today at Motion Picture Association headquarters.

Reactions of the committee members to the idea which offers nationwide plugs for films will be sought. Production - distribution companies have shied away from previous plans calling for the use of new film clips on TV programs.

'Wildlife' to Sutton

"Wildlife in the Rocky Mountains," a short subject in Eastman Color, has been acquired by Lester A. Schoenfeld Films and will open at the Sutton Theatre here June 30 along with the feature film, "Your Past Is Showing!"

PEOPLE

Ceil B. DeMille is still confined to Cedars of Lebanon Hospital, Hollywood, for a period of rest. The producer-director is in "good spirits" and his condition satisfactory.

Billy James, former actor now in the publicity field and who left General Artists a year ago to join Guild Films, has been named promotion director of the latter firm.

A. E. Hotchner, who is currently writing the screen play for Otto Preminger's "The Other Side of the Coin," will have his first novel, "The Dangerous American," published this month by Random House.

Morris Yuter, press agent for the Shubert Theatre, Philadelphia, is handling exploitation there for United Artists' "The Vikings" and "Kings Go Forth."

New 'Herald' Service
(Continued from page 1)

ordered by several different personalities.

Of the 45 pictures represented only six are actually under the gun from farsight and sophisticated comedy through spectacles and adventure to high drama.

The sound track albums, the "Herald" story says, "are not only selling themselves, they also are selling the pictures. And not simply because the public is enamoured of the background scores. The handsome, artfully designed album jackets, giving prominent play to title and cast, are sometimes better advertisements than words written in newspapers and magazines. Certainly, they are often more colorful."

The record compilation will appear periodically in the "Herald."

"Indiscreet" Gives Hall
Near-Record First Day

On the basis of an estimate late yesterday afternoon Warner Bros. "Indiscreet" was expected to reach or top $25,000 for the opening day of its world premiere engagement at the Radio City Music Hall. Russell P. Dominguez, president and managing director, said the film was giving the theatre "one of its biggest opening days."

Waiting lines were the rule at the theatre throughout a large part of the day despite warm, humid weather and showers.

The Music Hall's new stage show, "Say It with Flowers," includes a fashion show and vocal group with soloists, in addition to the Music Hall's permanent stage features. The Turgeon Choir, which had been booked following the decision to discontinue the theatre's all-male glee club, terminated its engagement at the Music Hall with the change of program.
Mayer Report

(Continued from page 1)

from the truth. Unfortunately tuberculosis is still attacking human b... on page 1)

York revealed none giving serious thought to a similar project although... on page 1)

The TIME is 1845 and the setting... from a factory town. This is the background of "Sierra Baron," a...
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Date
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Meeting of VC Board Set for Atlantic City

From THE DAILY BUREAU

HOLLYWOOD, June 26.—The meeting of Variety Clubs' executive board, comprised of past international chief barker, was held in Atlantic City, first week in August, to discuss and review agenda and policy of Variety Clubs 1959 international convention in Los Vegas. This meeting was April 3, it was reported at the first Western regional convention held today in the Ambassador Hotel.

Those attending will include James W. Harris, Bob O'Donnell, Marc Wolf, Jack Brown, George Hoover and John Rowley.

Hoover, of V.C.'s international executive director, said he will meet this weekend with Jake Kazloff, 1959 convention chairman; Bill Cannon, chief Barker of Tent 39, and Eugene Murphy, international representative for the Western region, at the Thunderbird Hotel in Las Vegas, convention headquarters, to discuss and finalize convention plans.

In addition to Eby, Hoover and Stern, others attending today's meeting included Eugene Murphy, Rotus Harvey, and distant international chief Barker, San Francisco; O. N. Stre, chief Barker Tent 25, Los Angeles, and John Harris, one of founders of Variety Clubs.

AFM Seeks

(Continued from page 1)

the world are becoming more aware of their common interest—of their capacity to do each other great harm or great good," Kenin stated.

Plans for a world conference in August of this year of all unions of professional musicians will be finalized next week when Hardie Ratcliffe, spokesman for British Instrumental and evening musicians, was a recent visit to the United States. This visit included meetings of all professional unions of musicians, including unions of Sweden, Norway, England, Germany, Austria, Switzerland, Italy, Greece and South Africa, and to visit with Stanley Ballard, of Minneapolis, member of the international executive board of AFM.

International Officers

Visit Atlantic Variety

Special to THE DAILY

ATLANTA, Ga., June 26.—Four top officers of Variety Clubs International were here yesterday for the first annual regional meeting of the organization. Their delegation was headed by international chief Barker George Eby of Pittsburgh, and included also was Edward Emanuel, Philadelphia first assistant chairman; George Hoover, Miami, international executive director, and Morton Gerber, Washington, D. C., international representative.

Television Today

Closed Circuit TV for Notre Dame Teaching

Special to THE DAILY

SOUTH BEND, Ind., June 26.—Bernard C. Burby, general manager of WNDU-TV South Bend—Elkhart, has revealed Notre Dame station's plan to take its first step into closed-circuit TV teaching. One hour a day for two weeks, beginning the last Monday, WNDU-TV and the University of Notre Dame Mathematics Department will combine talents to teach a specialized mathematics course to 250 high school teachers enrolled in the course for the summer session.

Dr. Arnold Ross, head of the Notre Dame mathematics department, will lecture from the WNDU studios to classrooms on the Notre Dame campus, where two WNDU monitors in each of five classrooms will carry his lectures to the students.

One Man's TVviews

By Pinky Herman

BESIDES possessing a fine voice which he knows how to use, handsome lanky Danny Costello feels quite at home in the "Joe Hardy" role in "Damno Yankees" currently playing Westbury, L.I. Before getting into show business back in 1951, Danny was a member of the Pittsburgh Pirates but the urge to sing was stronger than the desire to swing (a bat). Danny is a real comber and, having signed a recording pact with Coral Records, watch him zoom... Shelley Keller, ex-scripter of the "Sid Caesar Show" and "Patrice Munsel Show," among others, will write and produce a new TV series, "Maghane Panel," starring ventriloquist Jimmy Nelson as moderator. The panel will consist of Danny O'Day, Farfel, Humphrey Higbye, F'Tataceta and Sid Cool. (Gould?! how did he get into this WOOD-be brain trust?)... Former announcer and vesky at WBJK and free-lance actor on other Detroit television stations, talented and good-looking Dick Mason, is currently in Gotham for a look-see. Dick, who also can sing and cut a click platter as well as spin the wax, rates being signed up--and pronto... Did you know that Ray Krause, former All-American Football star (University of Maryland) was for the past eight years one of the National Football League's (Green Bay Packers) top-ranking tackles, is likewise a stellar television salesman? In the off-season, the husky, good-natured Ray is a successful pitcherman for the Warren R. Smith Productions, producers of TV, industrial, commercial and educational films... The talented son of the late Phil Reisman, Phil, Jr. has been signed to script the special CBS-20th Century-Fox TV series and leaves for the coast July 5. Deal was set by Bill Cooper of the Frank Cooper office...☆☆☆

The success of the "Art Ford Jazz Party," on WNTA-TV has prompted that indelicate to follow up with a similar series to originate in Minneapolis (KMSF-TV). Art flies to that city next week to debut the local version there, Thursday, July 1 (10:30-11:00) and while there will audition and name a permanent emcee... Producer and moderator of the "ABC College News Conference," Ruth Hayg will take her panel of students to Cleveland, Friday, July 6, where the program, with Dr. James B. Conant as guest, will be filmed for telecasting Sunday, July 6... Herb Finkel has been added to the writing staff for the new "George Gobel Show," which begins in CBS September 30. ... Walt Framer, whose fabulous career as a producer of successful audience-participation TV quizzes of amazing durability (Strike It Rich—10 years; The Big Payoff—now in its 8th year) is unique in this ever-changing television world, is penning his autobiography with an assist by Paul Denis.
Propose New Will Rogers Expansion To Care for Asthmatic Children

By SHERWIN KANE

SCHROON LAKE, N. Y., June 29—Extension of the facilities of the Will Rogers Memorial Hospital to care for the asthmatic children of industry employees was proposed to the directors of the hospital by A. Montague, president, at the annual meeting of the board here yesterday.

The proposal was in the president's report to some 80 members of the board and guests who made their annual tour of the hospital Friday and then adjourned to Herman Robbins' (Continued on page 5)

Loan-to-Railroads Bill Is Approved by House

From THE DAILY Bureau

WASHINGTON, June 29—The House on Friday passed legislation authorizing government guarantees of loans to railroads in financial difficulties. The Senate approved similar legislation earlier this month, so both houses of Congress are now on record in favor of this type of bill.

Sam Pinanski, New England exhibitor, has been proposing that the industry try to get a similar program of government guarantees for loans to film industry companies.

Urges "Moratorium"

Reade Proposes New Unit To Control Sales to TV

A unique plan to control the release of all films to television is proposed by Walter Reade, Jr., in an open letter to the industry released today. The plan would set up an all industry unit, similar in some respects to ASCAP, to which all producers would sell or "give" the television rights to their pictures. The new organization would then control the release of the pictures to television both in regard to timing and territories so as to interfere as little as possible with theatrical showings of the pictures and to get (Continued on page 6)

RCA and NBC Renew Lease for Center Home

The Radio Corporation of America and the National Broadcasting Company, Inc., the first tenants to sign for space in Rockefeller Center and the one for which the world's largest commercial office building was designed, have extended to 1982 leases valued in excess of $70,000,000. John L. Burns, president of RCA, announced over the weekend.

Brig. General David Sarnoff, chairman of the board of RCA, who played a leading role in shaping plans for the (Continued on page 6)

Television Today

Up on Aug. 2

SW Offers to Buy Cinerama Prod. Stock

Share-for-Share Exchange Proposed to Holders

Stanley Warner Corp. has made an offer to shareholders of Cinerama Productions whereby stock in the latter company would be exchanged for an identical number of shares of common stock in Cinerama, Inc. The offer, which was made in a letter to shareholders of Cinerama Productions mailled at the weekend, expires on Aug. 2.

Present market value of Cinerama, Inc., stock is $2 while that of Cinerama Productions is $2. Stanley Warner, through its wholly owned subsidiary, Stanley Warner Cinerama Corp., owns 9,350,000 shares or 35 per (Continued on page 4)

Stresses Producer's Role in Promotion

Herbert B. Swope, Jr., producer of "The Bravados" for 20th Century-Fox, says the picture is not a western; it is a drama in a western setting. The scenery is there, he points out, but the story involves a great amount of character development.

Swope, who began his producing career in television, says he thinks all producers should take part in the promotional campaigns until their pic- (Continued on page 6)

WB Surveys Employees On Moving to West Coast

Warner Bros. is asking its employees in the domestic and foreign sales departments and allied components here if they would "want to be considered for re-employment on the West Coast," the company said in a statement issued at the weekend.

Warners expects to make a decision "as soon as possible" on which function will continue in New York and which will go West, it added.

File Prospectus

300,000 Shares Of UA Stock Set for Market

Company Offers 200,000; Benjamin, Krim, 100,000

United Artists Corp. has filed with the Securities and Exchange Commission a registration statement covering the proposed sale of 300,000 shares of its $1 par value common stock for its account and 100,000 shares for Arthur B. Krim and Robert S. Benjamin, president and chairman of the board, respectively. An underwriting group will be formed by F. Eberstadt & Co. to distribute the stock (Continued on page 2)

Jackter Marks First Year As Sales Head

This week Rube Jackter is celebrating his first anniversary as general sales manager of Columbia Pictures.

To mark the occasion, the veteran film salesman, buoyant and full of enthusiasm, met the trade press at the home office Friday to discuss his past year and his future plans.

By way of introduction he noted that he had been in the industry 33 years, 26 of which had been spent as Columbia's assistant general sales manager under Abe Montague. He added with a smile, "You can commit murder and get out in 20!" But these generalities were (Continued on page 4)

Television Today Page 6
Odeon to Provide Parking
New York's Odeon Theatre, on Broadway, starting Wednesday, will provide three hours of free parking for its patrons after 6 P.M. on weekdays and all day Sunday at the Dixie Drive-In Garage. The ticket issued by the garage may be presented to the theatre cashier for validation.

Children's Film Fete in N. Y.
As a feature of the New York Summer Festival, the Museum of the City of New York is presenting on July 7-22 in the 400-seat Auditorium at the 1958 Festival of Children's Films," showing films made for children of nine different countries. Programs, at 11 A.M. and 2:30 P.M., are planned to appeal to children from 4 to 12. Admission fee is free.

'General' to D. C. and S.F.
M-G-M's "Imitation General" will have its initial engagements as the July 4 attraction at Leos Victor Theatre, San Francisco, and the Playhouse Theatre, Washington, D. C. Preceding the latter opening, the film will have a gala invitational premiere on Wednesday to be attended by Defense Secretary Henry H. Stimson and top military figures.

'Icecapades' to Moscow
John H. Harris, head of Variety Clubs International, will show his "Icecapades" in Moscow during May, 1959, following the Los Angeles run, he announced at the Variety Clubs meeting last week in Los Angeles. The production will play the new 16,000-seat arena in the Russian capital.

Stellings Thanks CBS-TV
The film industry owes CBS-TV a "sincere thank you," Ernest G. Stellings, president of Theatre Owners of America, declares in a letter sent to William S. Fahey, chairman of the board of CBS, acknowledging Douglas Edwards' upbeat appraisal of films and the film industry on a coast-to-coast telecast last Monday.

Three Cities Slate 'Kings'
Frank Ross' production of "Kings Go Forth" has been set for July 4th holiday premiere engagements at the斯顿 Theatre in Philadelphia, the Orpheum in St. Louis and the Majestic in Dallas.

Stock of UA Set for Market

(Continued from page 1)

publicly some time around the middle of July.

Proceeds from the 200,000 shares the company is selling will be used to expand film production and broaden activities in television, recording and music publishing, it is explained in the preliminary prospectus for the stock sale issued at the weekend. "The resulting increase in equity capital should enable the company, from time to time, as its business requires, to enhance its earnings through the short or long term debts, guarantees, or otherwise," it adds.

The company will receive none of the proceeds from the sale of the additional 100,000 shares of the common stock which will be issued and outstanding following conversion by the underwriters of a like number of shares of Class B common stock purchased from the selling stockholders. Net proceeds of these shares will go to the sellers.

After completion of the public offering, MANAGEMENT stockholders will continue to own all the Class B common stock, representing about 43 per cent of the voting stock. The sales will increase the company's equity capitalization to 731,255 shares of common stock and 550,000 shares of Class B common.

The prospectus also states that the board of directors of the company intends to increase the quarterly dividend rate on common stock from 35c to 40c a share and plans to declare a dividend in that amount for the quarter ending September 22, 1958. It is pointed out that this is dependent upon business conditions, future earnings, and the financial condition of the company, as well as the extent to which shares of Class B common stock may be converted into common stock and the extent to which the company's 6 per cent convertible debentures, maturing in 1962, may be converted into common stock.

No dividends have been declared or paid on the Class B common stock, and the board has no present intention of changing one, according to the prospectus.

Set Minnesota Unit for B-B and Standard Time

Special to THE DAILY

MINNEAPOLIS, June 20—A citizens committee for standard time has been formed here by officers of the North Central Allied unit and a group headed by Charles Winchell, Ruben and Harold Field for the express purpose of combating daylight saving time and to perfect plans for a joint B-B program.

The action marks the first in 10 years that all exhibitor factions in the Twin Cities have consolidated their forces to fight a common opponent.

First of a series of regional meetings of the CCFF will be held at Thief River Falls, Minn., on July 9. Pledges to finance the attack on fast time in Minneapolis, and to develop a giant B-B program were heavy at last night's meeting, Frank Manztek, committee spokesman and NCA president, revealed.

On the CCFF committee with Manztek are Ruben, Field, Winchell, Ed Sullivan, Henry Green, Harry Greene and Jess McBrice.

Gregory to Meet Boyer

HOLLYWOOD, June 28—Paul Gregory, producer of "The Naked and the Dead," will leave here Monday for a week of conferences with Charles Boyer, who will arrive from Paris to discuss Broadway production plans for "The Marriage-Go-Round," in which he will co-star with Claudette Colbert. The play is scheduled for full presentation.

Boston Drive-Ins Tie-In With Disneyland Contest

Special to THE DAILY

BOSTON, June 20. — Six drive-ins in the Greater Boston area are tying in with Raymond's Department Store's "Trip to Disneyland" contest in which a boy and a girl under 12 years of age can win a free, all-expenses-paid trip to Disneyland accompanied by their parents by coloring drawings.

A boy and a girl will be selected from the best coloring drawings submitted at the end of 12 weeks, starting the week of June 22 ending September 7. Coloring blanks are given to every boy and girl the week of September 7 at the drive-ins upon presentation of an official "Trip to Disneyland" membership card having six or more official punch cards. Punch cards are punched once a week by a drive-in official. Winners will be announced the week of September 28.

The winners are given out at the six drive-ins, all operated by Redstone Management. Theatres are the Dedham Drive-In, the WEM Drive-In, the Neponset Drive-In, the Suffolk Downs Drive-In, the Revere Drive-In and the Natick Drive-In, the latter also operated by Smith Management Company.

M-G-M Duo to Rialto

M-G-M's "The Haunted Strangler" and "Fired Without a Face" will be the next attractions at the Rialto Theatre here, where they will open July 3 as a dual showing.
AN OPEN LETTER TO THE MOTION PICTURE INDUSTRY

WALTER READE THEATRES
MAYFAIR HOUSE, DEAL ROAD, OAKHurst, NEW JERSEY

In recent weeks the responsible leaders of the motion picture industry from production, exhibition and distribution have emphasized the necessity of preventing the sale of post-1948 films to television. On this issue there has been a remarkable, if not unprecedented, unanimity of opinion.

But already a major break in the dam has occurred. We cannot allow this break to widen and engulf us. I, therefore, propose an immediate six month moratorium on the sale of all post-1948 films to television (regardless of country of origin.)

During this hiatus a method of logical and economic distribution of films to TV must be evolved and I propose a meeting of interested parties immediately (at the start of the six month moratorium) to discuss, and I hope accept the following plan:

The establishment of an autonomous non-profit organization constituted on a basis quite similar to ASCAP to which all producers would license "or give" his complete TV rights. This organization would plan or sell certain films on a continuous basis to TV withholding others at its sole discretion. Each producer would be remunerated in direct proportion to his film's total domestic gross—regardless of whether his film was ever sold to TV or not—in direct proportion to the over-all melon cut up each year. The directors and executives of this organization to be drawn from interested segments of our industry.

This is a concrete proposal to the industry which, with support from distributors and producers, will be successful. Upon expression of acceptance or willingness to confer on this plan, the mechanics necessary for its operation can be supplied without difficulty.

Respectfully submitted,

Walter Reade Jr.
National Pre-Selling

"V ERTIGO" the Alfred Hitchcock thriller based on acrophobia, the fear of high places, is reviewed and graphically analyzed in the June 25 issue of "Life." The photos used by "Life" have the central terrifying element that labels all good Hitchcock films. James Stewart and Kim Novak were selected for the starring roles in this new Paramount release.

Jon Whitcomb of "Cosmopolitan" went to Munich, Germany, where interior scenes for "The Vikings" were being filmed. There he interviewed Kirk Douglas, Janet Leigh, and Tony Curtis, stars of this spectacular about the adventurous, courageous, and vicious sea-roving plunderers of the ninth century, for the June 29 issue of "Variety.

In addition to distribution of the stock, the exchange would put stockholders in Cinerama Productions in a more favorable position for comparison with today's market, the company has estimated a profit of $800,000.

Under the present arrangement, out of the profits realized by Stanley Warner

Jackter Marks

(Continued from page 1)

Jackter Marks

(Continued from page 1)

Jackter Marks

Rank to Distribute RKO Films in Britain

By WILLIAM PAY

LONDON, June 29 — The Arthur Rank Organisation will take over complete distribution of RKO films in the United Kingdom starting July 1.

The announcement follows a statement last week that Rank would distribute RKO films in 19 major territories outside North America.

Rank assumed administrative and sales functions for RKO in Britain last March.

The agreement for distribution in the United Kingdom, it is understood, was delayed until the consent of Universal International could be obtained.

Rank has a distribution agreement with U-I here which prevents Rank from handling other distributors' products, except for U-I.

The 19 countries covered in the agreement announced last week are: Argentina, Belgium, Brazil, Chile, Colombia, France, Germany, Holland, Hong Kong, India, Italy, Pakistan, Panama, the Philippines, Portugal, Sweden, Thailand, Trinidad, and Venezuela.

He said he had found the best way to convince his salesman and exhibitors of the special potential in various films "is to go out and show them myself."

It cited the following results now coming in from the saturation New England openings of the double bill of the British-made "Camp on Blood Island" and "The Smokey.

Supported Promotionally

The combination, under his direction, was launched in both 130 and 175 towns and cities, backed by extensive radio and TV advertising, newspaper campaigns and even sound trucks. The results are "remarkable."

There are no names in these pictures."

Then there is the question, "This is going over because of pure showmanship."

It appears that he will be a "good sales manager" his second year in office too.

Theaters that opened the film last week are: Community, Morristown, Palace, Netcong, State, Bon ton; Baker, Dover, Majestic, Perch Amboy; Cort, Somerville; Bellve, Upper Montclair; Capitol, Union City; Oritani, Hackensack, and Ocean Theatre, Asbury Park.
Details of Hospital Drives Are Reported

SCHROON LAKE, N. Y., June 29.—The combined Audience Collection and Christmas Salute last year under the co-chairmanship of S. H. Fabian and Ned E. Depinet brought in a total of $276,097.20 from 3,385 theatres in 1956. Circuits were the backbone of the Audience Collection, Picker reported, with the Fabian-Rosen theatres, including Stanley Warner and Cinerama, turning in $119,002.37, Loew's capitals, $83,399.50, and IKO theatres, $28,333.52.

Christmas Salute Fruitful

The Christmas Salute, the industry's contribution from its own members to the support of the hospital, brought in $100,040.81 from 6,532 signed checks, and $29,506 from special gifts.

The Audience Collection total for 1957 was ahead of the total for 1956 in all but four exchange areas and the Salute total bettered the 1956 total in all but ten exchange areas.

In addition to these sources the Sponsored Rooms program netted $30,000 during the year, the Permanent Charities Committee gave 89,$290.01, and a benefit premiere of "Around the World in 80 Days," conducted by the Junior Committee, netted $16,325, bringing the total revenue for the season to $409,898.23.

The treasurer's report, submitted by S. H. Fabian, showed expenses of operation and maintenance for the year of $581,153.35 and an current balance of $950,310.20 in the hospital treasury.

Nine-Year Period Recapped

In the nine year period since June 1, 1949, when the present organization took over operation of the hospital there have been total receipts of 5,059,000. 92, with $269,482.35 then in the treasury, totalled $3,317,790.62. Operating expenses for the nine year period were $1,625,519.85, leaving a balance of $1,253,360.75 and expenses of the national office, including fund-raising expenses were $358,561.82, for a total of $2,367,480.42.

Harry Fontana, 64

SAN FRANCISCO, June 29.—Funeral services were held here Friday for Harry Fontana, 64, manager of theatres in San Francisco for more than 35 years, who died Wednesday of illness of several weeks. He had been manager of the Granada Theatre and previously the St. Francis.

Industry Heads Inspect Will Rogers Hospital

(Continued from page 1)

described to them by staff physicians and surgeons.

Highlight of the day's visit was a luncheon at the hospital at which B. J. O'Donnell, of the Interstate Circuit in Texas, was chairman. He introduced Spxras E. Skouras, president of 20th Century International, who is chairman of Paramount Pictures, who were among the guests making their first visit to the hospital.

Skouras Praises Montague

Skouras expressed his thanks to Abe Montague, president of the hospital, for insisting he make the visit. Skouras said he had been tremendously impressed by what he had seen. "By this kind of action," he added, "all likelihoods eventually will be eliminated for the industry to make. The industry is playing an important part in this work."

Skouras also expressed gratitude and appreciation to industry, those who devoted their time and labor to the hospital, recalling that it had been a major interest of the late Jack Colm of Columbia Pictures. "From now on," he said, "I'll be one of the regular attendants at these annual meetings," the 20th-Fox head declared. "There has never been a day I've cherished so much. I'm thankful for having been led here today."

Babah described the visit as a "most uplifting experience." He said he had heard for years of the work being done at this hospital from articulate, well-informed salesmen such as Abe Montague and his associates. But even their words couldn't do justice to the hospital and the way it's maintained. In every respect it is as good as our homes. It has no signs of being an institution."

"We of the industry owe a debt of gratitude to you men who have carried on the work while others have been busy elsewhere."

Montague Voices Appreciation

Montague thanked his associates and the field chairman from key cities across the country for their cooperation in raising funds for the hospital.

"Our rewards," he said, "are in seeing and hearing those who have been cured for and who have been benefited." He said the visiting field men will be able to describe the work of the hospital much better after having been there. He knew they would be inspired to continue their work and make it possible for the hospital to keep growing.

A check for $2,000 was contributed to the hospital at the luncheon on behalf of the Screen Actors Guild, East, by Harold Hoffman, executive secretary, and a check for $1,000 was presented on behalf of the American Guild of Musical Artists by Hy Faine, executive secretary. The continued support of both SAC and AGMA was pledged to the hospital.

Trailer Screened

Following the luncheon an audience collection trailer to be used in nickel theatres in this year's fund raising campaign was screened for the visitors.

Ned E. Depinet welcomed the out-of-town guests and those on their visit to the hospital. Among those at the head table, in addition to Montage, Skouras, Babah, O'Donnell, and Depinet, were Leopold Friedman, district sales manager, and Miss Helen Rosen, vice-president of Stanley Warner; Richard Wahh, president of IATSE; Jack Kirsch, president of Ilion Allied; and May Cohen, Robert J. Rubin, Arthur Mayer, Robert Mochrie, and Jack Berezin.

Local Mayor a Guest

Also introduced were Frank Ratti- gan, mayor of Saranac Lake, and James Logan, editor of the "Adirondack Times."

Work on TB Vaccine Continued at Hospital

SCHROON LAKE, N. Y., June 29.—The clinical and research laboratory at the Will Rogers Memorial Hospital, one of the most important phases of the hospital's work, is proceeding with its work of developing a vaccine for the prevention of tuberculosis. Morris Dworski, director of the laboratory, reported at the board of directors meeting.

Four different vaccines are under investigation at the present time, it was reported, and one of them, Dr. Dworski said, "is very encouraging."

Special Study Undertaken

The laboratory this year will undertake a special study, under a grant from the Montague Fellowship and in cooperation with the University of Rochester and Eastern Kodak, to develop a new method of visualizing the whole branching system of air passages and air spaces of the lungs through the projection of sections of the lung in three dimensions on a giant screen. The method would permit accurate observation of healthy lungs as well as lungs suffering from emphysema and other diseases which interfere with the lung function.

Won't Dub 'Porgy, Bess' In Any Foreign Tongues

Samuel Goldwyn will not have dubbed versions prepared of his production of "Porgy and Bess" in any foreign language, it was learned here yesterday. The film version of the Gershwin-Hayward work will play theatres throughout the world in the English language only.

Three reasons were given for the decision. First is that Goldwyn's world's assembly of the world's finest singers. Secondly, "Porgy and Bess" was an international success when it toured the world as a stage production. Third is that the newly translated the Ira Gershwin lyrics into another language would lessen their effect.
RCA and NBC

**FCC to Bar Purchase Of TV Applications**

*From THE DAILY Bureau*

WASHINGTON, June 29.—The Federal Communications Commission has announced plans to end situations in which one TV station buys out or merges with a competing applicant.

The Commission on Friday said it was contemplating an amendment to its rules to disuise prejudice by applying a rule where one applicant withdraws upon a payment or other consideration from a competing applicant. This would mean that both applications would be thrown out, and both applicants barred from applying again.

Jones Temporary Head

The organizing committee for the proposed export association in the television film industry elected its temporary chairman Merle S. Jones, president of the CBS-TV stations division, at a meeting last week at the offices of the Motion Picture Export Association of America.

Jones will appoint three working committees, financial, constitution and by laws, and personnel and organization. Each member of the committees will name an alternate from his own company so that the work of the committees can proceed despite the absence of any members on business.

**Follows Attack by Harris**

Such an FCC policy would be a change from long-standing FCC rules which have permitted such practices and would obviously be aimed at meeting criticism by the Hors Com- mence Investigation Subcommittees of Rep. Harris (D., Ark.).

Jones was an alternate for the Hors committee earlier this session attacked the FCC for permitting applications in various competitive channel proceedings to buy out competing firms.

The new FCC announcement said the Commission was concerned that permitting one firm to buy off a competitor was tending to defeat the purpose of competitive hearings, and was encouraging some firms to apply only with a view to being bought off. Comments on the proposed rule-making were asked by July 28.

**Sirowitz, Gordon Named To Positions at NTA**

Len Sirowitz has been named art director and Fred Gordon has been appointed advertising production manager for National Television Associates, Lester Krugman, executive director of advertising, promotion and merchandising for NTA, announced at the weekend.

Sirowitz comes to NTA from Columbia Broadcasting System, where he was advertising designer for TV promotion for CBS-TV since 1954. Prior to that he was with Grey Advertising Agency as art director on the NBC and RCA accounts.

**GUILD FILMS TRADES**

GUILD FILMS TRADES

**Time to Cut Debt**

GUILD FILMS, Inc., has made a deal with Television Industries, Inc., whereby it will eliminate $6,525,000 of indebtedness through an exchange of television time spots, it was announced at the weekend by John J. Cole, president of the company.

The indebtedness involved the purchase of 1,100 BK0 short subjects, and the foreign rights to Minutes of Murder.

This is part of the reorganization program which Guild Films instituted last March when Cole assumed the presidency of the company.

**Team Bardot, Sinatra**

Columbia Pictures has signed Frank Sinatra and Brigitte Bardot to co-star in a film to be produced by Raoul Levy, the producer in charge of the studio program. The picture will be a musical entitled "Paris By Night," and will start production next May in Paris.